ARCH 4803-8803: VISUAL PRACTICE | seminar + workshop
Fall 2017| tu th 12-1:15 | 203 D. L. Smith Bldg | 3 credit hrs | course description open to undergraduate, graduate + doctoral students — permit by instructor Frederick Pearsall, Sr. Lecturer | fred.pearsall@design.gatech.edu | mezz 2_CoD East

► course description
As the quest for visual singularity and persuasion persists in our field, tools of representation must still be fully-understood and skillfully-handled to discover, develop, and communicate architectural ideas effectively; the succession of new technologies of 2D and 3D computer graphics and computer-aided design must be mastered, customized, and integrated with physical media, and informed by the arts and sciences of visualization. How best to pursue all this? This seminar-workshop gives students an opportunity to engage the nexus of issues involved as they construct their own singular approach to visual practice, supported by fellow travelers—developing visual imagination, diversifying skill sets, and framing studio practice and theory through the lens of the other within a process of rigorous experimentation. Issues explored include the nature of the human visual system and visual thinking, the reading of diverse image types and image-makers, and the evolving relationships between design, conceptualization, visualization, and the outcomes produced. Students develop their own lines of research, methods, and applications: practical, toward their current studio processes and products, and speculative, toward the ‘possible worlds’ they invent and/or discover on the way.

► course objectives
- understanding of the current foundations of the arts and sciences of visualization and their applications
- ability to develop from this a more rigorous line of experimental visualization research in critical dialogue with others
- understanding of the critical dimensions associated with the range of digital and physical/manual media
- ability to communicate more effectively using diverse representational media—manual and digital, textual and visual

► course requirements
- seminar: active participation in dialogues
  - undergrad: 25%
  - grad: 25%
- seminar: reading synopses + reading dialogue facilitation [grads also interview 1 image-maker]
  - undergrad: 25%
  - grad: 25%
- workshop: visualization research process documents + presentations
  - undergrad: 25%
  - grad: 25%
- workshop: visualization research outcomes
  - undergrad: 25%
  - grad: 25%

Perry Kulper, Cloud Veil, the first part of a triptych exploring the potential of varied cloud species, of spatial blooming and occlusion as a form of representational and spatial communication... “more interested in discovering rather than knowing or proving.”