

Spring 2010

---

Weiling He    Langford A Rm 414    weiling.he@tamu.edu    979.845.7859

## ARCH312: Design Journal

### Thinking through Text and Image

#### 1. Course Description

ARCH 312 Design Journal. (0-2). Credit 1. Production of a journal, in any combination of physical artifacts or electronic blog, as specified by the instructor, that documents the student's experience on a study abroad program, a professional internship, or other off-campus activity; journal reflects discipline-specific communication methods for the profession of architecture.

Prerequisite: Upper division classification in the BED Architectural Studies Option and concurrent enrollment in CARC 301 or ENDS 494, or other off-campus program. This section is for students completing internships as a requirement for study away.

#### 2. Introduction

Composing a design journal is a self-reflective process. It relies on two basic kinds of communication media: text and image, both of which are ways of thinking rather than merely ways of representation. Text is associated with writing. In architecture, writing can be a variety of forms: conceptual, technical, analytical, descriptive and expressive, etc. Both text and image are associated with visualization which deals with composition, juxtaposition, association, and relation, etc.

A design journal is an exploration process. Ideas may not be clear at the beginning. They emerge and are sharpened through writing and visualization. Meanwhile, one should embrace ambiguity and uncertainty and let them enrich the possibilities of exploration.

This course will take the form of developing a design journal. It will address various ways of thinking through the media of text and image. Please remember that working within the world of architecture needs passion and hard work. You have to love and enjoy what you do!

#### 3. Objectives

The learning objectives for the course are as follows:

- To be able to use metaphor in both text and image;
- To develop ideas through writing and visualization;
- To select the appropriate forms and voice to written and visual communications during the each phase of a project;
- To develop consciousness of the media of text and image;
- To be able to evaluate and improve ways of design journaling authored by yourself and others.

The W Course Advisory Committee has approved this course as a Writing Intensive ("W") course.

#### 4. Schedule<sup>1</sup>

Office Hours (By appointment): Tue 11:30 am - 2:00 pm

Jan 20 Introduction

##### Part 1: Text

Jan 27 Metaphor  
Feb 3 Project 1 review

Feb 10 Structure  
Feb 17 Project 2 review

Feb 24 Visual  
Mar 3 Project 3 review

##### Part 2: Image

Mar 10 Camera  
Mar 17 Spring break  
Mar 24 Project 4 review

Mar 31 Drawing  
Apr 7 Project 5 review

Apr 14 Journal Editing: the page space  
Apr 21 Journal Editing Crits  
Apr 28 Journal Editing Crits  
May 5 Final Review

#### 5. Requirements

You are expected to:

- 1) devote creative efforts to your design projects;
- 2) employ your skills diligently in promoting the course objectives;
- 3) actively participate in class discussions and pinups, as well as to engage your fellow students in constructive exchange;
- 4) fully communicate your work with jury at presentation.

#### 6. Grading System

In fulfilling the above requirements:

A 90-100	Exceptional
B 80-89	Satisfactory
C 70-79	Fair
D 60-69	Unsatisfactory
F -60	Failure

The relative value of each phase of the project to the final grade is:

10%	For each project (10% x 5)
20%	Up-keeping of journal
30%	Edited journal book

#### 7. Class Rules

- 1) Class updates are sent out through email. Readings and project assignments are distributed in class.
- 2) Assignments and electronic submissions are due before project presentations start. There is a letter grade drop for each late project submission or late presentation.
- 3) Attendance at all classes is required.

8. Studio Culture Policy (See attachment)

9. Students with Special Needs

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring such accommodation, please contact the Office of Support Services for Students with Disabilities in Room 126 of the Student Services Building. The phone number is 845-1637.

10. Aggie Honor Code

"An Aggie does not lie, cheat, steal or tolerate those that do." Upon accepting admission to Texas A&M University, a student automatically assumes a commitment to uphold the Honor Code, to accept responsibility for learning and to follow the philosophy and rules of the Honor System. Students will be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the Texas A&M University community from the requirements or the processes of the Honor System.

For additional information please visit: [www.tamu.edu/aggiehonor/](http://www.tamu.edu/aggiehonor/)

<sup>1</sup> The instructor may adjust the schedule when needed.