

LAA 2376C

Design Communication I

UF Department of Landscape Architecture
Fall 2023

SYLLABUS

I. General Information

CLASS MEETINGS: 100% In-Person, Mondays, Wednesdays, Periods 3-4 (9:35 AM – 11:30 AM) and Fridays, Periods 7-8 (1:55PM- 3:55 PM)

LOCATION: Architecture 116

CREDITS: 4 Credits

INSTRUCTOR: Daniel P. Manley, PLA, ASLA
ARC 431E
Office Hours: Tuesdays, Periods 4 and 5 (10:40 AM - 12:35 PM) or by appointment
dpmanley@ufl.edu

TA: Bryce Donner
Brycedonner@ufl.edu

COURSE DESCRIPTION

As a parallel course to LAA 2360 (Principles of Landscape Architecture Studio), students are introduced to visualization techniques in landscape architectural design and planning. The course covers traditional drawing conventions (plan, section/elevation & perspective), alternative methods of exploratory visualization (montage/collage/animation) and the techniques and processes used to produce these methods of communication. Students will learn to identify and critically assess the various methods and strategies used in design communications and develop the skills needed to effectively and efficiently explore, visualize and communicate design ideas of their own. The course is structured as a project-based studio in which students traverse a hybrid of communication types, combining techniques of hand drawing and digital imaging.

PREREQUISITE KNOWLEDGE AND SKILLS

None

REQUIRED READINGS AND WORKS

All required readings and works can be found online, course reserves, or in the UF Library (see annotated schedule).

Materials and Supplies Fees: see schedule of courses.

REQUIRED DRAFTING SUPPLIES

You are required to purchase the following drafting equipment. This equipment will be used in both Design Communications 1 and Principles of Landscape Architecture as well as future studios. Please follow the list as closely as possible.

Drafting Equipment

Sketchbook 6"x8" or 5.5"x8.5" (at least 50 sheets)
12" roll of white trace paper (2 rolls)
18" roll of white trace paper (2 rolls)
Drafting dots or drafting tape
Scales – architectural and engineer
Large circle template – Pickett CHA1204i, Barol TD445, or Alvin TD1204
Alvin Radius Master – TD1202
Rolling Ruler
Push pins and T-pins

Drawing Implements

Leadholder, Leads (two tubes): F & H, and Leadpointer or Graphic Pencils in a few hardnesses (e.g. Derwert)
Pentel Sign pen: black
Pilot Fineliner pen: black
Sharpie: Chisel Tip and Fine Tip
Micron or Staedtler pens with at least 3 different tips (fine to medium width)
Prismacolor Col-Erase Carmine Red Pencil
Pink pearl eraser, gum eraser, kneaded eraser

Markers

Prismacolor Marker Set (Pastel, 12ct)

Prismacolor Colored Pencil

Cool Grey 20%	Greyed Lavender	Olive Green
Cool Grey 50%	Aquamarine	Burnt Ochre
Warm Grey 20%	True Blue	Terra Cotta
Warm Grey 70%	White	Carmine Red
Light Peach	Grass Green	Indigo Blue
Cream	Dark Green	Black
Canary Yellow	Yellow Ochre	
Celadon Green	Apple Green	

RECOMMENDED DRAFTING SUPPLIES

A 30" x 42" drafting board with handle, legs, and vinyl cover and parallel bar (recommended) or T-Square OR 12" Parallel Rolling with large-sheet chipboard
Swing lamp
Electric eraser (optional but highly recommended)
Drafting brush
Erasing shield

Pastels (in *Freehand Drawing and Discovery*, James Richards recommends “square-shaped pastel sticks (not oil base) in a few assorted colors. These can be bought independently or in sets”)

The following software is required:

MS Office (Word, Excel and Powerpoint)

Adobe Acrobat Reader or other PDF reading software

Adobe Suite Products (Photoshop, Illustrator, and In-Design)

II. Student Learning Outcomes (SLOs)

At the end of this course, students will be expected to have achieved the introductory course learning objectives (CLOs) under the program SLO headings as follows:

CONTENT
SLO 1 – Integrate concepts from the general body of knowledge of the profession of landscape architecture in design decision-making.
CLO 1 – Describe standard conventions of drawing in landscape architectural practice
SLO 2 – Apply core professional landscape architecture skills in design decision-making.
CLO 2 – Record observable landscapes through analog drawing.
CLO 3 – Represent analysis and conceptual ideas through diagrammatic graphics.

