

Marmara University / Faculty of Architecture and Design / Department of Architecture

Assist. Prof.
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Architectural Communication I

2024-2025 Fall Semester

Instructor e-mail: isil.uysal@marmara.edu.tr

Code	ARCH1005.1
Semester	1
Hour (T+P)	1+2
ECTS	3
Course Type (Required / Elective)	Required
Prerequisites	None
Language of Instruction	English

Course Goals	Getting acquainted with the environments, tools, practices and materials that constitute the communication and production language of architectural design and culture is the initial aim of the course. The subobjectives of the course are to read and decompose the elements of the language, to investigate its possibilities through practice and to contribute to this language.																
Course Content	The course is structured into four parts, each addressing architectural communication environments and methods from different perspectives. The first part of the course introduces and engages with architectural communication environments, tools, practices, and materials. In the second part, practices for transitioning and transpositioning between 2D, 3D, and 4D readings and productions are developed. The third part focuses on gaining knowledge and skills related to various forms of translation, representation, and transcription. Finally, the last part investigates the possibilities of hybrid usage of manual and digital representation methods, with a focus on environmental interactions. Throughout the course, efforts are made to read and comprehend what is produced and represented in architectural communication environments, as well as to work towards representing designed, conceptualized, and analyzed subjects.																
Learning Outcomes	<table><tr><td>Acquiring knowledge on the diversity of architectural communication languages</td><td>1</td></tr><tr><td>Gaining practical knowledge about the concepts of environment, tools, materials, representation, translation, construction, projection, and dimension in architectural communication</td><td>2</td></tr><tr><td>Investigating the possibilities of architectural communication environment, tools, and materials through practice</td><td>3</td></tr><tr><td>Utilizing architectural communication environment, tools, and materials in a hybrid manner</td><td>4</td></tr><tr><td>Establishing the relationship between design thinking and architectural representation</td><td>5</td></tr><tr><td>Transferring design thinking through architectural communication environment, tools, and materials</td><td>6</td></tr><tr><td>Interpreting and enhancing design thinking with architectural communication environment, tools, and materials</td><td>7</td></tr><tr><td>Reading what is produced and represented in architectural communication environment</td><td>8</td></tr></table>	Acquiring knowledge on the diversity of architectural communication languages	1	Gaining practical knowledge about the concepts of environment, tools, materials, representation, translation, construction, projection, and dimension in architectural communication	2	Investigating the possibilities of architectural communication environment, tools, and materials through practice	3	Utilizing architectural communication environment, tools, and materials in a hybrid manner	4	Establishing the relationship between design thinking and architectural representation	5	Transferring design thinking through architectural communication environment, tools, and materials	6	Interpreting and enhancing design thinking with architectural communication environment, tools, and materials	7	Reading what is produced and represented in architectural communication environment	8
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Evaluation Criteria	Components		
	MIDTERM GRADE		40%
	<i>The total grade obtained with the contribution of the following components is the MIDTERM GRADE:</i>		
	Submission-1	A Cabinet of Drawing Matter	
	Submission-2	A Panoramic Construction	20%
	FINAL GRADE		60%
	<i>The total grade obtained with the contribution of the following components is the FINAL GRADE:</i>		
Submission-3	Romantic Plan Drawing + Reconstructing Kadıköy	30%	
Submission-4 (Final)	Telling the Whole Story	20%	
Sketchbook		10%	
TOTAL GRADE (Course Success)		100%	
<i>MIDTERM GRADE %40+ FINAL GRADE %60</i>			

Notice Students must actively participate to the class at least 80% of the time. In order to take the final semester/year exams of the course (including the case of repeating the course), at least 80% attendance must be achieved. For the submissions to be evaluated, it is mandatory to comply with the deadline dates, hours and presentation formats announced during the course. In order to complete the course successfully, the final submission must be made; and the Final Grade must be at least 50 points out of 100.

Schedule

Week 1	Introducing the Course Structure and Content: Architectural Communication; Environments, Tools and Materials	
Week 2	A Cabinet of Drawing Matter	Wet Material Contact Lines as Storytellers The Visit of The Tracing Paper Traces and Threads Unfolding the Visit Projecting the Stitch
Week 3		Reading Flatland & Watching a selected 6 hours of Jan Svankmajer
Week 4		Revival of the Projected and Unfolded Sections of the Revived Transposing, Gathering and Telling the Whole Story
		Post-production and Preparations for Submission: Finalized works& 50x70 cm board
Week 5	A Panoramic Construction via Layers and Objects Unfolding Peyzazh by Learning from Svankmajer	
Week 6		
Week 7		Post-production and Preparations for Submission: 620 cm unfolded film construction& 62 minutes film
Week 8	Midterm Submission: Exhibition and Film Screening	
Week 9	WORKSHOP: Transcribing, Translating and Rendering Atmospheres	Making a Sketchbook
Week 10		
Week 11	WORKSHOP: Reading Surfaces and Translating them into Geometries	
Week 12		Feeling the Plan The Elements of the Plan Plans in Communication
Week 13		Nolli's Rome Map X Mapping Kadıköy
Week 14	Happy New Year!	Working on a sketchbook and taking drawing-notes Rendering the atmospheres& using linetypes
Week 15	Reconstructing Kadıköy	Post-production and Preparations for Submission: Sketchbooks& 70x70 cm map& 70x70x70 cm model
Week 16		Telling the Whole Story by Gathering and Unfolding the Architectural Communication Excursions
Week 16	Final Submission	

Recommended References	Before the Drawing, Bruno Munari
	Pedagogical Sketchbook, Paul Klee
	Drawing: The Motive Force of Architecture, Peter Cook, AD
	Diamond House, John Hejduk
	Pamphlet Architecture, Volume 34: Fathoming the Unfathomable: Archival Ghosts + Paradoxical Shadows Series, Nat Chard, Perry Kulper
	A Situation Constructed from Loose and Overlapping Social and Architectural Aggregates, MOS Architects
	Architectural Ethnography, Atelier Bow-Wow
	Why Architects Still Draw? Paolo Belardi
	Görme Biçimleri, John Berger
	Görsel Düşünme, Rudolf Arnheim
F.K.Ching	
Flatland, Edwin Abbott	

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