Course Description
The goal of this course is to help you acquire basic skills in graphic communication from current graphic techniques used in the field of physical planning, architecture and urban design. During the course you will acquire rendering techniques using digital tools in the areas of visualization, design research, analyses and presentation layouts. Class exercises will help build a comprehensive understanding of the graphic quality necessary for affecting decisions in both the planning and approval process.

This course provides real world design problems to help realize the procedures in communication and information management within the planning process. The assignments and lectures will engage students into the techniques and methods involved in producing graphics that will clearly communicate ideas, test visions and concepts, and lock-in solutions. Students will develop a good understanding of which programs and tools to use at different levels of the processes to communicate their idea and make decisions that move their project forward.

Course Format
The course is broken down into four basic parts; Line Drawings, Illustrative Drawings, 3D Modeling and Rendering. This course is formatted to quickly get you familiar with the interface of AutoCAD, Sketch Up, InDesign and Photoshop. You will learn to use these programs to produce plans, elevations, sections and cartoon renderings in a time effective process. To that end, this course combined Illustrator techniques into the InDesign exercises and lessons.

Text
There are no required books for this course. You will be provided with a list of recommended readings available in the library. We will use these readings as prescribed in each assignment. When needed, on-line tutorials or program tutorials will be used to clarify information, program use or new techniques.
Grades
Grades will be based on the following:
40% - Assignments.
20% - Class Participation – You must attend all classes (on time and the full length); complete all assignments on time and participate in the class discussions and reviews to receive full credit. Points will be deducted for being unprepared and working on other class assignments during class time. Anyone found continuously emailing, texting and interrupting class will have 5 point deducted for every incident. Games, news, videos and email are not allowed during class and should not be on the monitors at any time. 5 points will be deducted. Emergency phone calls may be attended to at any time -- however outside the classroom.
40% - Final Project

Grade distribution is based on the student’s level of understanding graphic techniques; use of computer programs; and the application of these skills and understanding of presentation. Grades are distributed as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>92 – 100</td>
<td>Exceptional</td>
</tr>
<tr>
<td>B+</td>
<td>85 – 91</td>
<td>High</td>
</tr>
<tr>
<td>B</td>
<td>80 – 84</td>
<td>Very Good</td>
</tr>
<tr>
<td>C+</td>
<td>75 – 79</td>
<td>Good</td>
</tr>
<tr>
<td>C</td>
<td>70 – 74</td>
<td>Fair</td>
</tr>
<tr>
<td>D</td>
<td>65 – 69</td>
<td>Weak</td>
</tr>
<tr>
<td>F</td>
<td>64 or lower</td>
<td>Insufficient</td>
</tr>
</tbody>
</table>

All assignments are due on the dates provided on the syllabus or as agreed to in class. Any missing assignments will be recorded as an F. Late assignments will be accepted. However, a reduction of 5% will apply for every day it is late. Your assignments are graded based on clarity of graphics, design intent, and your understanding of the graphic design principles from corresponding lectures and some readings. All assignments shall be submitted in electronic form on the day it is due.

The instructor reserves the right to make changes to the due dates, assignments or the final document as he sees fits as circumstances change over time. Whenever possible, notice of change will be given to the students with enough time to respond. Most, if not all of the time, the changes are to the student’s benefit and are due to availability of information, student work flow due to the level of difficulty, hardware and software limitations or lack of time. These changes are like any managerial challenge and response -- similar to the workplace.

Your assignments are integrated into each lesson. Each lesson builds from the previous lesson. Together they achieve the goal set for the course. Class participation during class allows you to test ideas, explore related topics and discover other techniques for accomplishing a particular graphic affect.
Therefore, students are expected to attend all classes. If you expect to miss one or two classes, please use the University absence reporting website https://sims.rutgers.edu/ssra/ to indicate the date and reason for your absence. An email is automatically sent to me.

My policy for absence is: If you miss more than 2 unexcused classes your final grade will drop a full grade. Partial attendance must be explained in writing directly to me in an email. Leaving class without a written notice will count against your grade (see class participation above). Students are responsible to learn the information missed while absent or late to class and are required to complete any assignment by the due date. If you are late more than 10 minutes you will be marked absent. All other situations and conditions shall be discussed between the student, instructor and student advisor if necessary.

Office Hours & Appointments
Office hours are meant to provide students with extra help during a consistent time frame every week. The time is for students who wish to learn more; practice class exercises under supervision; clarify information from class and get additional direction. Office hours will not be used to go over missed lectures or assignments.

Academic Integrity
Students are expected to uphold the school’s Academic Integrity policy. It is your responsibility to understand the violation and the consequences of breaking any of the codes before attending class. The school’s Academic Integrity policy can be found in http://academicintegrity.rutgers.edu/integrity.shtml#I

Course Schedule & Scope of Work

LINE DRAWINGS: COMPUTER AIDED DESIGN (CAD)

WEEK ONE-------------------------------------------------------------------------------------------
May 27
Discussion: Course Introduction, Graphic Communication in Planning
Exercise: drawing set-up; unit set-up, export/print, scale, layers, import
Communication Tools: CAD & InDesign
Exercise: Set up a scaled drawing in CAD, print to pdf. Students will also set up their final document layout in InDesign.
Assignment (s) 1: Due Next Class

WEEK TWO-------------------------------------------------------------------------------------------
June 1
Discussion: Tracing Aerial Ortho Photos
Exercise: Base Map
Communication Tools: CAD
June 3
Discussion: Drawing Maps, streets & Building Footprints
Exercises: Site Analysis, Design Concepts, Building Types, Street Types
Communication Tools: CAD
Assignment (s) 2: Due Next Class

WEEK THREE--------------------------------------------------------------------------------------------------------------------------

June 8
Exporting: CAD to InDesign, CAD to Sketch Up
Discussion: Diagrams, map overlays, flow charts, tables
InDesign page layout
Exercise: Aerial Photo – deriving analysis through drawing
Communication Tool: CAD Drawing Tools, InDesign drawing tools

Class Project: All students will start their portfolios using InDesign. The will be a
digital document consisting of the work you will produce during the semester.
This project is intended to teach you InDesign while creating a tool for you to see
your progress and a chance for you to explore your creative side.

3D MODELING
June 10
Discussion: Importing CAD files, 3D modeling
Exercise: Extruding, layer management, grouping, fill
Communication Tool: Sketch Up
Assignment(s) 3: Due Next Class

WEEK FOUR--------------------------------------------------------------------------------------------------------------------------

June 15
Discussion: Exporting Sketch Up to InDesign and Photoshop
Exercise: Extruding, layer management, grouping, fill
Communication Tool: Sketch Up

ILLUSTRATIVE DRAWINGS: PLANS & ELEVATIONS

June 17
Discussion: Illustrative Plan
Exercise: Color Rendering, layer management, drawing tools, filter effects
Communication Tool: Photoshop, CAD
Assignment(s) 4: Due Next Class

WEEK FIVE--------------------------------------------------------------------------------------------------------------------------
June 22
Discussion: Illustrative Site Sections & Elevations
Exercise: Color Rendering, layer management, drawing tools, filter effects
Communication Tool: Photoshop, CAD

RENDERINGS

June 24
Discussion: Perspective Renderings
Exercise: filter effects, blending options, Sketch Up export
Communication Tool: Photoshop, InDesign, Sketch Up
Assignment(s) 5: Due Next Class

WEEK SIX

June 29
Exercise: Color Rendering, layer management, drawing tools, filter effects
Communication Tool: Photoshop, InDesign

July 1
Conclusion. Class Discussion; What is graphic communication?
Final Project Presentation
Submit Class Project in digital form