COMMUNICATION
SLO 5 – Produce professional visual, oral, and written communications.
CLO 4 – Explain fundamental characteristics of professional-quality diagrammatic and conceptual design representation.
CLO 5 – Convey three-dimensional space through two-dimensional analog and digital graphics
CLO 6 – Experiment with creative approaches to design representation that inspire and are persuasive/compelling

III. Graded Work

DESCRIPTION OF GRADED WORK

Project 1 – Analog Drawing (30% of total grade)

Students will be required to produce hand-drawn graphics including, but not limited to, plan, section, and elevation for a specific site using techniques and principles found in graphics produced by landscape architectural professionals. This project will be broken down into multiple assignments:

- Project 1.1 – Plan Graphic
- Project 1.2 – Section/Elevation
- Project 1.3 – Rendering

Project 2 – Digital Drawing (40% of total grade)

Students will be required to produce digital graphics including, but not limited to, photomontages, rendered plans, section and elevation, diagrams, and graphic layouts using techniques and principles

found in graphics produced by landscape architectural professionals. This project will be broken down into multiple assignments:

- Project 2.1 – Photomontage
- Project 2.2 – Plan Rendering
- Project 2.3 – Section/Elevation
- Project 2.4 – Diagramming
- Project 2.5 – Graphic Layout

Readings and Drawing Exercises (15% of total grade)

Students will have various readings and graphic exercises that will be assigned and evaluated at various points during the semester.

Sketching (10% of total grade)

Throughout the semester, students will be required to hand sketch in a sketchbook. These sketches will primarily be performed outside of class, and your sketchbook will be submitted for review at various times throughout the semester.

Lettering (5% of total grade)

Throughout the semester, students will be required to submit lettering exercises.

The graded work assesses the course learning objectives as follows:

Assessment	LAA 2376C - Course Learning Objectives (CLOs)					
	SLO 1	SLO 2			SLO 5	
	1	2	3	4	5	6
Project 1 - Analog Drawing	X		X	X	X	X
Project 2 - Digital Drawing	X		X	X	X	X
Readings and Drawing Exercises	X		X	X	X	X
Sketching		X	X	X	X	X
Lettering	X		X	X		

GRADING SCALE

For information on how UF assigns grade points, visit: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

A	93 – 100%		C	73 – 76%
A-	90 – 92%		C-	70 – 72%
B+	87 – 89%		D+	67 – 69%
B	83 – 86%		D	63 – 66%
B-	80 – 82%		D-	60 – 62%
C+	77 – 79%		E	<60

As per department policy, Landscape Architecture Majors must receive a C or better to move forward. Any grade lower than a C will require that the course be taken over again.

All student work may be retained and used by the Department of Landscape Architecture. Digital copies of student work for this course must be turned in at the completion of each assignment. Please follow the directions given by the instructor as to how they will be submitted (e.g., Canvas, CD, PDF, word file, etc.). If an assignment is required to be scanned, it must be scanned; photographs of assignments are not acceptable. If a multipage PDF is requested, do NOT submit each page as a separate PDF. It must be submitted as one file. Point deductions on the assignment may result from not following submittal directions or providing incorrect submittal or file formats.

Projects assignments are expected to be submitted by the specified due date. If no prior arrangement is made with the instructor for a late submittal, the maximum points that the student can earn for the project will be reduced by 2% for every day it is late. Therefore, if a 100-point project is five days late, the maximum points that the student can receive for the project is 90 points (i.e., 90% of the total grade). If the student receives the equivalent grade of an 85% on the project, the student would receive 76.5 points (85% of 90 points). Project assignments that are ten days late or more will be graded out of 80% of the total points of the assignment. Late projects will be accepted on or before the last day of class. A grade of zero will be given until the project has been turned in.

