When & Where:

**Fridays:** 3:00 pm - 5:00 pm
Sibley Hall, Barclay Jones Lab Rm. 305

**Credit Hours:** Three (3)

**Instructor & Contact Information:**
Zac Rood
(email: zdr3@cornell.edu
(cell phone: (315) 694 0307
office: Sibley Hall Room 323 / please email or call to request a meeting, available Fridays noon - 3pm

**Graduate Assistants:**
Daniel Mckenna Foster - drm279@cornell.edu
Sivan Naaman - sn544@cornell.edu
lab hours: 2 hours per week dates and times tbd

**DESCRIPTION**

Understanding how to use industry standard computer programs and apply basic graphic communication concepts is crucial to successfully presenting information in the professional environment. As planning, landscape architecture, architecture and real estate students become essential members of multi-disciplinary teams performing tasks ranging from document layout to communicating the design of cities and towns, a course in this topic has great importance. Therefore the skillful combining of images and text to tell a complete story and the competent use of industry standard programs become the core of this course.

**GOALS**

This course is designed for undergraduate and graduate students in planning and landscape architecture. There are two main goals to the course, which aim to successfully communicate ideas in a clear and appealing way to a diversity of audiences:

**Goal 1** - To provide a solid grounding in graphic communication theory and practice.
**Goal 2** - To adequately combine and employ industry standard programs including: Google Earth, Auto CAD, SketchUp, Illustrator, Photoshop and InDesign
The concepts learned in the course will be developed through laboratory work. You will evolve your competence through the production of in class exercises, collective knowledge development assignments and a portfolio.

**OBJECTIVES**

1. To develop a strong foundation in graphic communication.
2. To develop the necessary technical skills to create drawings and layouts.
3. To develop skills and competencies in problem solving, decision making, critical thinking, spatial abilities, visualization and design capabilities.
4. To develop graphic management organization skills.
5. To increase knowledge in multiple computer applications and the ability to go between these as necessary.
6. To distinguish between stages and functions in graphic communications.
7. To develop the ability to present complex data in an attractive and clear format.

**FORMAT**

The course is divided in three parts:

- **Part 1:** Graphic communication theory; via readings, discussion and examples.
- **Part 2:** Industry standard programs; focused on visual presentation methods and layouts.
- **Part 3:** Marketing materials; refine your skills and preparing a portfolio and resume.

The course combines lectures, hands on lab work and student presentations. The “hands on” experience is the key to success in this class. Emphasis is placed on a cooperative, learning environment. Participants are encouraged to share information, skills, and ideas. However, all of the work you submit for credit must be your own.

**LOGISTICS**

**Tools:**
Personal Laptop  
A 4GB thumb drive  
Dropbox account

**Relevant Resources:**
General Academic Expectations & Integrity:

Attend all classes, make progress in the medium, help and cooperate with your classmates, take risks, make mistakes, behave professionally, and come to each class with an open mind and willingness to learn. Your final grade will be based on your willingness to achieve the above as well as the grades you obtain in the semesters assignments. Academic Integrity is of the essence. Each of you must abide by Cornell University’s Code of Academic Integrity. Refrain from playing computer games and sending emails/text messages while in class.

Attendance: High priority is placed on attendance due to the fact that this course meets only two hours per week. Regular attendance is essential to learning and academic achievement.

REQUIREMENTS & EVALUATION
The course has four (4) requirements:

I. Collective knowledge development (10pts)
   5 reading assignment and image gathering (2pts each)

II. In class exercises: (15pts)
    6 exercises (2.5pts each)
    Lowest score will be dropped

III: Industry Standard Programs(50pts)
    Lowest score of 5 point assignments will be dropped
    Google Earth (5pts)
    Auto Cad (5pts)
    Sketch Up (5pts)
    Photoshop (5pts)
    Illustrator (5pts)
    Indesign (5pts)
    Final Presentation (20pts)

IV. Marketing Material (25pts)
    Portfolio (20pts)
    Resume (5pts)

TOTAL POINTS: 100
All class requirements will be evaluated based on the following criteria:
Complete, Correct and On time.
TENTATIVE COURSE SCHEDULE
Note: The class schedule is subject to change at the instructor’s discretion.

PART 1: Introduction to Theory and basics of computer programs

WEEK 1
January 23rd:
Discussion - Introduction, Course syllabus discussion, Survey class

Lecture - Introduction to Graphic Design

Lab - Discuss file management/file structure, and file naming convention. Overview of Indesign.

In Class Exercise #1 - page layout: combining images and text

Assignment - Reading, summary and images

Due date: January 30th

WEEK 2
January 30th: Indesign
Discussion - Student led discussion for readings and images. Select sites

Lab - Brief introduction to InDesign - the interface and basics, how to prepare assignments and presentations in InDesign

Assignment 1 - Reading and images


Assignment 2 - Prepare a one page brief on your site to present in class.

