

Course Outline

Arch 1106: Design Communication

Part A

1	Course No./Course Code	Arch 1106
2	Course Title	Design Communication
3	Course Type (GEd/Core Course/Electives/.....)	Core Course
4	Year/Semester and Section	1st/Odd
5	Academic Session	
6	Course Instructor	Nazia Afrin Trina
7	Prerequisite (If any)	Nil
8	Credit Value	1.50
9	Contact Hours	3.00
10	Total Marks	100
11	Rationale of the Course	<p>This course is designed to fortify students' visual and verbal communication skills pertinent to core architectural ideas and concepts. In this course, the students will be introduced to a variety of communication modes, tools and strategies used to represent such architectural ideas and concepts. In this regard, the students will learn communication techniques through sketching, technical drawings, model making, verbal-visual and graphic media to articulate their design skills from concept formation to design development and representation. Throughout the course, while engaged in several integrated skills, the students will be able to make brief</p>

		oral and visual presentations (jury/seminar/conference) on selected topics maintaining appropriate gestures, posture, and expressions in verbal presentations.
12	Course Objectives	<ol style="list-style-type: none"> 1. Develop a comprehensive understanding of a variety of communication modes used to transfer architectural ideas and concepts. 2. Equip students with updated knowledge relating to communication tools. 3. Provide adequate knowledge to make contemporary multimedia materials 4. Develop knowledge of producing and designing a sample jury/seminar/conference presentation.
	Course Learning Outcomes (CLOs)	<p>After completing this course students will be able to</p> <ol style="list-style-type: none"> 1. Demonstrate the knowledge of the critical judgement and means to conceptualize, represent and communicate architectural design including fundamentals of freehand drawing, physical model making and diagramming. 2. Apply a variety of traditional and modern communication modes, tools and strategies used to present pertinent architectural ideas and concepts. 3. Design audio-video materials (such as motion graphics with narration, visualization) using modern tools to transfer architectural ideas. 4. Deliver a sample jury/seminar/conference presentation, maintaining appropriate gestures, posture, and expressions.

Mapping/Alignment of CLO with Program Learning Outcomes (PLOs)

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12
	Knowledge	Critical awareness and analysis	Design synthesis and building integration	Technical aptitude	Presentation and communication	Advanced technological skill	Society, environment and sustainability	Ethical principles and regulatory context	Higher education and scholarly qualities	Individual and team work	Management and project economics	Lifelong learning
CLO 1					✓							✓
CLO 2					✓	✓						
CLO 3					✓	✓						
CLO 4					✓					✓		

Part B

- Course Plan specifying content, CLOs, co curricular activities (if any), teaching learning and assessment strategy mapped with CLOs.

Hands-on experience with computer-related tools and techniques, useful for architects to be acquainted with the profession. Advanced 3D presentation techniques and computer-aided architectural rendering. Introduction to object-oriented computer-aided design in the light of Building Information Modeling (BIM).

WEEK	TOPIC	TEACHING LEARNING STRATEGY (ID, VP, LDM, PD, WB, HD) ¹	ASSESSMENT STRATEGY (Preliminary, Test, Report, presentation, quizzes, Viva voce)	CORRESPOND ING CLOs
1	Introduction to design communication tools and techniques for architectural representation	ID, LDM	-	CLO 1
2	Basics of sketching and demonstrating sketching skills	HD, ID, WB		CLO 1, CLO 2
3	Live sketching, Project on drawing ability	HD, ID	Test	CLO 2
4	Developing teamwork and collaborative skills through group project	WB, ID, LDM	Poster presentation	CLO 1
5	Focusing observation skills, interpreting in-depth observation through verbal, written and visual communication	HD, VP, LDM		CLO 1, CLO 2
6	-		Test	CLO 2
7	Oral presentations on a chosen theme, interpreting ideas and concept	HD, VP		CLO 4
8			Test	CLO 2, CLO 4
9	Basic model making techniques	HD, VP		CLO 1, CLO 2
10	Model making of complex objects or building		Test	CLO 1, CLO 2
11	Introduction to basics of graphic media application for visual communication [Audiovisuals/ Basics of	LDM, VP	-	CLO 3

¹ Interactive discussion=ID, Video presentation=VP, Lecture discussion with multimedia=LDM, Panel discussion=PD, white board illustration=WB, Hands on demonstration=HD

WEEK	TOPIC	TEACHING LEARNING STRATEGY (ID, VP, LDM, PD, WB, HD) ¹	ASSESSMENT STRATEGY (Preliminary, Test, Report, presentation, quizzes, Viva voce)	CORRESPOND ING CLOs
	video presentation/ animation]			
12	-	VP, WB, ID		CLO 3, CLO 4
13	-		Board Viva	CLO 3, CLO 4

Part C

15	ASSESSMENT AND EVALUATION	<p>ASSESSMENT STRATEGY</p> <p>CONTINUOUS ASSESSMENT</p> <p>ASSESSMENTS Assessments will frequently be made on student work progress. Marks will depend on how well the student has met the assessment requirement/criteria.</p> <p>PRELIMINARIES During a project, 2-3 preliminaries will be made on the progress of the students. Preliminaries carry more weight than assessments. Requirements for preliminaries will be announced by the corresponding studio teachers beforehand.</p> <p>JURY/BOARD VIVA After the completion of each project, students will have to explain and defend their projects in front of a jury board. Final Board Viva will take place at the end of the semester to assess the overall performance of the student for the semester.</p>	<p>MARKS DISTRIBUTION</p> <p>The mark from class attendance, Continuous assessments, project submission and board viva will be added to calculate the entire course marks for each student. The details of the</p>
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		<p>strategy can be found in the syllabus provided to each student.</p> <p>Final Marks (100) = Class Participation and Attendance (10) + Quizzes/ viva voce (20) + Studio Performance/ reports/ presentations (45) + Jury/Board viva (25)</p>
		<p>MAKE-UP PROCEDURES</p> <p>N/A</p>

CIE- CONTINUOUS INTERNAL EVALUATION (40 MARKS)

BLOOM'S CATEGORY	CLASS TEST (20 MARKS)	ASSIGNMENT/ PROJECT/ VIVA-VOCE/ PRESENTATION/ OTHERS (10 MARKS)	CLASS PARTICIPATION AND ATTENDANCE (10 MARKS)
Remember	2		10
Understand	2		
Apply	5		
Analyze	4	3	
Evaluate	4	2	
Create	3	5	

SMEE-SEMESTER/YEAR MID & END EXAMINATION (60 MARKS)

BLOOM'S CATEGORY	TEST MARK
Remember	
Understand	
Apply	

Analyze	
Evaluate	
Create	

Part D

16	LEARNING MATERIALS	RECOMMENDED READINGS Will be provided by course instructor
		SUPPLEMENTARY READINGS
		OTHERS