A due date and time will be provided for every assignment, and an assignment is considered a day late if it is submitted after the specified date and time. The deadline is a hard deadline; no exceptions will be made for scanning, computer related issues, uploading, et cetera. Assignments are considered an additional day late every 24 hours from the due date.

Assignment submissions may be updated and re-uploaded to the Canvas site as needed prior to a submittal deadline. Once the deadline has passed for an assignment and a submission has been made, additional submittals are not guaranteed to be accepted. If the updated, late submittal is accepted, the entire submittal will be considered late and points will be deducted based on the date of the late submission. In addition, it is the student's responsibility to ensure that a submission is complete; missing items will not be given credit.

IV. Annotated Weekly Schedule

Week	Topics, Homework, and Assignments
Week 1 (No Class 8/21)	<ul style="list-style-type: none"> • Topic: Course Introduction, Overview of LA Drawings, Sketching • Summary: This week we will introduce the course; we will explore the different types of drawings that landscape architects produce in a professional office; we will discuss basic drawing conventions; and we will explore hand sketching and hand lettering. (CLO# 1, 2, 4, 5). • Required Readings/Works: <ul style="list-style-type: none"> ○ <i>Freehand Drawing and Discovery</i>, “Nine Keys to Exploratory Drawing” (pp. 24-45) ○ <i>Landscape Graphics</i> (pg. 37-42, 72-76) • Assignment: Obtain Required Drawing Equipment and Review Syllabus (due Week 2-Monday). Reading Quiz 1 (due Week 2-Monday), Lettering 1 (due Week 2-Wednesday). Sketches 1 (due Week 4-Wednesday).
Week 2	<ul style="list-style-type: none"> • Topic: Drawing Basics and Plan Drawings (Hardscape) • Summary: This week we will introduce and discuss basic techniques and conventions used in plan drawings with an emphasis on hardscape representation. (CLO# 1, 3, 4, 5) • Required Readings/Works: <ul style="list-style-type: none"> ○ <i>Drawing and Designing with Confidence: A Step-by-Step Guide</i> <ul style="list-style-type: none"> ▪ 1. Loose vs Tight (pp. 1-4) ▪ 2. Principles of Good Graphics (pp. 5-13) ○ <i>Landscape Graphics</i> <ul style="list-style-type: none"> ▪ 6. Presentation Plans (pp. 78-111) ○ <i>Plan Graphics</i> ○ <i>EDSA Graphics</i> • Assignment: Drawing Exercises (due Week 2-Wednesday), Project 1.1 – Plan Graphic (due Week 4 – Wednesday)
Week 3 (No Class 9/4 – Labor Day)	<ul style="list-style-type: none"> • Topic: Plan Drawings (Landscape) • Summary: We will continue to explore plan drawings with a focus on landscape representation (CLO# 1, 3, 4, 5). • Required Readings/Works: <ul style="list-style-type: none"> ○ <i>Drawing and Designing with Confidence: A Step-by-Step Guide</i> <ul style="list-style-type: none"> ▪ Vegetation (pp. 84-90) ○ <i>Landscape Graphics</i> <ul style="list-style-type: none"> ▪ 6. Presentation Plans (pp. 78-111) ○ <i>Architectural Rendering Techniques – A Color Reference</i> • Assignment: Drawing Exercises (due Week 3 – Wednesday)
Week 4	<ul style="list-style-type: none"> • Topic: Sections and Elevations • Summary: This week we will study and apply the principles and techniques landscape architecture professionals use to create sections and elevations. (CLO# 1, 4, 5) • Required Readings/Works:

