

Communications seminar Summer 2004 - “Beyond Representation”

Assessment:	Gallery visit report	20%
	Research Assignment	20%
	Class/Online participation	10%
	Major assignment	50%

Class times and locations:

Building 8, Level 11, Computer Lab 42
Thursdays 09:30 – 15:00
Fridays 09:30 – 13:00

Class Participation: *Attendance to class is crucial to success in this subject.*

This class will focus on gaining some firm (and marketable) technical skills in Desktop publishing and 3ds Max, all background research that is required should be carried out as homework. There are 9 hours of your time allocated to this subject per week, outside of the 3 hours class time, to make a total points load of 12 credit points. Your homework will include (but not be limited too) image research in the library and on the web, preparing of photoshop images and models on the computer and participation on the class wiki.

The best way to learn is to teach, those who help others with technical difficulties will gain extra marks. I encourage you to arrange times to work and research together as small groups outside of scheduled class times. I want to promote a class atmosphere of helpfulness, non-aggressive criticism and constructive exchange of ideas.

Online Participation:

We have a wikispace provided by SIAL, this is a completely editable online webpage, this means it is completely public (to the world at large) and non permanent. Please bear this in mind when posting to the wiki.

Archiporn? is in the wiki playpen at <http://zwiki.sial.rmit.edu.au/theHive/SandBox>

You will find links to downloading all the material handed out in class here, it should also function as a noticeboard and mailing list and as a means of file exchange.

You will have a briefing in class but instructions on running the wiki are also available here <http://zwiki.sial.rmit.edu.au/theHive/WritingTheHive>

You can find me on the wiki here: <http://zwiki.sial.rmit.edu.au/theHive/IngerSays>

Tutor contact details:

I am a sessional staff member who is only in at RMIT for scheduled class time, I have no office but I do have a pigeonhole on level 12 in building 8. I am best contacted by email on inger@mewburn.net (please allow for some turn around time on email).

All technical questions should be posted to the , please answer questions you see there if you can do so.

All administration queries to do with enrollment and general RMIT issues are to be directed to Vivian Mitsogianni who is the co-ordinator of this subject.

Assessment:

Class/Online participation (10%)

Major assignment (50%)

Gallery visit report (20%)

Hand in by Thursday 22nd of January

The visit to the newly opened National Gallery of Victoria will take place on Friday 16th of November, meet at the Gallery corner of Southbank Boulevard and St Kilda Road at 9:30am in front of the water wall. Bring your visual diary and pencils or preferred drawing media. We will be making a study of the drawings in the “Surveying the Centuries” exhibition of European prints and drawings and “Resonance” highlights of the Asian collection.

Pick one image from each exhibition that contains some architectural elements and particularly appeals to you, complete the following exercise:

On one A4 page quickly sketch the main elements that you see in the frame (exactness is not important), use this to make a diagram of the way that the artist is directing your eye around the composition. Make a note of the use of colour and contrast (light and shade) in the image. Prepare a quick written report of at least 300 words answering the following questions:

What is the media that the artist is working in?

What attracted you to the image?

What do you think the artist considers to be the most important element in the image and how is this communicated to the viewer?

How has the artist treated the architectural content of the image?

What is the cultural/historical context of the image?

Are there any other particular points of interest to discuss about this image?

Hand in as two A4 pages stapled in the top left hand corner, no folders please.

You will be assessed by the following criteria:

Have you submitted the assignment on time and as directed?

Is your diagram clear and instructive of the artists technique and intent?

Have you addressed the questions posed in your written piece?

For extra marks you can: Research the other work of the artist and include some backup material which illuminates the artists technique. Extend the written information you have been asked to provide in a thoughtful and well researched way (there is no word limit).

Research Assignment (20%)

Presentation Thursday 29th January

In groups of two you will research an architect, living or dead, about their preferred presentation techniques and prepare a presentation to the class. Presentation techniques refer to drawings or renderings – not photographs of the final buildings. You will clear the choice of architects with me, I can also make recommendations.

The presentation will be in powerpoint with at least 10 images from the architect (at least 5 of these should be original drawings or renders) and notes that explain the images, these will then be put on the web. The explanatory notes should seek to answer some of the questions similar to those posed in the gallery assignment:

What is the media the architect is working in?

What do you think the architect considers to be the most important element in each building and how is this communicated to the viewer?

What is the cultural/historical context of the building?

Are there any other particular points of interest to discuss about the image?

You will be assessed by the following criteria:

Have you presented the research on time and as directed?

Is your presentation clear and instructive of the architect's technique and intent?

Have you put your images from the powerpoint presentation up on the wiki page?

For extra marks you can: Research other architects of the time and compare their work with your architect in an instructive way. Include some backup material which illuminates the architect's historical context. Extend the written information you have been asked to provide in a thoughtful and well researched way (there is no word limit).

Major Assignment (50%)

Presentation

Prepare a 3D model of one of your previous designs to put in your folio. It does not have to be complex, the design itself will not be marked. If you are unable to model in 3D let the tutor know so that you can receive some extra instruction. Produce 2 images, each of a different technique. Each image will contain a title and extra props are appropriate to the intent of the image.

You will be assessed by the following criteria:

Is the image reflective of an idea about the architecture that is reflected in the use of light, colour, fonts and composition?

Is the lighting competent?

Is the 3d model well made so that the textures can be mapped correctly?

Do all the textures tile correctly over all surfaces, including the correct aspect ratio and scale?

Can you clearly articulate the intent of the image?

For extra marks you can: put your image into a page layout that includes plans and other written information.

Composition, fonts, colour and choice of material should be reflective of the ideas behind the composition.

Class schedule:

Week One	Thursday 15 th January 09:30 – 15:00	Introduction, class outline, project briefing. 3Ds max user interface.
	Friday 16 th January 09:30 – 13:00	Gallery report visit.
Week Two	Thursday 22 nd January 09:30 – 15:00	Traditional lighting techniques. Radiosity lighting, area lighting and shadow management. Interior vs exterior lighting.
	23 rd January 09:30 – 13:00	Hand in of Gallery report. Textures and the material panel. Mapping co-ordinates and the mapping modifier. Using photoshop for max textures.
Week Three	Thursday 29 th January 09:30 – 15:00	Special effects for video post editing. Camera depth of field and lens sizes. Particle fields and space warps. Catch up and Workshop session.
	Friday 30 th January 09:30 – 13:00	Presentation of Research Assignments. Render sizes and formats.
Week Four	Thursday 5 th February 09:30 – 15:00	Photoshop editing. Catch up and workshop session.
	Friday 6 th February 09:30 – 13:00	Presentation of Major assignments