University of Management and technology

Department of Architecture

School of Architecture and planning

Course Outline (on OBE)

UMT'S VISION

OUR VISION IS... LEARNING

It defines our existence, inspires all stakeholders associated with us, creates a powerful momentum inside, and responds to the challenges outside. It continues to evolve as present captures new realities and foresight to unfold new possibilities. All in an incessant attempt to help individuals and organizations discover their God-given potentials to achieve Ultimate Success actualizing the highest standards of efficiency, effectiveness, excellence, equity, trusteeship and sustainable development of global human society.

UMT MISSION

Our Mission is.... Leading

We aspire to become a learning institution and evolve as the LEADING COMMUNITY for the purpose of integrated development of the society by actualizing strategic partnership with stakeholders, harnessing leadership, generating useful knowledge, fostering enduring values, and projecting sustainable technologies and practices.

MISSION OF THE SCHOOL

The mission of the School is to provide the best leadership in the fields of the built environment; particularly in the development, management and innovation in the fields of architecture, urban planning and related specializations and sub-specializations

MISSION OF THE DEPARTMENT

At the Department of Architecture our mission is to challenge the participants to develop their abilities in solving complex problems by thinking creatively & informed decision making as a core of their professional schooling. Offering them a diverse interdisciplinary and meticulous program of studies led by an adroit faculty in a comprehensive studios or class environment and preparing them for leadership roles in the field of Architecture, Construction, Landscape, Built Environment and community development.

Visual Communication – III (AR – 236)

Program	B.ARCH
Credit Hours	0+3
Duration	15 Weeks + Examination
Prerequisites	None
Resource Person	Alveena Fatima Hassan / Ar. Madiha Ghafoor **SEC – B**
Counseling Timing (Room)	**TUESDAY 10:00am-2:00pm**
Contact	alvina.fatima@umt.edu.pk madiha_ghafoor@umt.edu.pk

Chairman/Director signature………………   Dean's signature………………………

Date……………………………………….

<u>Program educational objectives (PEO's)</u>

PEO 1: Ability to think creatively and identify new trends in Architectural design
PEO 2: Critical learning for a broad function in various areas of Architectural sciences including structural, mechanical, electrical, environmental, earthquake, and construction management
PEO 3: Ability to keep themselves abreast with recent developments in the relevant Architecture.
PEO 4: Spirit of discipline and respect for the code of ethics of the profession.

<u>Program Learning outcomes PLO's)</u>

Graduates of the B-Architecture at UMT are expected to have acquired and developed the following set of knowledge, skills and personality traits (these are also referred to as graduate attributes).

PLO 1 Architectural Knowledge: An ability to apply knowledge of mathematics, science, architectural fundamentals and an architectural specialization to the solution of complex architectural problems.

PLO 2 Design Analysis: An ability to identify, formulate, search literature, and analyze complex architectural problems reaching substantiated conclusions using principles of natural sciences and architecture.

PLO 3 Design/Development of Solutions: An ability to design solutions for complex architecture problems and design systems, components or processes that meet specified needs with appropriate consideration for public health and safety, cultural, societal, and environmental considerations.

PLO 4 Case study analysis: An ability to investigate complex architecture problems in a methodical way including literature survey, design and conduct of experiments, analysis and interpretation of experimental data, and synthesis of information to derive valid conclusions.

PLO 5 Modern Tool Usage: An ability to create, select and apply appropriate techniques, resources, and modern architectural computer simulations, including prediction and modeling, to complex activities, with an understanding of the limitations.

PLO 6 The Architect and Society: An ability to apply reasoning informed by contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to professional architectural practice and solution to complex problems.

PLO 7 Environment and Sustainability: Ability to understand the impact of professional architectural solutions in societal and environmental contexts and demonstrate knowledge of and need for sustainable development.

PLO 8 Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of architectural practice.

PLO 9 Individual and Team Work: An ability to work effectively, as an individual or in a team, on multifaceted and/or multidisciplinary settings.

PLO 10 Communication: An ability to communicate effectively, orally and written, on complex architectural activities with the architectural community and with society at large, such as being able to comprehend and write effective reports, design documentation and make effective presentations. To develop an understanding of architectural language through manual and digital ways, in order to make working drawings and presentable sheets using different rendering modes.