	<ul style="list-style-type: none"> ○ Doyle, Michael E. <i>Color Drawing: Design Drawing Skills and Techniques for Architects, Landscape Architects, and Interior Designers</i>. Wiley, 1999. (pp. 215-230) ○ <i>Freehand Drawing and Discovery</i>, “Chapter 3: Elements and Entourage” (pp. 50-91) ○ <i>EDSA Graphics</i> ○ <i>Landscape Graphics</i> ● Assignment: Drawing Exercises (due Week 4 – Monday), Project 1.2 – Section/Elevation (due Week 5-Wednesday), Sketches 2 (due Week 8 – Monday)
Week 5	<ul style="list-style-type: none"> ● Topic: Rendering Techniques ● Summary: We will explore various rendering techniques and practice those techniques through marker rendering of plan, section, and elevation. (CLO# 1, 3, 4, 5, 6) ● Required Readings/Works: <ul style="list-style-type: none"> ○ Doyle, Michael E. <i>Color Drawing: Design Drawing Skills and Techniques for Architects, Landscape Architects, and Interior Designers</i>. Wiley, 1999. (pp. 5-59) ● Assignment: Drawing Exercises (due Week 5 – Monday), Project 1.3 – Rendering (Due Week 6 – Wednesday), Lettering 2 (due Week 6 – Wednesday)
Week 6	<ul style="list-style-type: none"> ● Topic: Perspective Drawing ● Summary: This week we will analyze and practice the principles and techniques used in perspective drawing. (CLO# 1, 2, 6) ● Required Readings/Works: <ul style="list-style-type: none"> ○ <i>Freehand Drawing and Discovery</i>, “Chapter 4: Nine Keys to Exploratory Drawing” (pp. 98-121) ● Assignment: Reading Quiz (due Monday – Week 7)
Week 7 (No Class 10/6 – Home- coming)	<ul style="list-style-type: none"> ● Topic: Introduction to Digital Graphics; Photomontage ● Summary: We will begin our discussions on digital graphics and begin to explore digital graphic production using the Adobe suite of products. Specifically, students will be introduced to Adobe Photoshop and discuss the concept of photomontage as a way to convey design ideas. (CLO# 1, 4, 5, 6) ● Required Readings/Works: No Reading ● Assignment: Project 2.1 – Photomontage (due Week 8 – Monday)
Week 8	<ul style="list-style-type: none"> ● Topic: Digital Graphics – Plan Renderings ● Summary: This week we will discuss the workflow and relevant tools to produce digital plan graphics using Adobe Photoshop. (CLO# 1, 4, 5, 6) ● Required Readings/Works: <ul style="list-style-type: none"> ○ <i>Digital Drawing for Landscape Architecture</i>. “Part 4 – Plan/Section Renderings (pp. 146-222) ● Assignment: Project 2.2 – Plan Rendering (due Week 10 – Wednesday), Sketches 3 (due Week 12 – Monday)
Week 9	<ul style="list-style-type: none"> ● Topic: Florida Field Trip ● Summary: This week students co-registered in LAA2360 - Principles of Landscape Architecture will be attending a trip to visit landscape architecture projects and

