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| Marmara University / Faculty of Architecture and Design / Department of Architecture |                               |  | 2026-2027 Fall Semester |
| ARCH1005                                                                             | Architectural Communication I |  |                         |

|            |  |                                          |                                          |
|------------|--|------------------------------------------|------------------------------------------|
| ARCH1005.1 |  | Assist. Prof. Hatice Işıl Uysal Gündoğdu | isil.uysal@marmara.edu.tr                |
| ARCH1005.2 |  | Assoc. Prof. Tolga İlter                 | tolga.ilter@marmara.edu.tr               |
| ARCH1005   |  | Res. Assist. Fatma Zeynep Kızıltaş Mutlu | fatmazeynep.kiziltasmutlu@marmara.edu.tr |

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|--------------------|-----------------------------------|----------|
| Course Information | Semester                          | 1        |
|                    | Hour (T+P)                        | 1+2      |
|                    | ECTS                              | 3        |
|                    | Course Type (Required / Elective) | Required |
|                    | Prerequisites                     | None     |
|                    | Language of Instruction           | English  |

|                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |   |
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| 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 | 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 |

|                                    |                                                                                                  |                                              |     |     |
|------------------------------------|--------------------------------------------------------------------------------------------------|----------------------------------------------|-----|-----|
| Evaluation Criteria                | Components                                                                                       |                                              |     |     |
|                                    | MIDTERM GRADE                                                                                    |                                              | 40% |     |
|                                    | The total grade obtained with the contribution of the following components is the MIDTERM GRADE: |                                              |     |     |
|                                    | Submission-1                                                                                     | A Cabinet of Drawing Matter                  |     | 30% |
|                                    | Sketch Exam                                                                                      | Telling the Whole Story through/among Layers |     | 10% |
|                                    | FINAL GRADE                                                                                      |                                              | 60% |     |
|                                    | The total grade obtained with the contribution of the following components is the FINAL GRADE:   |                                              |     |     |
|                                    | Submission-2                                                                                     | Plans in Communication                       |     | 15% |
|                                    | Submission-3 (Final)                                                                             | Romantic Plan Drawing                        |     | 30% |
|                                    | Sketchbook                                                                                       |                                              |     | 15% |
| TOTAL GRADE (Course Success)       |                                                                                                  | 100%                                         |     |     |
| MIDTERM GRADE %40+ FINAL GRADE %60 |                                                                                                  |                                              |     |     |

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| 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. |
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| Schedule      |            |                                                                                                                 |                                                                          |                                                                             |  |
|---------------|------------|-----------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|-----------------------------------------------------------------------------|--|
| W1            | 30.09.2026 | Introducing the Course Structure and Content:<br>Architectural Communication; Environments, Tools and Materials |                                                                          | Watching a selected 160 minutes of Jan Svankmajer<br>Stitching a Sketchbook |  |
| W2            | 7.10.2026  | A Cabinet of Drawing<br>Matter                                                                                  | Wet Material Contact                                                     | Traces& Lines Repertoire<br>Another Contact Same Storyteller                |  |
|               |            |                                                                                                                 | Lines as Storytellers                                                    |                                                                             |  |
| W3            | 14.10.2026 |                                                                                                                 | The Visit of The Tracing Paper                                           | Revisiting the Cabinet of Jan Svankmajer<br>Sequences                       |  |
| W4            | 21.10.2026 |                                                                                                                 | Traces and Threads                                                       | Close-up Photo Series<br>Projection Photo Series                            |  |
| W5            | 28.10.2026 |                                                                                                                 | Drafting Week                                                            | Finalizing the whole set& Preparations for the sketch exam                  |  |
| W6            | 4.11.2026  |                                                                                                                 | Unfolding the Visit                                                      | Finalizing the whole set& Preparations for the sketch exam                  |  |
|               |            |                                                                                                                 | Projecting the Stitch                                                    |                                                                             |  |
| W7            | 11.11.2026 |                                                                                                                 | Sketch Exam (9.30-13.00)<br>Telling the Whole Story through/among Layers | Post-production and Preparations for Submission                             |  |
| W8 18.11.2026 |            | Midterm Submission: Exhibition and Discussions                                                                  |                                                                          |                                                                             |  |
|               |            |                                                                                                                 |                                                                          |                                                                             |  |
|               |            |                                                                                                                 |                                                                          |                                                                             |  |
|               |            | Introducing the Next Projects                                                                                   | Nolli's Rome Map & Romantic Visit                                        | Site Visit                                                                  |  |
|               |            |                                                                                                                 | Sketchbook: Fieldwork                                                    |                                                                             |  |
| W9            | 25.11.2026 | Plans in Communication                                                                                          | Feeling and Reading the Elements of the Plan                             | Intra-active Constructions                                                  |  |
|               |            |                                                                                                                 | Two Constructions                                                        |                                                                             |  |
| W10           | 2.12.2026  |                                                                                                                 | A Tale of Intra-active Constructions (film)                              | A Tale of Intra-active Constructions (film)                                 |  |
| W11           | 9.12.2026  | Romantic Plan Drawing                                                                                           | Site Visit                                                               | Plan Drafts                                                                 |  |
|               |            |                                                                                                                 | Plan Sketches                                                            |                                                                             |  |
| W12           | 16.12.2026 |                                                                                                                 | Submission: Screening and Discussions                                    | Finalizing and Rendering Plans                                              |  |
|               |            |                                                                                                                 | Discussions on Methods of Representation                                 |                                                                             |  |
| W13           | 23.12.2026 |                                                                                                                 | Modelling                                                                | Finalizing and Rendering Plans                                              |  |
|               |            |                                                                                                                 | Discussions on Methods of Representation                                 |                                                                             |  |
| W14           | 30.12.2026 |                                                                                                                 | Discussions on Sketchbooks                                               | Post-production and Preparations for Submission                             |  |
|               |            | Discussions on Plan Boards                                                                                      |                                                                          |                                                                             |  |
| FINAL EXAMS   |            | Final Submission                                                                                                |                                                                          |                                                                             |  |

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| Recommended References | Before the Drawing — Bruno Munari (1996)                                                                                      |
|                        | Radical Architectural Drawing — Neil Spiller (2022)                                                                           |
|                        | Pedagogical Sketchbook — Paul Klee (1925)                                                                                     |
|                        | Drawing: The Motive Force of Architecture — Peter Cook (2008)                                                                 |
|                        | Diamond House (A–B) — John Hejduk (1963–1967)                                                                                 |
|                        | Pamphlet Architecture 34: Fathoming the Unfathomable (Archival Ghosts + Paradoxical Shadows) — Nat Chard, Perry Kulper (2013) |
|                        | A Situation Constructed from Loose and Overlapping Social and Architectural Aggregates — MOS Architects (2016)                |
|                        | Architectural Ethnography — Atelier Bow-Wow (2017)                                                                            |
|                        | Why Architects Still Draw — Paolo Belardi (2014)                                                                              |
|                        | Ways of Seeing — John Berger (1972)                                                                                           |
|                        | Visual Thinking — Rudolf Arnheim (1969)                                                                                       |
|                        | Architecture: Form, Space & Order — Francis D.K. Ching (1979)                                                                 |
|                        | Flatland: A Romance of Many Dimensions — Edwin A. Abbott (1884)                                                               |
|                        | <a href="https://drawingmatter.org/">https://drawingmatter.org/</a>                                                           |
|                        | <a href="https://socks-studio.com/">https://socks-studio.com/</a>                                                             |

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