PLO 11 Project Management: An ability to demonstrate management skills and apply architectural principles to one's own work as a member and/or leader in a team and to manage projects in a multidisciplinary environment.

PLO 12 Lifelong Learning: Ability to recognize the importance of, and pursue lifelong learning in the broader context of innovation and technological developments.

Learning Objective:

1. To be able to imagine by creating design in different compositions to enable them to make their clients understand the ideas/design intention in 3D. (C1)
2. Make models presenting variety of compositions with different forms to explore volume in terms of space and draw Perspective views one point & two point freehand as well as with the help of instruments. (C2)
3. Choose any drawing skills to modify the ideas. (C3)

4. Be able to create, select and apply appropriate techniques of rendering by using freehand drawing skills to convey ideas. (C4)

Able to communicate effectively by using different material to make presentations and to create drawings. (C5)

Mapping of CLO's to Program's Learning outcomes(PLO'S)

Semester	Course Code	Title	Course Learning outcomes	PLO 1: Architectural Knowledge	PLO 2: Design Analysis:	PLO3: Design/Development of Solutions	PLO 4: Case study analysis	PLO 5: Modern Tool Usage	PLO 6: The Architect and Society	PLO 7: Environment and Sustainability	PLO 8: Ethics	PLO 9: Individual and Team Work	PLO 10: Communication	PLO 11: Project Management	PLO 12: Lifelong Learning
3rd	Ar-236	Visual Communication-III	To be able to imagine by creating design in different compositions to enable them to make their clients understand the ideas/design intention in 3D (C1)	√		√									
			Make models presenting variety of compositions with different forms to explore volume in terms of space and draw Perspective views one point & two point freehand as well as with the help of instruments (C2)									√			
			Choose any drawing skills to modify the ideas (C3)										√		
			Be able to create, select and apply appropriate techniques of rendering by using freehand drawing skills to convey ideas (C4)										√		
			Able to communicate effectively by using different material to make presentations and to create drawings. (C5)										√		

Learning Methodology:

Lectures as provided in the schedule of the semester activities

Study of different Techniques of communication

Learning rendering techniques

Sketching of building design plan, sections and elevations

Presentation and assignments on related topics

Grade Evaluation Criteria

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

Marks Evaluation	Marks in percentage
Assignments	60%
Mid Term	15%
Final Viva + Final Project + Portfolio	25%
Total	100%

Reference Books:

1. Architectural Rendering Techniques By Mike W. Lin

2. A Color Influencing Roy Osborne

3. Architectural Graphics by Francis D. K. Ching, 4 th Edition, John Wiley & Sons, Inc.

4. Architects's sketchbooks, 2011, 720.284

5. Model Making: Conceive, Create and Convince by Arjan Karssen & Bernard Otte

6. METRIC HANDBOOK Planning and Design Data, Third Edition by David Littlefield.

7. Perspective drawing Gordon by Robert Philip, 2008 ,R 742 GOR-P.

8. Draughtsmanship: Architecture and Building Graphics by Fraser Reekie

9. Architecture,Form,Space & Order by Ching Francis D.K.

10. Time Saver Standards by Callender, John Hancock.

11. Visual Communication for Architects and Designers BY Margaret Fletcher
12. Drawing in Perspective - by Oliver Striegel

Weekly Schedule of activities during Semester

Week	Course Contents / Activity		Reference chapter(s)
1	General introduction about the importance of subject / course and various ways and techniques of communication. https://www.youtube.com/watch?v=X0gbHN-y0Pw https://www.youtube.com/watch?v=wNk1UHWyuRc	CI	METRIC HANDBOOK Planning and Design Data, Third Edition by David Littlefield.
2	Assignments on understanding shades and shadows of different shaped objects with respect to the light source. Preparation of A2 size drawing with pencil. Shades and shadows can be drawn with pen & ink as well. https://www.youtube.com/watch?v=IDrnj8BPp9w https://brandonro.files.wordpress.com/2020/04/2020_shade-shadow.pdf **STUDY TRIP**	C3	Architectural Graphics by Francis D. K. Ching,
3	Assignment on learning and practicing coloring techniques in Mono Tones with Pen & Ink https://www.youtube.com/watch?v=CT0RFAmRWvs **Guest LECTURE**	C2	Architectural Rendering Techniques: A Color Reference 1st Edition By Mike W. Lin