	<p>firms throughout Florida. While we will not be having class during this week, students will be expected to sketch throughout the week. (CLO# 2, 6)</p> <ul style="list-style-type: none"> • Required Readings/Works: <ul style="list-style-type: none"> ○ None • Assignment: No New Assignment (Sketching)
Week 10	<ul style="list-style-type: none"> • Topic: Digital Graphics – Section and Elevation • Summary: We will continue to build our skills in digital graphics through the exploration and development of digitally produced sections and elevations. (CLO # 1, 4, 5, 6) • Required Readings/Works: <ul style="list-style-type: none"> ○ <i>Digital Drawing for Landscape Architecture. “Part 4 – Plan/Section Renderings (pp. 146-222)</i> <p>Assignment: Project 2.3 – Section/Elevation (due Week 11 – Wednesday) , Lettering (due Week 12 – Wednesday)</p>
Week 11	<ul style="list-style-type: none"> • Topic: Digital Graphics –Diagramming • Summary: This week we will analyze examples of diagrammatic digital drawings used in the profession to establish principles and techniques used in producing effective diagrammatic graphics. We will also begin to create our own diagrammatic drawings using Adobe Illustrator. (CLO# 1, 3, 4, 5) • Required Readings/Works: <ul style="list-style-type: none"> ○ <i>Digital Drawing for Landscape Architecture. “Part 4 – Plan/Section Renderings (pp. 146-222)</i> • Assignment: Drawing Exercises (due Week 11 – Monday), Project 2.4 - Diagramming 1 (due Week 12 – Wednesday)
Week 12	<ul style="list-style-type: none"> • Topic: Digital Graphics – Diagramming • Summary: This week we will continue our work in diagramming and explore producing exploded axonometric diagrams. (CLO# 1, 3, 4, 5) • Required Readings/Works: <ul style="list-style-type: none"> ○ <i>Digital Drawing for Landscape Architecture. “Part 4 – Plan/Section Renderings (pp. 146-222)</i> • Assignment: Project 2.4 – Diagramming 2 (due Week 14 – Monday), Sketches 4 (due week 16 – Monday)
Week 13	<ul style="list-style-type: none"> • Topic: Graphic Layout • Summary: We will conclude our work in diagramming, and we will begin our discussion of the graphic layout of booklets and large-format exhibits. (CLO# 1, 3, 6) • Required Readings/Works: No Readings • Assignment: Lettering (due Week 16 – Monday)
Week 14 (No Class 11/22 and 11/24 - Thanks- giving)	<ul style="list-style-type: none"> • Topic: Graphic Layout • Summary: We will continue to develop our understanding of graphic layout and will begin to explore Adobe In-Design as a tool for digital graphic layout. (CLO# 1, 3, 6) • Required Readings/Works: No Readings • Assignment: Project 2.5 – Graphic Layout (due Week 16 – Wednesday)

Week 15	<ul style="list-style-type: none"> • Topic: Graphic Layout • Summary: We will continue to develop our skills in graphic layout. (CLO# 1,3, 6) • Required Readings/Works: No Readings • Assignment: No New Assignments
Week 16 (No Class 12/8 – Reading Day)	<ul style="list-style-type: none"> • Topic: Graphic Layout and Course Wrap-up • Summary: We will conclude our discussions regarding graphic layout and conclude the course (CLO# 1, 3, 6) • Required Readings/Works: No Readings • Assignment: No New Assignments

VI. Required Policies

ATTENDANCE POLICY

Attendance is mandatory. Students are expected to arrive on time. Acceptable reasons for excused absences are as follows:

- o Illness
- o Serious family emergency
- o Special curricular requirements (e.g., judging trips, field trips, professional conferences)
- o Military obligation
- o Severe weather conditions
- o Religious holidays
- o Participation in official university activities such as music performances, athletic competition or debate.
- o Court-imposed legal obligations (e.g., jury duty or subpoena)

If necessary, students shall be permitted a reasonable amount of time to make up material or activities covered in their excused absence; however, absences do not affect project deadline dates unless prior arrangements have been made.

The instructor will not provide the student notifications regarding absences and tardiness. You may email the instructor should you have any questions regarding your attendance. Please schedule an office meeting for any discussions regarding attendance, tardiness, and late assignments. Do not discuss these issues with the instructor during studio time.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

STUDENTS REQUIRING ACCOMMODATION

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center by visiting <https://disability.ufl.edu/students/get-started/>. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

UF EVALUATIONS PROCESS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

UNIVERSITY HONESTY POLICY

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

COUNSELING AND WELLNESS CENTER

Contact information for the Counseling and Wellness Center: <http://www.counseling.ufl.edu/>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

COURSE MATERIALS AND IN-CLASS RECORDINGS

The digital course materials provided on Canvas (e.g., lectures, assignments, quizzes, et cetera) are provided for personal study and are not intended for distribution by electronic or other means. Further distribution or posting on other websites is not permitted.

Our class sessions may be audio visually recorded. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who participate orally are agreeing to have their voices recorded.

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation,

assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.