

PRESENTATION METHODS

ID 312 - Fall 2013

Class Meets: T/Th 10:00 -12:50 PM Eiben Hall 108
Instructor: Jay Marion
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COURSE DESCRIPTION

This course is intended to develop the students confidence and control in the illustration of design concepts. A wide variety of illustration techniques are explored through sketch exercises designed to make drawing a relaxed and efficient means for expressing creative thought. The course also introduces the student to computer aided illustration techniques; synthesizing traditional illustration styles with digital technology. The overall philosophy of the class is to make drawing an intuitive and enjoyable experience.

(Studio Course – 6 contact hours per week) Prerequisites: Admission to Major

WEEK 1

- I. Lecture and Class Discussion - **Class Overview and Introductions**
 - II. Student skill evaluation exercises
 - III. In-class activity:
 - A. Pencil 3D rendering techniques (Lecture and Exercises)
 - B. Forms, textures, materials (L&E)
 - a. Intro to Isometric Drawing (L&E)
 - b. Intro to Perspective Drawing (L&E)
 - IV. **Independent Study**
 - A. Continue work on any unfinished class exercises.
 - B. Locate and bring in reference materials as directed by instructor for use in next class
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WEEK 2

- I. Lecture and Class Discussion - **Illustration Types, Styles and Issues Pencil Rendering**
- II. In-class activity:
 - A. Continuation of Pencil 3D Rendering techniques (Lecture and Exercises)
 - B. Continuation of Forms, Textures, Materials (L&E)
 - a. Isometric Drawing set-up simple 3D environments (L&E)
 - b. Perspective Drawing set-up simple 3D environments (L&E)
 - c. Introduction to Tracing as a tool
- III. **Independent Study**
 - A. Continue work on any unfinished class exercises.
 - B. Locate and bring in reference materials as directed by instructor for use in next class

WEEK 3

- I. Lecture and Class Discussion - **Pen and Ink Rendering Techniques**
 - II. In-class activity:
 - A. Pen and Ink 3D Rendering techniques (Lecture and Exercises)
 - B. Pen and Ink Forms, Textures, Materials (L&E)
 - a. Perspective Drawing set-up two point 3D environments with and emphasis a object relationships and scale (L&E)
 - b. Pen and Ink Skill-building exercises in drawing with-out lines (L&E)
 - III. **Independent Study**
 - A. Continue work on any unfinished class exercises.
 - B. Locate and bring in reference materials as directed by instructor for use in next class
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WEEK 4

- I. Lecture and Class Discussion - **Entourage, Backgrounds, Cut and Paste Techniques**
 - II. In-class activity:
 - A. Continue Pen and Ink 3D Rendering techniques (Lecture and Exercises)
 - B. Continue Pen and Ink Forms, Textures, Materials (L&E)
 - a. Perspective Drawing set-up one, two point 3D environments with and emphasis a object relationships and scale with more complexity (L&E)
 - b. Pen and Ink Skill-building exercises in drawing with-out lines (L&E)
 - c. Object studies, windows, simple furniture, lights, people, vegetation etc.
 - III. **Independent Study**
 - A. Continue work on any unfinished class exercises.
 - B. Locate and bring in reference materials as directed by instructor for use in next class
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WEEK 5-6

- I. Lecture and Class Discussion - **Colored Rendering, Pencil, Marker Water Color, etc.**
- II. In-class activity:
 - A. Color Rendering 3D Rendering techniques (Lecture and Exercises)
 - B. Color Rendering Forms, Textures, Materials (L&E)
 - a. Perspective Drawing set-up one, two point 3D environments with and emphasis a object relationships and scale with more complexity (L&E)
 - b. Color Rendering Skill-building exercises in drawing with-out lines (L&E)
 - c. Object studies, shading, reflections, shadows, backgrounds
- III. **Independent Study**
 - A. Continue work on any unfinished class exercises.
 - B. Locate and bring in reference materials as directed by instructor for use in next class.