4	Learning and practicing coloring techniques in multi tones rendering in pastels. https://www.youtube.com/watch?v=VelP6fHIU-w	C4	Designer& Color Manual: The Complete Guide to Color Theory and Application
5	Applying coloring techniques in multi tones rendering in water color and Ink & Pen https://www.youtube.com/watch?v=VelP6fHIU-w	C4	Architectural Rendering Techniques: A Color Reference 1st Edition By Mike W. Lin
6	Principles and their importance of drawing shadows (Sia graphy). Their application to draw shadows on vertical & horizontal planes.(Colour pencils / ink pen) https://www.youtube.com/watch?v=IDrnj8BPp9w	C3	Sketching for Architecture + Interior design
7	Assignment on Sia graphy in plan and elevation. https://youtu.be/UHu3vgamrD8 **Guest LECTURE**	C3	Architectural Graphics by Francis D. K. Ching
8	Learning Animation Drawing techniques eg. trees, furniture, human figures cars, surface texture etc. Medium used for drawing is pen & ink, lead pencil, markers. https://www.youtube.com/watch?v=bHwhKDOVmPY https://www.youtube.com/watch?v=SMBjN--g8lo	C2	Architectural Graphics by Francis D. K. Ching, 4 th Edition, John Wiley & Sons, Inc.
9	**Mid Term Examination Week VIVA**		Colour Influencing by Roy Osborne

10 & 11	Concept of one point perspective. One drawing of one point perspective & one is of two point exterior views. https://www.youtube.com/watch?v=fvLk6lC4_oI https://www.youtube.com/watch?v=gEH-jAi24tw https://www.youtube.com/watch?v=PeK1TCzq1Iw	C2	Drawing in Perspective - by Oliver Striegel
12	Rendering of 2D & 3D views of building https://www.youtube.com/watch?v=dahURCQlFCI	C4	Draughtsmanship: Architecture and Building Graphics by Fraser Reekie
13	Rendering of 2D & 3D views of building https://www.youtube.com/watch?v=5Ujj-fe24Ps	C4	Draughtsmanship: Architecture and Building Graphics by Fraser Reekie
14	Drawing of building blocks, walkways, streets, trees cars etc. of the "Architecture Design Studio –I" final project.	C4	Perspective drawing Gordon by Robert Philip, 2008 ,R 742 GOR-P.
15	**<u>Final project and its submission</u>** Two point perspective grid showing an imaginary site plan		Pable, Jill B., Sketching Interiors at the Speed of Thought. New York:
16	**Final Exam VIVA**		

Rubrics for Assessment IMPORTANT NOTE:

Although the requirements will be added as per assignments. The general criteria of course is mentioned as below:

Format	Excellent A	V GOOD B	FAIR	POOR	V POOR/ FAIL
GENERAL SECTION	Seven items related to work	Six items related to work	Five items related to work	Two items related to work	Inability to mention any relevant item
GROUP ASSIGNMENTS OF PROJECT (2-3 Students in a group)					
Knowledge of the Topic & basic concept	Excellent knowledge cover 80% concepts	Very good knowledge	Fair knowledge	Little knowledge	No knowledge
PRESENTATION	Presented 80% relevant material and very Confident Excellent knowledge	Presented 70% relevant material confident good knowledge	Presented 60% relevant material less confident average knowledge	Weak Presented lack of relevant knowledge	Poor presentation lack of knowledge irrelevant material
INDIVIDUAL ASSIGNMENTS					
ORIGINALITY	Not Copied	Copied a part	Copied 15%	Copied 50% or more	Copied 70% or more or all
Sheet Presentation (Study of material as shared in class and given instructions according to topic)	Added information more than 80%	Added information than 70%	Added information more than 60%	Added Less information	Poor or no information
Implementation of creative thinking in the design	Applied in project more than 80%	Applied in project more than 70%	Applied in project more than 60%	Less Applied in project	No application of the required material
RENDERING	CORRECT & IN DETAIL EXCELLENTLY RENDERED	AVERAGE DETAILS & RENDERING SKILLS APPLIED	FAIR DETAILS & RENDERED SKILLS APPLIED	LESS DETAILS & RENDERED SKILLS APPLIED	POOR SKILLS & DETAILS