LAND 2010 Landscape Architecture Design Studio I

Monday & Friday 1:25 – 4:25 PM
Wednesday 1:25 – 3:20 PM
4th Floor Studio - Caldwell Hall

Professor: Katherine Melcher
Office: 510B Caldwell Hall
Office Hours: open door policy or by appointment
Phone: (706) 582-2885
E-Mail: kmelcher@uga.edu

Prerequisites: none

COURSE DESCRIPTION:
The elements, principles, and processes of visual design as a foundation for environmental design. Emphasis is on the development of creativity and skills through the application of theory and techniques in a series of two and three dimensional design projects. A 4 hours lecture, 8 hours lab per week

COURSE OBJECTIVES:

Achieving visual literacy - You will learn the basic vocabulary, tools, and techniques for design. You will be able to demonstrate the following:

- An understanding of the basic elements, techniques, and language of two and three dimensional design.
- A proficiency in using the vocabulary of design
- The ability to manipulate form to affect content
- An understanding of graphic and 3D techniques in a variety of mediums.
- An understanding of the importance of concept/meaning in design.
- The ability to generate and communicate design ideas with clarity and effectiveness through graphic, verbal and written communication.

Practicing and mastering good studio learning habits – You will learn the habits and attitudes that will make your studio experiences a success. You will demonstrate the following:

- An understanding of the importance of a professional, congenial, mutually supportive and considerate studio environment.
- An appreciation of ethical norms in professional and personal behavior.
• The ability to create a work schedule and manage your time.
• The ability to use the library and other outside resources to bring relevant research into design.
• The ability to provide constructive feedback to yourself and others.

**Becoming a design thinker** – You will learn how to approach a problem through design and develop your own creative process. You will demonstrate the following:

• A facility in using process graphics to explore design ideas (visual thinking).
• The ability to analyze and critique design (critical thinking skills)
• The ability to express ideas verbally, graphically and in writing.
• **The confidence to try new things and learn through failure.**
• The persistence to overcome creative blocks and the desire to seek out creative inspiration.
• A facility with different creative thinking techniques and processes.
• An awareness of the importance of creative problem solving in society.

**METHOD (THE STUDIO ENVIRONMENT):**

This class follows the protocols of a studio format, which is similar to that of a design office. As in a design office, the student’s attitude is expected to be ethical, to reflect commitment, flexibility, originality, consideration of others, responsibility, and active participation. Effective use of class time is essential to teaching and to the learning process of the designer. By observing your work process and the visual results, the instructor can offer critique, discussion, and evaluation of work. It is during the one on one or group “crit” sessions that the quality of the student’s work advances.

Lectures, class discussions, reading assignments, in-class and at-home exercises will be integral to the studio experience. Field trips, videos, and additional research may be included to emphasize the important concepts within the studio projects.

The studio meets for 8 hours per week and you should plan to spend at least 10 hours outside class each week working on projects. You are encouraged to work together in the studio outside class time rather than alone at home. You will benefit from the interaction, suggestions, and ideas of your fellow classmates.

The course consists of three main phases:

Phase 1: What is design? What is design thinking? (Exercise 1 and 2)
Phase 2: Learning the tools of design (Projects 1 and 2)
Phase 3: Applying tools to design expression (Projects 3, 4, and 5)
READINGS:

REQUIRED TEXTS:


Supplemental readings will be assigned throughout the semester and be placed on eLearning Commons. See the **Class Reading** list attached to the class schedule for a full list of the reading assignments.

REQUIRED CLASS SUPPLIES:

- An 8.5 x 11 unlined sketchbook of high quality (See Sketch Journal)
- A folder for your syllabus, handouts, and project descriptions
- A digital camera (a camera phone will work okay)
- Basic drafting materials/tools as required for your LAND 2210 graphics class
- Always have trace paper and sketch journal with you in the studio
- Additional material will be required on a project-by-project basis

SKETCH JOURNAL:

The sketch journal will be a working journal that reflects the student’s involvement with the design process. It is to contain: notes from class, brainstorms, first ideas and second thoughts, sketches, design development thoughts, quotes, drawings and verbal images from surroundings, practice lettering, and anything else that you want to jot down. **Always have paper and pencil with you (or carry inside your journal), and always bring your journal to class.** Additionally, keep a folder with your syllabus, all handouts and assignments and bring it to class.

