

Visual Storytelling

3.0 Credit Seminar | 3h x 10 weeks

CRN: 21167/21260

Time: Tuesdays and Thursdays 12:00-13:50 | Location: 278 Lawrence

Instructor: Jerolim Mladinov

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Office Hours: By appointment

Course Description

While architectural projects can be intelligibly presented through drawing and tri-dimensional imagery, these graphic materials often fail to convey the complex process that led to that particular design. The logic behind taking a certain design direction is often as crucial as the design itself when architects present it to their clients or peers for an architectural award or competition. Architects have to become successful storytellers and visual artists to illustrate this process.

This course will focus on storytelling as a strategy to reveal beautiful and key aspects of the project. Students will learn tools and methods to create narratives that drive decision-making through various stages of design and how to tailor them depending on their target audience.

Through in-class demonstrations and weekly assignments, this class will provide an overview of how to use 3D modelling tools (Revit, Sketch Up, or Rhino) and the Adobe Creative Suite to construct an image. A key aspect of this course is understanding the workflow between those tools and how to combine hand drawing with computer generated images to create a personal expression.

Weekly assignments will be geared towards creating compelling graphic material reflecting student's design sensibility and will be based on previous and/or current studio work. After the course, students may include the work produced during the term in their portfolios.

Course Objectives

- Learn how to tell a story through producing compelling images
- Use storytelling as an active design tool (sharpen main design intent)
- Address various audiences through different representation methods
- Develop techniques (hand drawn, computer aided and hybrid) for representing architectural ideas/projects
- Exercise conceptual thinking
- Build and cultivate visual literacy
- Produce captivating graphic material based on previous/current projects, so it can be included in your design portfolio

Course Structure

This course will consist of lectures, design exercises, self-guided tutorials, student presentations, and group critiques and discussions. Fridays will be dedicated to talks by the professor or a guest speaker. They will tackle different forms of representation, the appropriateness of using these forms of representation in relation to the project and audience, and demonstrate techniques. Assignments geared to use those techniques will be distributed at the end of the class.

Tuesdays are reserved for student presentations of the previous Thursday assignment. The presentations are meant to be a platform for discussion and learning. Through all-group critiques and smaller working groups, students will receive feedback on their work from the professor and from each other. We will debate strengths and weaknesses of the material produced, and discuss directions for improvement. During smaller group critiques students will learn from each other, share techniques used to construct the images, and gain essential tips and tricks.

Requirements

Each weekly assignment is due on the following Monday at 5 PM. Assignments should be sent digitally to jerolimm@uoregon.com and uploaded to the course folder; a printed copy of the same will be brought to the Tuesday class for pin-up. The updated weekly assignment including the feedback from pin-up will be submitted in two days (by Thursday).

Students will maintain a record of visual notes and development sketches for all classes in a sketchbook. Sketchbook will be reviewed twice over the semester and will include (but will not be limited to) the following: illustrations of process thinking, sketches of concept development for the assignment, draft versions and drawings that led you to construct the final image, and other material showing work-in-progress. The sketchbook should include a combination of recordings, analytical drawings, notes, attempts to tackle each assignment, “cartooning” the presentation, etc.

Students need access to a computer with Adobe Suite as well as a computer modelling tool (Rhino, SketchUp, Revit, or AutoCAD).