



Intro to Media II: Control SHIFT Flex

LA 452/552

Winter 2022

Lab/Workshop Format, 2 Credits

Time: Tuesday and Thursday, Times TBD

Location: Lawrence Hall, Room TBD

Instructor: [David Buckley Borden](#) (he/him/his)
Lawrence Hall, Room 381
dborden4@uoregon.edu

Office Hours: Thursdays, 4:00 -5:00PM or by
appointment.

Social Media Advert Tile for "Intro to Media II"
Created using CS6 Adobe Illustrator and Photoshop,
with Gotham font, Camille portrait and site photograph
over the course of 2.5 hours.

Course Description

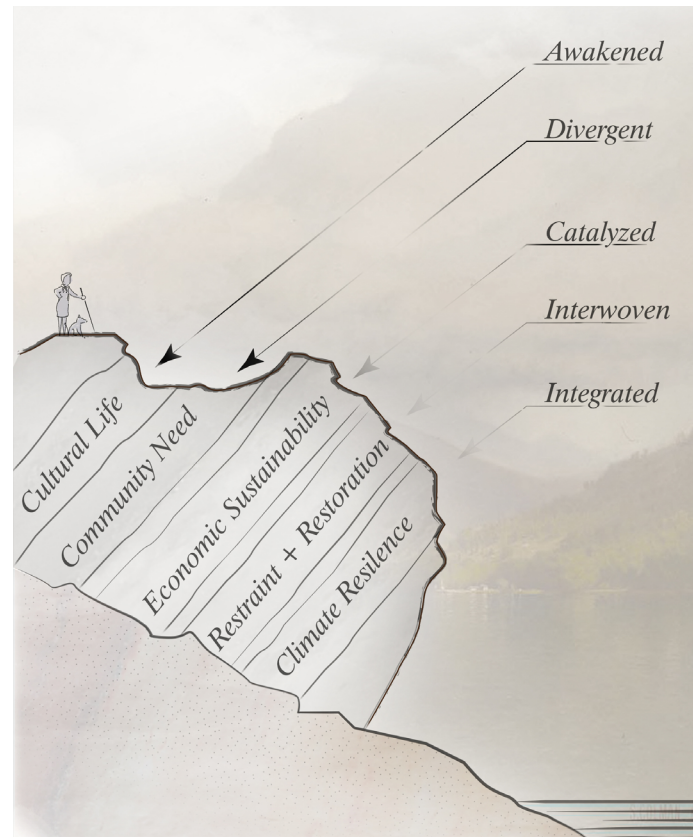
Intro Media II will explore a variety of media, computer applications, analog approaches, creative workflows, and theoretical ideas in the context of topography, vegetation, and landscape narrative as both a design process and final representation product. Adobe applications including Photoshop, Illustrator, and InDesign will be paired with 3D modeling and hardline outputs such as AutoCAD.

The course will also explore hybrid workflows that combine analog drawings and physical models with Adobe Creative Suite software. Readings, media exercises, in-class discussions, and assignments will revolve around weekly workflows and representation themes. This course is intended to support the 4/539 landscape architecture studios.

Learning Objectives

By the end of this course, students should be able to demonstrate the following:

- An appreciation of Adobe Creative Suite as an graphic communication medium for landscape architecture;
- An understanding and working knowledge of graphic communication theories, methods, and software application practices, and workflows relative to landscape architecture;
- The ability to analyze landscape software applications relative to landscape architecture project needs;
- The ability to creatively synthesize layered graphic information into design projects;
- A proficiency in communicating in a professional setting, including project organization, file preparation, and final submission of a quality graphic representation;
- An ability to balance the demands of a rigorous course while simultaneously enjoying the learning process; specifically, have fun.



Course Content Schedule:

Week 1: Class Intro, Software Install, and Gap Analysis, Crit Sandwich Picnic

Week 2: Master Folder and File Set Up; Hardline AI Import to PS Section Render

Week 3: Hardline AI Import to PS Section Render

Week 4: PS Render Texture and Trees Tricks

Week 5: 3D Model to PS Render Workflow

Week 6: PS to InDesign Diagram Workflow

Week 7: PS to InDesign Presentation Workflow

Week 8: SketchUp to PS Perspective

Week 9: SketchUp to PS Perspective

Week 10: All Together Now

Geology as Design Process Diagram, DBB for Agency Landscape and Planning, Cambridge, MA, 2019.

Created using Adobe Illustrator and Photoshop with site photograph, hand sketch, texture scan, and historic Hudson River painting (painter unknown) over the course of 5 hours



Class Format

This class can be characterized as a workshop and is organized around weekly exercises, workshops, class discussions, presentations, and readings.

Class meets twice a week for 1.5 hours on Tuesday and Thursday (2:15PM - 3:45PM). Classes will typically be structured around three modules:

1. Media exercise discussion: drawing out tools, tactics, and workflows from the graphic media assignments/exercises.
2. Workshop: in-class work to further students' software skills, as well as their critical and analytical skills, including graphic analysis of media.
3. Lecture and case study: clarifying and synthesizing graphic communication principles and ideas as they related to landscape architecture media.

Students are required to complete exercises/ assignments and prepare questions **before** class to ensure productive discussion. Optional readings and tutorial videos are highly encouraged.

The class will generally follow a regular schedule as follows:

- **Tuesdays:** DBB lecture and/or workshop
- **Thursdays:** pin-ups, critique, and discussion

Assignments and associated files will be posted before the start of class on the Thursday before the week it is due. Please refer to Canvas for weekly agenda, readings, and assignments.