EVALUATION:

You will receive a problem statement outlining the requirements and details for each of the following assignments. Projects have been designed to present a realistic professional challenge.

Grading will be based on performance in the following projects/assignments:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readings, In-Class Exercises, Homework</td>
<td>10%</td>
</tr>
<tr>
<td>Exercises</td>
<td></td>
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<tr>
<td>ePortfolio and Attendance</td>
<td>10%</td>
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<tr>
<td>Project 1: Playing with Form</td>
<td>15%</td>
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<tr>
<td>Project 2: Playing with Value, Texture,</td>
<td>15%</td>
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<tr>
<td>Color</td>
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<tr>
<td>Project 3: The Book</td>
<td>15%</td>
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<tr>
<td>Project 4: Design Concepts</td>
<td>15%</td>
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<tr>
<td>Project 5: Musical Landscape</td>
<td>20%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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</tbody>
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**GRADING SYSTEM:**
Grading is based on the University System Percentage as follows:

A = 100%-95%  **Excellent (astonish me):** Work reflecting superior design and graphic ability logically thought out and presented. Changes or revisions would be minimal.

A- = 94.9%-90%  

B+ = 87%-89.9%  **Good (impress me):** Work representing a good understanding of the theory and concepts involved in the project but should be slightly reworked.

B = 83%-86.9%  

B- = 80%-82.9%  

C+ = 77%-79.9%  **Fair (adequate):** Work which indicates a satisfactory understanding and execution of the project. Moderate revisions would be necessary.

C = 73%-76.9%  

C- = 70%-72.9%  

D = 60%-69.9%  **Poor:** Work which in incomplete and in the design process and project solutions are poor or inconsistent. Work shows lack of comprehension of subject matter and would require extensive revisions.

F = 59.9%  **Unacceptable**

Students who fall behind in class work are STRONGLY encouraged to withdraw from the class. A grade of incomplete will only be given in extenuating circumstances.

**CLASS STANDARDS:**

*Attendance:* You are expected, as in any work environment to be present, to be on time, and to be on task. If you must miss a studio, notify the instructor before class time and make sure you understand all material covered during that class. **Attendance and effective use of class time is a major consideration in grading. A student with excessive absences (six or more missing days) will be administratively withdrawn from the course.**

“A student who withdraws or is withdrawn for excessive absences after the midpoint of the semester (date listed in Schedule of Classes) is assigned a grade of WF, except in those cases which the student is doing satisfactory work and the withdrawal is recommended by Students Affairs because of emergency or health reasons.”

2002-2003 UGA Undergraduate Bulletin, Page 40

In addition, habitual tardiness (arriving 15 minutes after class commence) will lower your grade at the instructor’s discretion.

*Due Dates, Deadlines and Presentations:* As in a design office, deadlines cannot be missed. Assignments must be submitted on the stated due date, time, and place. Any project turned in late, up to 24 hours, is automatically marked down a full letter grade. **Attendance at presentations is required even if you do not have your work completed.**
**Cell Phone Use:** All cell phones must be turned off during studio and placed out of sight in back packs, purse or lockers.

**Documentation of Student’s Work:** Students are encouraged to photograph or otherwise document all projects at the end of the semester for possible inclusion in their student portfolio. According to UGA-CED policy; students’ class work becomes intellectual property of the College. The University, the School, and the instructor reserved the right to keep your work without the student’s approval.

**Academic Honesty:** As a University of Georgia student, you have agreed to abide by the University’s academic honesty policy, “A Culture of Honesty,” and the Student Honor Code. All academic work must meet the standards described in “A Culture of Honesty” found at: [www.uga.edu/honesty](http://www.uga.edu/honesty). Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation. Questions related to course assignments and the academic honesty policy should be directed to the instructor.

**NOTES:**
- The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.
- All CED policies and procedures applicable to studio facilities and computer lab operation will be enforced. Please read and observe all these policies.
- Studio and labs are monitored by camera to ensure your safety and compliance.
CLASS READINGS:


   Ching. “Ch. 4: Organization” pp. 177-225.


