LAA 4905
Design Communication I
UF Department of Landscape Architecture
Fall 2024

SYLLABUS

I. General Information

CLASS MEETINGS: 100% In-Person,
                                Mondays, Wednesdays, Fridays Periods 3-4 (9:35 AM – 11:30 AM)
LOCATION: Architecture 116
CREDITS: 1-6 Credits

INSTRUCTOR: Aishwarya Shankar
                                436 ARCH
                                Office Hours: Thursdays, Period 4| 10:40 to 11:30 AM or by appointment
                                shankaraishwarya@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 & three dimensional drawing), alternative methods of exploratory visualization (montage/collage/animation/GIFs) 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 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, digital drawing, digital modelling, motion graphics and artificial intelligence. The course culminates in a self-publication by the students of their own work.

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

The equipment marked with an asterisk "*" is mandatory. This equipment will be used in both Design Communications 1 and Principles of Landscape Architecture as well as future studios and throughout your education.

Drafting Equipment
2 Sketchbooks, approximately A4 and A5 sizes [atleast 50 sheets each] *
12" roll of white trace paper (2 rolls)* and 18" roll of white trace paper (2 rolls)* [we will be using these for weekly drawing practice exercises]
Drafting dots or drafting tape*
Scales – architectural* and engineer*
Triangles (10" inking): 45º and 60º/30º
Rolling Ruler
Push pins and T-pins*

Drawing Implements
Lead pencils (HB 0.5mm and 0.7mm)
No.2 Pencil set (atleast 10 pencils)*
Sketch pencils set [2H, HB, B, 2B, 4B, 6B]*
Cutter (to shape pencil tips)*
Sharpie: Chisel Tip and Fine Tip*
Uni-Ball AIR - 0.7mm Medium Rollerball - 6 Pack - Black
Micron or Staedtler pens with at least 3 different tips (fine to medium width)
Erasers*

Markers*

Colored Pencils*

Soft Pastels

Crayons

Modelling Clay (that never hardens) *

II. Student Learning Outcomes (SLOs)

UF's Professional Program in Landscape Architecture requires ongoing assessment of learning outcomes derived from the Landscape Architecture Body of Knowledge and regular curriculum reviews. Each course has unique course learning objectives (CLOs) tied to UF's Student Learning Outcomes. In addition to the CLOs detailed in the chart below, each student in the LA program is expected to understand and apply the design process and continuously develop:

- a range of approaches (creative, cultural, and/or historic) to create spatial and temporal landscape compositions,
- multiple design alternatives before synthesizing ideas into a defensible plan and

- the ability to thoughtfully provide, receive, and respond to feedback and critique as part of iterative design decision making.

At the end of this course, students will be expected to have achieved competency in the 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 9.1.1 – Explain fundamental characteristics of professional quality diagrammatic and conceptual design (technical drawing and digital modeling) representation.
CLO 9.1.2 – Describe standard conventions of (technical) drawing (and digital modeling) in landscape architectural practice.
SLO 2 – Apply core professional landscape architecture skills in design decision-making.
CLO 9.2.1 – Represent analysis and conceptual ideas through diagrammatic graphics.
CLO 9.2.3 – Advance skills in workflow between computer programs as well as between computer programs and analog, hand drawing.
CLO 9.2.4 – Record observable landscapes through analog drawings.

COMMUNICATION
SLO 5 – Produce professional visual, oral, and written communications.
CLO 9.5.8 – Experiment with creative approaches to design representation that inspire and are persuasive/compelling.
CLO 9.5.9 – Convey 3-dimensional space through 2-dimensional analog and digital graphics (modeling).

III. Graded Work

DESCRIPTION OF GRADED WORK

Project 1 –Drawing Products Analog and Digital (30% of total grade)
Students will be required to produce hand-drawn and digital 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 1.4 – Diagramming
- Project 1.5 – Sensorial Representations

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

Students will be required to produce digital graphics including, but not limited to, photomontages, rendered plans, section and elevation, diagrams, animations, 3-d modelling and graphic layouts using techniques and principles found in graphics produced by landscape architectural professionals. Software proficiency will be evaluated. This project will be broken down into multiple assignments:

- Project 2.1 – Photoshop Intensive
- Project 2.2 – Illustrator Intensive
- Project 2.3 – Animation and Motion Graphics
- Project 2.4 – Digital Library and AI
- Project 2.5 – InDesign Intensive

Drawing Practice Exercises (15% of total grade)
Students will have various readings, lettering exercises and 'free sketching' graphic exercises that will be assigned and evaluated at various points during the semester.

Sketching and Reading the Landscape (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.

Portable Publications (5% of total grade)
At the end of the semester, students will be required to submit their work in self-published portable formats like a portfolio, a zine, a poster or a pamphlet.