WEEK 7-8

- I. Lecture and Class Discussion - **Rendered Elevations and Plans**
 - II. In-class activity:
 - A. Continue Color Rendering 3D Rendering techniques (Lecture and Exercises)
 - B. Continue Color Rendering Forms, Textures, Materials (L&E)
 - a. Perspective Drawing set-up one, two point 3D environments with and emphasis a object relationships and scale and more complexity (L&E)
 - b. Color Rendering Skill-building exercises (L&E)
 - c. Object studies, shading, reflections, shadows, backgrounds utilizing color techniques.
 - III. **Independent Study**
 - A. Continue work on any unfinished class exercises.
 - B. Locate and bring in reference materials as directed by instructor for use in next class.
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WEEK 9

- I. Lecture and Class Discussion - **Evaluation of all work done thus far. Discussion and preparation for final project.**
 - II. In-class activity:
 - A. Continue to refine Color Rendering 3D Rendering techniques (Lecture and Exercises)
 - B. Continue to refine Color Rendering Forms, Textures, Materials (L&E)
 - a. Perspective Drawing - preparation, planning and set-up of final project perspective (L&E)
 - b. Elevation Drawing - preparation, planning and set-up of final project elevation and plan (L&E)
 - c. Object studies - focus on all the objects and elements that will be found in your final project. With the help of the instructor plan for the execution of the final project.
 - III. **Independent Study**
 - A. Continue work on any unfinished class exercises.
 - B. Locate and bring in reference materials as directed by instructor for use in next class
 - C. Prepare the design for your final project bring to next class for review.
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WEEK 10-11

- I. Lecture and Class Discussion - **Design Presentation Technology Overview, Intro to Digital Capabilities, ie. SketchUp, Photoshop, Acrobat, Scanning, Printing**
- II. In-class activity:
 - A. Computer Lab Work
 - a. Scan a simple plan and build a scaled perspectives using Sketch-up (Demo)
 - b. Print the perspectives and use in continued skill building exercises. (L&E)

III. Independent Study

- A. Continue work on any unfinished class exercises.
 - B. Locate and bring in reference materials as directed by instructor for use in next class
 - C. Prepare the design for your final project bring to next class for review
 - D. Explore digital enhancements covered in lecture.
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WEEK 12

I. Lecture and Class Discussion - **Total Design Presentation Theory, Tips, Techniques**

II. In-class activity:

- A. Continue to refine Color Rendering 3D Rendering techniques (Lecture and Exercises)
- B. Continue to refine Color Rendering Forms, Textures, Materials (L&E)
 - a. Perspective Drawing - preparation, planning and set-up of final project perspective (L&E)
 - b. Elevation Drawing - preparation, planning and set-up of final project elevations and plan (L&E)
 - c. Object studies - focus on all the objects and elements that will be found in your final project. With the help of the instructor plan for the execution of the final project.

III. Independent Study

- A. Continue work on any unfinished class exercises.
 - B. Locate and bring in reference materials as directed by instructor for use in next class
 - C. Prepare the design for your final project bring to next class for review
 - D. Explore digital enhancements covered in lecture.
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WEEK 12-16

I. Lecture and Class Discussion - **Review, Discuss and Work on Final Project**

II. In-class activity:

- A. Continue to refine Color Rendering 3D Rendering techniques specific to your final projects (Lecture and Exercises)
- B. Continue to refine Color Rendering Forms, Textures, Materials specific to your final projects (L&E)
 - a. Perspective Drawing - preparation, planning and set-up of final project perspective (L&E)
 - b. Elevation Drawing - preparation, planning and set-up of final project elevations and plan (L&E)
 - c. Object studies - focus on all the objects and elements that will be found in your final project. With the help of the instructor plan for the execution of the final project.

