

Continuity and Change:

URBAN TRANSITIONS, PUBLIC LIFE FOR 15TH AVE. E.

Scan I Design Master Studio, Autumn 2018 [Larch 501]



Night Perspective, Bill Estes

Project 09: Design Development, Production, Presentation and Final Review

Nov. 19	09a: Storyboard, Schedule and Layout
Nov. 21	08: Temporal Invitations
Nov. 26	Model (at least preliminary) + Design Guidelines
Dec. 03	Preliminary Pin-up
Dec. 06	Last Day to Print
Dec. 07	Final Review
Dec. 10	Final Posters/Book Pages printed, submitted; files archived

"every detail in a city must reflect that human beings are sacred... each detail!"

- Enrique Penalosa,

Date Activity/Products

Nov. 19	Layout proposals for your book pages/posters in sketched thumbnails in InDesign. Identify drawings you will include, including shape and scale, and how they will fit on the book template. (You may also wish to include photos of your model; plan for this in your layout.)
Nov. 21	Pin-up of Temporal Invitation Drawings
Nov. 26	Model of at least a portion of your site – to fit into the group model and/or enlarged (You may continue to develop details for the model, so that it will serve as both presentation and design tools.) Draft Design Guidelines derived from your design studies. Propose design guidelines for the 15 th Ave. E. Commercial center, based on what you have learned through the design and community engagement processes. Add to Class Google Doc, identifying your Project.
Dec. 04	Drafts of Strategic Design Drawings, Final Design Guidelines and Preliminary Layout. Show final strategic diagrams/plans and sections / birdseyes / perspectives etc. that you have developed to convey your designs, laid out on in the supplied Book Template. In your drawings be sure to show people (and other species) using the site. Finalize Design Guideline(s) on the Googledoc and in your poster narrative.
Nov. 21- Dec. 07	Production, Editing, Communication Composing and editing, verbal and visual, presentations for evocative and concise clarity. Final posters should follow the final book template, enlarged to the specified ratio (e.g. 2.9 – To be confirmed)
Dec. 06	FINISH PLOTTING BY THIS DATE

Friday Dec. 07

Final Review 11:00 am – 2:00 pm

Presentation Guidance. Your presentation materials could include:

- **Diagrams:** indicating relationships to region, city and district context and goals
- **Diagrams:** of existing conditions that are *key influences* on your site and on your design responses
- **Diagrams / Description:** Design Goals / Concept/Parti and Program showing how the design addresses your Goals
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- **Precedents** and best practices - photographs and diagrams
- **Site Schematic PLANS** at appropriate scale to show SITE and SPECIES (human) scales, drawn and rendered compellingly, using line weight and color to express the qualities of the site. Be sure to include labels, contours, PEOPLE, bikes, vehicles, etc. that **bring the plan to life**. Include **shadows** to give it three-dimensionality. Include a **graphic scale** and **north arrow** and either show where sections are cut, or use separate diagrams for this. Your schematic plan scales will differ, but should be **at least 1" = 20'** to show adequate detail.
- **Site Schematic SECTIONS** to show the topography, vertical relationships, layers and levels at SITE and HUMAN Scales. Sections need to be drawn to scale and with scale elements such as people, vehicles, etc. Bring these to life and give them a solid base; show relevant underground design. Be sure to label and include a graphic scale.
- **3-D MODEL of your project site.** Consider **photographing your physical model** to create a **perspective or bird's eye** to include in your presentation, and /or a Rhino model of your site detail area.
- **3-D /PERSPECTIVE IMAGES** that illustrate character and material. Include a **compelling drawing of what it is like to be in your space at night**, or at a particular **time/weather/season**.
- **DETAIL Sections** that will support the use and character of your design, and shows materiality, construction language, and structural systems (as appropriate to your discipline). Consider adding a materials and/or plants palette for your design.
- **DESIGN GUIDELINE(S)** that may be combined with others' as an overlay for the District. You may wish to focus your design presentation on one guideline in particular – it might be your concept – but be sure to contribute comprehensively to the class Googledoc.
- **OTHER ITEMS YOU MAY USE: DIAGRAMS; ILLUSTRATION OF SITE OVER TIME; DIAGRAMS OF DIFFERENT USES / EVENTS; DIAGRAMS OF STORMWATER STRATEGIES, ETC.**

**DUE Monday
Dec. 10
12:00 Noon**

- InDesign Files and all linked graphics + PDFs of your book pages uploaded to the Google Drive Folder
- Prints of your book pages, at enlarged poster size and at book page size
(PRINTED MATERIALS SHOULD BE NEATLY STACKED ON GROUP TABLE IN STUDIO)

Some questions to consider when developing your design and drawing package:

- Think back to our *life-space-building* exercise. How does your design support the needs of different types of individuals and groups?
- How does it satisfy – and expand -- the *12 quality criteria* for good public space?
- How does it address the *cultural, social and ecological functions* of the district and city?
- What *design language* is helping to develop and unify the concept?
- How does the *human scale* read through your design?
- Do the drawings and narrative clearly *communicate on their own*? [Plan and choose drawings wisely.]
- Also consider how the development of a well-conceived *detail* might influence the overall scheme, repeated through your design as a unifying element (i.e. paving, lighting, building tectonic, bench, wall, wayfinding, art, etc.). Use this detail development as an opportunity to explore materials and materiality, and help to generate activity, life, action, art, humor, etc. in your site.