

Spring 2018

LA 289

## Design Conceptualization: UO Campus



Old Quad  
University of Oregon  
[2015]

**Time** M, W, + F  
1:00pm - 4:50pm

**Location** tbd

**Credits** 6

**Instructor** Mark R. Eischeid  
Lawrence Hall, Room 216  
marke@uoregon.edu

**Studio Description** "You have to be in a state of play to design. If you're not in a state of play, you can't make anything."  
Paula Scher, graphic designer (*Abstract: The Art of Design*, Season 1, Episode 6, 2017, 16.48'-16.54', 2017)

This studio will focus on developing design conceptualization skills, adopting the University of Oregon campus as a locus for prolific creativity. Multiple projects will provide the context for multiple "states of play", where the student will be asked to conceive of multiple working design concepts for each project, to critically evaluate each of these concepts, and to "land" a compellingly situated conceptual design.

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- Prerequisites** LA 289 (Winter) studio or the equivalent (upon approval by Instructor).
- Class Format** Class meeting times are primarily structured around project work, critiques, class discussion, lectures, site visits, and occasional guest presentations. Outside of class time, students are expected to analytically review relevant readings (as offered), research similar project typologies both past and present, familiarize themselves with the history and conditions of each site, execute ad hoc site visits, develop designs for intermediate assignments, and prepare for midterm and final reviews.
- Grading** Consistent with all Department of Landscape Architecture studios, this studio is graded Pass/No Pass with formative and summative feedback throughout the quarter.