TEDU ARCH 111
Architectural Communication Techniques

syllabus

The topics that will be covered this semester are:
Introduction to drawing instruments & drawing materials & their use
Basics of architectural drawing & abstraction
Weblog design
Architectural photography & Photo editing - Photoshop
Poster design
Freehand drawing & sketching techniques
Collage
Orthographic projection
Paraline drawing techniques: Isometric Drawing & Axonometric Drawing
Section Drawing
Diagram & Expressive drawing techniques
Drawing complex geometries and relations in 3D

W1
29 September 2016 — **Abstraction and basics of technical drawing**

W2
6 October 2016 — **Weblog Design + Photoshop Tutorial/ Visual Editing /**

W3
13 October 2016 — **Posterize review / WebLog Reviews Architectural Photography/ Light& Texture / Visual & Experiential Documentation / Photo Essay**

W4
20 October 2016 — **Typeface / Typeface workshop**

W5
27 October 2016 — **Orthographic Projection**

W6
3 November 2016 — **Orthographic Projection QUIDS**

W7
10 November 2016 — **Freehand Drawing - sketching techniques Collage & Relief _ QUIDS**

W8
17 November 2016 — **Midterm**

W9
24 November 2016 — **Paraline drawing techniques: Axonometric - Isometric projections QUIDS**

W10
1 December 2016 — **Paraline drawing techniques: Axonometric - Isometric projections**

W11
8 December 2016 — **Diagram / Expressive drawing techniques**

W12
15 December 2016 — **Photographing Working & Final Models**

W13
22 December 2016 — **Final Presentations**

W14
29 December 2016 — **Jury Week**

Recommended Readings:
Ching, Frank and Juroszek, Steven. Design Drawing. John Wiley & Sons, NY, 2010.
Lupton, Ellen and Phillips, Jennifer Cole. Graphic Design: The New Basics. Princeton Architectural Press, 2008.
Pipes, Alan. Drawing for Designers. Laurance King Publishing, London, 2007.
Yee, Rendow. Architectural Drawing: A Visual Compendium of Types and Methods. Wiley, London, 2007.
Ching, Frank. Architectural Graphics. John Wiley & Sons, NY, 2003.
Laseau, Paul. Graphic Thinking for Architects & Designers. John Wiley & Sons, NY, 2001.
Dodson, Bert. Keys to Drawing. North Light Books, Cincinnati, Ohio, 1990.
Jenkins, Eric. Drawn to Design: Analysing Architecture through Freehand Drawing, Birkhauser Verlag AG, Basel, 2012.
Jones, Will. (Ed.) Architects' Sketchbooks, Metropolis Books, New York, 2011.
Werner, Megan. Model Making, Princeton Architectural Press, New York, 2011.

Grading System:
For each course taken, the student is given one of the following grades by the course teacher. The letter grades, coefficients and percentage equivalents are given below.

Grade	Coefficient / Percentage	
AA	4.0 / 100-90	
BA	3.5 / 89-85	
BB	3.0 / 84-80	
CB	2.5 / 79-75	
CC	2.0 / 74-70	avarage
DC	1.5 / 69-60	
DD	1.0 / 59-50	unsatisfactory
F	0.0 / 49-0	fails to follow requirements
FX	0	N/A: not applicable

Email Addresses
You must start using the email address assigned by the University for receiving updated information about the courses, and become a member of TEDUArch google group immediately to get updates of various events, student competitions, exhibitions etc...All the digital submissions are expected to be uploaded to the Moodle account of the course before the time of the course and all the assignments should be renamed before submission in the format given below:
Ass.01_name surname

TEDU ARCH 111

Architectural Communication Techniques
UÇAR|BEŞELİ|AYDINOĞLU|DUYUL

Course Objectives:
This course aims to introduce fundamental visual communication techniques and basic drawing techniques to communicate complex visual information, and places emphasis on the use of drawing process as a part of design process.

