

LAA 3394

Advanced Design Communication

UF Department of Landscape Architecture

Spring 2025

SYLLABUS

I. General Information

CLASS MEETINGS: 100% In-Person,
Tuesdays, Thursdays Periods 2-3 (8:30 AM – 10:25 AM)

LOCATION: Antevy Hall 120

CREDITS: 3 Credits

INSTRUCTOR: Aishwarya Shankar
436 ARCH
Office Hours: Thursdays, Period 4 | 10:40 AM to 11:30 AM or by appointment
shankaraishwarya@ufl.edu

TA: Andres Molina
Office Hours: Tuesdays, Period 4 | 10:40 AM to 11:30 AM or by appointment
a.molina@ufl.edu

COURSE DESCRIPTION

As a parallel course to LAA 3353C (Urban Design Studio), students are introduced to visualization techniques in landscape architectural design and planning. The course covers traditional drawing conventions (mapping, technical drawing, three-dimensional drawing), alternative methods of exploratory visualization (motion graphics, artificial intelligence) 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 and fabrication, motion graphics and artificial intelligence. The course culminates in a self-publication by the students of their own work.

PREREQUISITE KNOWLEDGE AND SKILLS

LAA 2376C Design Communications 1 and LAA 2379C Design Communication 2, knowledge and competency of conventions in landscape architecture communication methods and ability to use Adobe Suite, GIS, AutoCAD and Rhino.

REQUIRED READINGS AND WORKS

All required readings and works can be found online, course reserves, or in the UF Library.

SUPPLIES : Materials and Supplies Fees: see schedule of courses.

The computer labs are equipped with all the required software. If a student wishes to purchase their own hardware and software, that is preferred. All materials and files are to be stored on a cloud that is freely available to UF students. It is advisable to also use flash drives to store data to be used in class demos. The laser cutting and 3D printing lab facilities are available in Antevy Hall, students are expected to bring their own materials to use in these facilities.

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 9.2.2 - Develop basic skills in digital fabrication.
CLO 9.2.3 - Advance skills in workflow between computer programs as well as between computer programs and analog, hand drawing.

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

Assignment 1 –Drawing Products Analog and Digital (60% of total grade)

Students will be required to produce hand-drawn and digital graphics in this course. With each assignment, students will learn how to build a landscape design project presentation while delving into a variety of drawing techniques ranging from site analysis to design articulation to rendering. Software proficiency will be evaluated. This learning curve will be broken down into multiple assignments:

- Assignment 1: GIS, 3D terrain, base drawings – *existing conditions*
- Assignment 2: LANDWorksCAD explorations- *design articulation*
- Assignment 3.: Land Kit explorations - *design articulation*
- Assignment 4: Artificial Intelligence – *rendering*
- Assignment 5: Motion Graphics– *rendering*
- Assignment 6: Hybrid Models – *digital fabrication*

All assignments to be submitted on Fridays in the week that it is due as per the weekly annotated schedule below. Submissions will be on Canvas or a digital cloud, based on the type of assignment. Students will lose 10% of their grade for every day of late submissions. No exceptions barring extenuating circumstances that the instructor and/or TA has been informed of in advance.

Final Project (20% of total grade)

Students will produce a compilation of all their work in the form of a final presentation and/or a portfolio zine. This will be process driven to explain how final products were derived.

Participation (10% of total grade)

This includes attendance, timely submissions and overall sincerity in effort for the course. This includes attendance, timely submissions and overall sincerity in effort for the course. Students are allowed to miss 2 classes, after which they will lose 2% of their grade for each class missed.

Creativity and Initiative (10% of total grade)

This includes student’s ability to experiment and show initiative in learning beyond what was taught in the course. This goes hand in hand with participation, so students are expected to effectively communicate their thinking process and creative initiatives.

Assessment	LAA 2376C - Course Learning Objectives (CLOs)						
	SLO 1		SLO 2			SLO 5	
	9.1.1	9.1.2	9.2.1	9.2.2	9.2.3	9.5.8	9.5.9
Assignment 1	X	X	X		X	X	X
Assignment 2	X	X	X		X	X	X

Assignment 3	X	X	X		X	X	X
Assignment 4	X	X	X		X	X	X
Assignment 5	X	X	X		X	X	X
Assignment 6	X	X		X	X	X	

The graded work assesses the course learning objectives as follows:

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 1/14, 1/16	<ul style="list-style-type: none"> • Topic: Course Introduction, GIS • Summary: This week we will introduce the course and begin setting up our site. • Assignment: Obtain Required Drawing Equipment and introducing Assignment 1
Week 2 1/21, 1/23	<ul style="list-style-type: none"> • Topic: Rhino Terrain • Summary: This week we will generate Rhino terrain and other existing conditions on our site • Assignment: Continue working on Assignment 1
Week 3 1/28, 1/30	<ul style="list-style-type: none"> • Topic: Sketching Exercises • Summary: This week we will practice sketching, ideating and hand drawing. • Assignment 1 DUE on 1/31
Week 4 2/4, 2/6	<ul style="list-style-type: none"> • Topic: LANDWorksCAD Intensive • Summary: We will begin exploring on LANDWorksCAD, a plugin on AutoCAD. • Assignment 2 DUE on 2/14
Week 5 2/11, 2/13	
Week 6 2/18, 2/20	<ul style="list-style-type: none"> • Topic: LandKit Intensive • Summary: We will begin exploring on LandKit, a plugin on Rhinio. • Assignment 3 DUE on 2/28
Week 7 2/25, 2/27	
Week 8 3/4, 3/6	<ul style="list-style-type: none"> • Topic: Digital Fabrication • Summary: We will begin exploring Laser Cutting and 3D printing. • Assignment 4 DUE on 3/14
Week 9 3/11, 3/13	
Week 10	<ul style="list-style-type: none"> • SPRING BREAK, Enjoy!
Week 11 3/25, 3/27	<ul style="list-style-type: none"> • Topic: AI Intensive • Summary: We will learn generative AI prompting and rendering. • Assignment 5 DUE on 4/4
Week 12 4/1, 4/3	
Week 13 4/8, 4/10	<ul style="list-style-type: none"> • Topic: Motion Graphics Intensive

Week 14 4/15, 4/17	<ul style="list-style-type: none"> • Summary: We will learn how to communicate with dynamic motion graphics using animation, GIFs and videos. • Assignment 6 DUE on 4/18
Week 15 4/22	<ul style="list-style-type: none"> • Topic: Final Presentation Week • Summary: We work on crafting your final presentations and compiling your work. • Final Assignment 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.