

VISUAL STORYTELLING

While architectural projects can be intelligibly presented through drawing and tri-dimensional imagery, these graphic materials often fail to convey the complex process that led to that particular design. The logic behind taking a certain design direction is often as crucial as the design itself when we present it to our clients or peers for an architectural award or competition. Architects have to become successful storytellers and visual artists to illustrate that process.

This course will focus on storytelling as a way to reveal beautiful and key aspects of the project. Students will learn tools and methods to create narratives that drive our decision-making through various stages of design and how we tailor them depending on our target audience.

Through in-class demonstrations and weekly assignments, this class will provide an overview of how to use 3D modelling tools (Revit, Sketch Up or Rhino) and Adobe Creative Suite to construct an image. A key aspect of this course is understanding the workflow between those tools and how to combine hand drawing with computer generated images to create a personal expression.

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COURSE OBJECTIVES

- Learn how to tell a story through producing compelling images
- Address various audiences through different representation methods
- Use storytelling as an active design tool (sharpen main design intent)
- Exercise conceptual thinking
- Build and cultivate visual literacy