Course Description:
The course aims at developing students' capabilities of executing a broad range of architectural communication tasks, and introduces fundamental graphic communication techniques. It focuses on fundamental visualisation and graphic communication techniques and theory acquaint students with students to architectural drawing techniques. It involves studies on various representation techniques like orthographic and free-hand drawing besides computer aided drawing and modelling techniques to enable students to develop and present their design ideas in different mediums. It is important to appreciate the relationship between architectural communication techniques and design process, where drawing and model making are not considered only ways of representing the design ideas but also primary means of visual thinking.

COURSE CONTACT
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COURSE STAFF
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EVALUATION

Students will be evaluated on the basis of the quality and process of the work, the completion of assignments, and contribution to the studio environment. **For any graphic work; craftsmanship, precision, and accuracy will be taken into account in grading.**

Students should consider all assignments as studio-work rather than homework. Therefore it is important to adapt to student workloads and try to avoid allocating more hours to the assignments than stated, which declares 5-6 hrs/week in addition to course hours, 4 hrs/week.

Course Contribution and attendance - 5%
Weekly assignments - 50%
Midterm assignment - 15%
Final assignment - 20%
Weblog - 10%

Learning Outcomes
Upon successful completion of this course, a student will be able to
- to understand the basic design principles of graphic communication
- to conceptualize visual and graphic expression
- to produce two and three-dimensional architectural drawings and models through using orthographic, paraline, pictorial drawing and rendering techniques
- to use graphic communication techniques
- to produce quality work; accurate and neat drawings and models, correct line hierarchy, line quality and lettering
- to organize a clear and coherent presentation
- to use different techniques and media as a major part of the design process
- be aware of the relationship between design and different means of architectural communication

PLAGIARISM & CHEATING
Each student is expected to respect for others' work and learning experience, avoid plagiarism and cheating, and provide appropriate citation of others' ideas, work & products. Each work should be an original product of students' own learning and research process.

Student Workload:
150 hours (Course hours: 56 – Home & Studio Works: 94)
It is important to adapt to student workloads and try to avoid allocating more hours to the assignments than stated above, which declares 6-7hrs/week in addition to studio hours, 4hrs/week. Please try not to exceed the estimated ECTS hours, as the scheduling of your efficient work hours is an essential part of your architectural education.

CLASS STANDARDS

Attendance:
It is extremely important to follow the course. Successive 12hrs of non-attendance and a sum of 20hrs of non-attendance to the course results in failing.
Language:
Students are expected to develop both oral and written language skills in acquiring architectural terminology as well as daily communication in the studio.
Studio Rules:
Each student is expected to respect for each other and for the work environment at all times. Students are encouraged to work together in the studio during and outside of class time.
Due Dates, Deadlines and Presentations:
Assignments must be submitted and presentations should be performed on time.
Late Submission & Missed Work:
Late submission will not be accepted unless it qualifies as excused. All submissions are due at the date and time indicated. Late assignments if otherwise accepted will be downgraded. Incomplete work is generally discouraged. Severe incompleteness will be evaluated based upon the degree of incompleteness. All assignments are due in completed form. In case of medical report or accepted excuses by the university policies, the instructor may evaluate the missed work as incomplete. It is advised you to always consult your studio instructors for any of the missed work, otherwise you will directly get FX from that work.
Sketchbooks:
Each student should keep a sketchbook which s/he will use to take notes, make sketches, document daily observations etc.
Documentation of Work:
Students are required to keep all work during the semester, as they can be used in different exercises throughout the term. Moreover, students should photograph or scan the work produced in ARCH 101, ARCH 111 or ARCH 121 regularly to document and reflect their progress in their weblogs & portfolios.
Weblog:
You are obliged to document all the work you produce during the term in your weblogs. Each weblog is expected to be regularly updated so that they become your online diary and an interactive environment, where you share your personal experiences and progress in the first year of your architectural education. Detailed description of Weblog design and how you are expected to use this medium is going to be explained in the course. In addition by the end of each month a blog with outstanding graphic and verbal quality is awarded as BOM - Blog of the Month.
Equipment:
Each student should bring all the necessary equipment and materials required for the course at all times and set up their desk for work before the class begins.