Guest lecturers will be scheduled as their professional calendars permit. After initial Adobe Creative Suite primer, the course content will respond to needs of studios. That said, the class content schedule is flexible and will surely change in response to student needs and interests

Requirements

1. Attendance to all lectures and discussion sessions. Per mandate of the College of Design this course can not be taken as an asynchronous class. No exceptions.

2. Evidence of preparation through graphic exercises/assignments, prepared questions, and conversation during class, or by specific reference in the student's individual projects throughout the term.

3. Analyzing graphic communication design through the lens of various digital graphic applications and workflows.

This class is graded with traditional letter grades with formative and cumulative feedback throughout the term.

Exceptional effort, intellectual growth, skill development, and creative risk-taking will be rewarded in final grade. Minimal effort, tardiness, and a lousy unproductive attitude, not so much.

Grading Breakdown

5%	Software installation and documentation
5%	Personal media "gap" analysis
10%	Class attendance
25%	Class participation
30%	Media exercises and assignments
25%	Final rendering assignment

Attendance, preparation, participation, and all assignments are mandatory. Unexcused absences or failure to submit assignments on time will lower your overall course grade. Students are permitted one grace absence. Unexcused absences beyond that will result in a course grade reduction of a grade step per two absences (B to B-, e.g.).

Assignments

Assignments are due digitally (PDF), at the beginning of the class session on the due date. Include last name and date in file name. For example *Smith_09292020.pdf*. Late work will be penalized a grade step per day. Digital work must be submitted on the Canvas course website; emailed work will not be accepted.

Exercises and discussion

Class includes software exercises for that session. Exercises and related discussions are an integral part of the course. They are forums for sharing your critical insights regarding the media/software; and are where questions can be aired and discussed with your peers.

Expectations

I expect the highest professional standards to be maintained throughout the term. Active in-class participation, open communication, and consistent progress is very important. In addition, class participation also includes respecting the rights and property of others, working cooperatively, and completing assignments satisfactorily and on time.



Envisioned Futures (previous page), DBB speculative futures render for Harvard Forest Landscape Futures Lab 2016. Created using Adobe Illustrator, Photoshop and Fisher Museum Diorama images over the course of 40 hours.

Soil Core Installation Rendering, Isabela Ospina (BLA 21), Landscape Lab Studio, University of Oregon, Summer 2020 Created using Adobe Illustrator, Photoshop, Rhino with site photograph.

Academic Resources

The University's Teaching and Learning Center (TLC) provides various programs, workshops, courses, tutors, and mentors to aid you in your coursework at the University of Oregon. One of the services that may be of particular benefit for this class is the TLC's Writing Lab, which provides one-on-one feedback on writing assignments. You may visit the Drop-In Writing Lab at 72 Prince Lucien Campbell, M-F 9am-4pm, with or without an appointment (<http://tlc.uoregon.edu/subjects/writing/>).

Academic Integrity

The University Student Conduct Code (available at conduct.uoregon.edu) defines academic misconduct. Students are prohibited from committing or attempting to commit any act that constitutes academic misconduct. By way of example, students should not give or receive (or attempt to give or receive) unauthorized help on assignments or examinations without express permission from the instructor. Students should properly acknowledge and document all sources of information (e.g. quotations, paraphrases, ideas) and use only the sources and resources authorized by the instructor. If there is any question about whether an act constitutes academic misconduct, it is the students' obligation to clarify the question with the instructor before committing or attempting to commit the act. Additional information about a common form of academic misconduct, plagiarism, is available at <http://library.uoregon.edu/guides/plagiarism/students/index.html>.

Accessibility

The University of Oregon is working to create inclusive learning environments. Please notify the instructor if there are aspects of the instruction or design of this course that result in disability-related barriers to your participation. You are also encouraged to contact the Accessible Education Center (formerly Disability Services) in 164 Oregon Hall at 541-346-1155 or uoaec@uoregon.edu.

Diversity

The University of Oregon is dedicated to the principles of equal opportunity and freedom from unfair discrimination for all members of the university community and an acceptance of true diversity as an affirmation of individual identity within a welcoming community. This course is committed to upholding these principles by encouraging the exploration, engagement, and expression of distinct perspectives and diverse identities.

I value each class member's experiences and contributions and their unique voice and perspective. Please notify me if you feel aspects of the course undermine these principles in any way.

You may also notify the Department of Landscape Architecture at 541.346.3634 or at landarch@uoregon.edu. For additional assistance and resources, you are also encouraged to contact the campus services on next page.



Office of Equity and Inclusion

1 Johnson Hall
541.346.3175
<http://oied.uoregon.edu>

Center on Diversity and Community

54 Susan Campbell Hall
541.346.3212
<http://codac.uoregon.edu>

Bias Response Team

164 Oregon Hall
541.346.1134
brt@uoregon.edu
<http://bias.uoregon.edu>

Emergency Information

In Case of Emergency CALL 911. In case of non-emergency assistance: Call the UO Police Department at 541.346.2919

Sexual Violence and Survivor Support Statement

The UO is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic and dating violence and gender-based stalking. If you (or someone you know) has experienced or experiences gender-based violence (intimate partner violence, attempted or completed sexual assault, harassment, coercion, stalking, etc.), know that you are not alone. UO has staff members trained to support survivors in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.