The graded work assesses the course learning objectives as follows:

Assessment	LAA 2376C - Course Learning Objectives (CLOs)						
	SLO 1		SLO 2			SLO 5	
	9.1.1	9.1.2	9.2.1	9.2.3	9.2.4	9.5.8	9.5.9
Project 1 – Drawing Products	X	X	X	X	X	X	X
Project 2 – Software Proficiency	X	X	X	X	X	X	X
Drawing Practice Exercises			X		X	X	X
Sketching and Recording			X		X	X	X
Portable Publications				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. <u>Point deductions on the assignment may result from not following submittal directions or providing incorrect submittal or file formats.</u>

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	**Topic:** Course Introduction, The Sketchbook, What are LA drawings? **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. **Assignment:** Obtain Required Drawing Equipment and Review Syllabus.
Week 2	**Topic:** Lettering, Plan Drawings

	• **Summary:** This week we will introduce and discuss basic techniques and conventions used in plan drawings and start our lettering and drawing practice exercises. • **Assignment:** Project 1.1 Plan Graphic (working drafts due Week 3). Drawing Practice Exercises due.
Week 3	• **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. • **Assignment:** Project 1.2 Section/Elevation (working drafts due Week 4). Drawing Practice Exercises due.
Week 4	• **Topic:** Rendering • **Summary:** We will explore various rendering techniques of plans, sections, and elevations. • **Assignment:** Project 1.3 Rendering (working drafts due Week 5). Drawing Practice Exercises due.
Week 5	• **Topic:** Perspective, Axonometric and Exploded Diagrams • **Summary:** This week we will analyze and practice the principles and techniques used in manual three-dimensional drawing. • **Assignment:** Project 1.4 Diagramming (working drafts due Week 6). Drawing Practice Exercises due.
Week 6	LAAB Accreditation Visit • **Topic:** Our Body and the Landscape- Drawing the Sensorial • **Summary:** We will learn how to draw and record landscape experience using other senses in our body like smell and sound. Using the human body as a tool, we will also explore understanding other living beings in the landscape. • **Assignment:** Project 1.5 Sensorial Representations (working drafts due Week 7). Pin-up of Projects 1.1, 1.2, 1.3 and 1.4 due. Drawing Practice Exercises due.
Week 7	• **Topic:** Introduction to Digital Graphics and How to Record in the Field? • **Summary:** We will begin our discussions on digital graphics and begin to explore digital graphic production and workflow using the Adobe suite of products. We will also prepare for the field trip in the following week. • **Assignment:** Final versions of Project 1.1, 1.2, 1.3, 1.4 and 1.5 due this week. No new assignment.
Week 8	• **Topic:** Fall Field Trip, Reading the Landscape • **Summary:** This week students co-registered in LAA2360 - Principles of Landscape Architecture will be attending a trip to visit landscapes. While we will not be having class during this week, students will be expected to sketch throughout the week. • **Assignment:** Field Sketching and Reading the Landscape (due Week 9).
Week 9	• **Topic:** Adobe Photoshop Intensive • **Summary:** We will continue our building skills on digital graphics and computer logic with a focus on Adobe Photoshop. • **Assignment:** Project 2.1 Photoshop Intensive (working drafts due Week 10). Drawing Practice Exercises due.

Week 10	• **Topic:** Adobe Illustrator Intensive • **Summary:** We will continue our building skills on digital graphics and computer logic with a focus on Adobe Illustrator. • **Required Readings/Works:** *Digital Drawing* **Assignment:** Project 2.2 Illustrator intensive (working drafts due Week 11). Drawing Practice Exercises due.
Week 11	• **Topic:** Animating your work: Introduction to Motion Graphics • **Summary:** This week we will learn quick animation and GIF techniques and build our skills with an introduction to LiDaR. • **Required Readings/Works:** *Digital Drawing* • **Assignment:** Project 2.3 Animation and Motion Graphics (working drafts due Week 12). Drawing Practice Exercises due.
Week 12	• **Topic:** Digital Libraries and AI explorations • **Summary:** This week we will create our own shared digital libraries and put our skills to the test in an introduction Artificial Intelligence (AI). • **Assignment:** Project 2.4 Digital Library and AI (working drafts due Week 13). Drawing Practice Exercises due.
Week 13	• **Topic:** Adobe InDesign Intensive: The Palimpsest • **Summary:** We will conclude our work in diagramming and drawing, and we will begin our discussion on composition and the graphic layout of booklets and large-format exhibits. • **Assignment:** Final versions and pin-up of Project 2.1, 2.2, 2.3 and 2.4 due this week. No new assignments.
Week 14	• **Topic:** Graphic Layout: Portfolios and final sheets • **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. • **Assignment:** Project 2.5 InDesign Intensive (working drafts due end of this week and final versions due Week 16). Drawing Practice Exercises due.
Week 15	Thanksgiving week • **Summary:** No class • **Assignment:** No New Assignments
Week 16	• **Topic:** Product reviews and Course Wrap-up • **Summary:** We will conclude our discussions regarding graphic layout and conclude the course. • **Assignment:** Project 2.5 InDesign Intensive and final products due.

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.

Studio work time and desk critiques are essential to the learning experience; therefore, attendance is expected for the entire class time. During the studio (critique) portion of the course, it is expected that all students will be in attendance for the entire class and working on assignments for this course. Arriving late to class, leaving during class for extended durations, or leaving early from class may be considered being absent from class.

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.