III. Independent Study

- A. Continue work on any unfinished class exercises.
 - B. Locate and bring in reference materials as directed by instructor for use in next class
 - C. Prepare the design for your final project bring to next class for review
 - D. Explore digital enhancements covered in lecture
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SUPPLIES

- (1) Binder or folder to keep all class materials and exercises
- (1) 12" Roll tracing paper
- (1) 10" clear 45 degree triangle and (1) 10" 30/60 degree triangle
- (1) Rubber Eraser
- (1) Small roll of 1/2" Masking Tape
- (Several) Lead Pencils Hard to Soft (mechanical or conventional)
- (1) Small Portable pencil sharpener if wood pencils are used
- (Several) Felt tip pens, Niji Stylist or Sanford Sharpie (fined, medium and heavy)
- (1) 36" straight edge (yardstick)
- (1) 30" x 40" Foamecore 3/16" or 1/4" Thick Black or White
- (1) 30" x 40" Type - X Cardboard white both sides
- (1) Small Exacto Blade Holder and #100 blades
- (1) Can Sprayment Aerosol Glue
- (1) Medium, size box of Colored Pencils
- (12) Assorted Markers (discuss colors in class)
- (1) Small tin of water colors and assorted brushes

Other unforeseen supplies may come up as class progresses

BOOKS

No books are required for this class but the following are suggested as reference:

INTERIOR DESIGN VISUAL PRESENTATION

Maureen Mitton

COLOR DRAWING

Design Drawing Skills and Techniques for Architects,
Landscape Architects, and Interior Designers
Michael E. Doyle

Students are encouraged to search the internet for examples of rendering styles they would like to emulate and bring them into class for analysis.

COURSE REQUIREMENTS AND EXPECTATIONS

- You **MUST** be registered and have an active LiveText account.
- Please read the assigned text(s) and handouts before each class/unit.
- Be resourceful using texts, professional journals and magazines, building and design standards, applicable codes and professional and industry experts. Assignments may include (and are not limited to) outside research, class presentation of information and skills application. Student participation in class activities is required.
- All written work is to be typed or printed via computer (or LiveText when applicable) in a simple font style (no < 11 pt.) and double-spaced. Identify each page with designer's name, date, class (ID 312) and semester/year. Staple multiple pages.
- Binders are to have ALL proper identification on front outside cover and spine – corporate identity, designer's name, date, class (ID 312) and semester/year.
- Presentation boards are to display project information on the front. Course Information, Designer's personal information and project explanation/concept statement appear on the back, unless otherwise stipulated.
- All Exercises, Project & Presentation Materials are to be clearly labeled with designer's name, date, class (ID 312) and semester/year.
- Assignments/projects are due on the date assigned. Points will be deducted from your score for each day the assignment is late. Projects will be reviewed/graded by the instructor and returned to the student with an evaluation (when appropriate).
- Peer, faculty and industry professional evaluations may occur at any time.
- Attendance in class is mandatory and is Chaminade University's Policy. Two (2) consecutive unexcused absences or four (4) cumulative unexcused absences will elicit a deficiency report submitted to the Registrar and may result in a failing grade.
- Students are expected to attend studio work days, site visits, guest speakers and presentations unless otherwise stipulated by the instructor. Failure to do so will affect your grade. Students are responsible for retrieving any missed information due to absences.
- Studios are open for project work any time classes are not in session. Reasonable after-hours use (hours TBD) is possible by contacting Security and presenting your student identification.
- Absences on exam days due to illness will only be excused with proper medical verification. See instructor to make up the examination before the next class meeting.
- ADA needs met through the CUH Counseling Center (written request) upon approval by the Associate Provost.
- Tardiness and leaving class early will affect the continuity of the course and your final grade.
- Please **SILENCE** all electronics during class. **TEXTING** or **INTERNET SURFING** during class will result in dismissal from class and an unexcused absence recorded.
- Please see CUH Student Handbook for Code of Conduct.

GRADING

Daily Exercises: **50%** Final Project: **50%**

FINAL PROJECT

- (1) Full Color Plan with rendered materials, shade, shadow and explanatory notes as required
- (1) Full Color Elevation with rendered materials, shade, shadow and explanatory notes as required
- (1) Full Colored Rendered Section with rendered materials, shade, shadow and explanatory notes as required
- (1) Full Color Perspective either one or two point with rendered materials, shade, shadow and explanatory notes as required

The final project is to be mounted on (2) foam core boards 14" x 17" exact requirements to be discussed in class. You are also graded on your sketchbook. **Keep an organized folder or binder of ALL class exercises, sketches, preliminary layouts etc. done during the semester!**