Due date: February 6th

WEEK 3
February 6th: Google Earth to Auto CAD
Discussion - Student led discussion for: readings and related images and presentation of their site brief.

Lab - Google Earth interface, Google Earth to Auto CAD, The Auto CAD interface, essential commands, setting up a drawing, using layers, using layouts, introduction to attributes. Drawing strategies to complete a site plan using a Google Earth image.
In Class Exercise #2 - Align image in Auto CAD

Assignment 1- Reading and images

Assignment 2- Trace Google Earth site with Auto CAD utilizing layers, line weights and viewports. Print your progress in an 11x17 black and white, pin up in the front of the room at the beginning of class for review.

Due date: February 13th

PART 2: Industry Standard Programs

WEEK 4
February 13th: Auto Cad

Discussion - Student led discussion for readings and images. Review of 11x17 Auto Cad plans.

Lab - Recap of Auto CAD commands to date, managing external references, using layouts, line weights, scale a drawing to print and export layers for Photoshop renderings, assistance in completing AutoCAD plan for Sketch Up. Revise plan per comments during review.

Assignment - Finalize tracing assigned site with Auto CAD bring 11x17 black and white of your final product for pin up and review.

Due date: February 20th

WEEK 5
February 20th: Sketch Up

Discussion - Pin up and review of 11x17 Auto Cad final plans. Discuss briefly color and competition boards.

Lab - The Sketch Up interface, opening an Auto CAD file in Sketch Up Pro, 3-D massing, extrude, components, scenes, shadows, cameras. Export perspective views for Photoshop

In Class Exercise #3 - Extrude all buildings in your plan and run a solar analysis

Assignment 1- Refine Sketch Up and select one perspective views to render in Photoshop. Bring 11x17 black and white print of the view for pin up and review

Assignment 2 - Complete the following two (2) readings and select a color pallet from Kuler.adobe.com. Print the palette in color at 11x17 for pin up and review.


Due: February 27th.
WEEK 6
*February 27th*: Photoshop
*Discussion* - Pin up and review of 11x17 perspective view for Photoshop rendering. Present your color palette selection.

*Lab* - The interface and basics of Photoshop, layers, tools, image manipulation, rendering. Export plan from Auto CAD for photoshop rendering.

*Assignment* - Begin rendering the perspective view and the plan. Print 11x17 color copy of each pin up and review

*Due*: March 6th

WEEK 7
*March 6th*: Photoshop and Illustrator

*Discussion* - Pin up and review of renderings.

*Lecture* - Present and discuss examples of context maps, circulation diagrams and land use maps.

*Lab* - Recap of Photoshop rendering techniques, shadows. Revise renderings based on review feedback. From Auto CAD into Illustrator (diagraming)

  **In Class Exercise #4** - Export layers from Auto CAD into Illustrator

*Assignment* - Finalize Photoshop renderings and prepare a context map, a circulation diagram and a land use map.

*Due*: March 13th

WEEK 8
*March 13th*: Indesign

*Discussion* - Pin up and review of finalized renderings and diagrams.

*Lecture* - Color, fonts and the layout of competition boards

*Lab* - Pinup drawings to date and review

  **In Class Exercise #5** - Make revisions to your work according to the review

*Assignment 1* - Complete a draft of your Indesign 24x36 board

*Assignment 2* - Select fonts and font hierarchy bring 11x17 print out to pin up and review

*Due*: March 20th
WEEK 9  
**March 20th:** Indesign

*Discussion* - pin up and review boards and font choices

*Lab* - Revise according to review.

*Assignment* - Complete Indesign 24x36 board layout and print in color for pin up and review.

*Due:* March 26th

WEEK 10  
**March 27th:** Presentations

*Assignment* - Bring: All of the potential pieces for your portfolio, hard copies 8x11 (min. size) to pin on the wall and review together

*Due* - April 10th

WEEK 11  
**April 3rd:**

Spring Break - no class

PART 3: Marketing Material

WEEK 12  
**April 10th:** Indesign

*Lecture* - The Portfolio

*Lab* - Portfolio
  - Review I - Pin up all of the potential portfolio pieces and review together Indesign, fonts, color, master pages.
  - **In Class Exercise #6** - Prepare a hand drawn complete layout of your portfolio.

*Assignment* - Refine your hand drawn draft based on in class comments, pin up for review

*Due* - April 17th

WEEK 13  
**April 17th:** Portfolio

*Lab* - Portfolio work session
  - Review II - Pin up and review of portfolio final draft

*Assignment* - Portfolio draft

*Due* - April 24th
WEEK 14

April 24th: Portfolio
Lab - Portfolio work session
Review III: Drafts of final product, pin up on the wall and present your work

Assignment - Portfolio final draft
Due - May 1st

WEEK 15

May 1st: Portfolio

Final Portfolio Presentations