



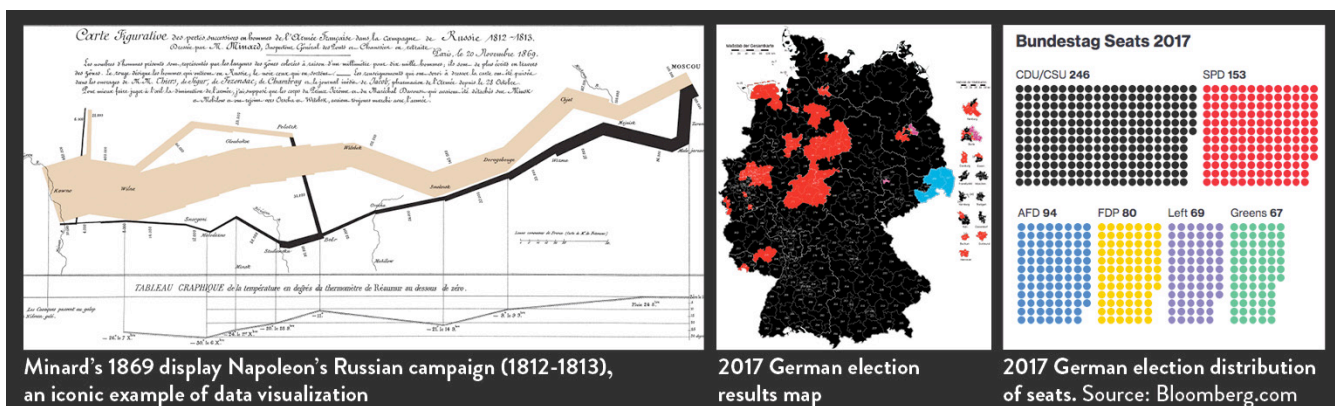
KIIS Berlin, Summer 2018

ART 331 Visual Thinking — Visualizing Berlin

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Syllabus subject to change



Course Description

Berlin's history and culture provide a multitude of avenues to explore, both literally and figuratively. Excursions to historical sites as well as cultural hot spots will be the vehicle for creating visual responses that will deepen and document your observations and understanding of the context.

You will capture your reactions through photography, sketches, and written reflections. Material will be designed into multi-page weekly "chapters" centered around data visualization design that you will create—such as maps, diagrams, charts, timelines, combined with elements which enhance the understanding of the information including writing and other images you might create (photography, illustration, collage, mixed media).

These weekly "chapters" you design will visualize the city and culture in which you are studying, ultimately creating a journal of your own Berlin experience.

Prerequisites

Students need some experience in graphic design and basic proficiency in Adobe Creative Suite programs InDesign, Illustrator, and Photoshop.

Required supplies and technology

Students will need a laptop with Adobe Creative Suite, a digital camera (camera phones are fine), and a small sketchbook that can be easily carried with you on our excursions.

Course Objectives and Learning Outcomes

- Be exposed to a variety of formats that can visualize information and data, and even experience. Understand the difference between information/data visualization and “experience visualization.”
- Gain ability to create “visualizations” of information and develop a greater understanding how it functions, and how it might be interpreted (or misinterpreted).
- Incorporate Berlin information learned about the history and culture as source material for course assignments.
- Utilize “design process” to create effective solutions: 1) problem definition; 2) research; 3) concept development/idea generation; 4) editing and selection 5) composition; 6) refinement; 7) production; and 8) evaluation.
- Develop ability to work quickly, yet effectively, through rapid idea generation, iteration, and refinement.
- Deepen and document learning through written reflections about experiences and the work produced in the class.

Course Structure

Excursions

Much of our “classroom experiences” will be excursions throughout Berlin and the environs. You will be observing, listening, documenting (through photographs, sketches, notes), and reflecting about the experience with the goal of gathering materials and ideas that are then incorporated into your design projects.

Studio time

We will meet for “studio time” twice a week for two hours. During those two hours, you will either be actively working on your current assignment, getting faculty and peer input into your projects, or participating in discussions and/or critiques about the work.

A course calendar with planned excursions and studio times is available as a separate document.

Expectations and Attendance

Experiencing the place and the culture is a key component of a study abroad experience. Students will have free time to relax and enjoy their time abroad, outside of the planned excursions and studio times. However with a short timeframe for our program, attendance and active participation is essential.

- Students are expected to attend all planned excursions and be actively engaged during them.
- Students are expected to attend all class studio times.
- Students will need to work outside of scheduled studio times in order to complete their projects.
- Students are expected to be respectful of each other, of the places we will be visiting, of being in another culture.
- Since most of our excursions will be in groups, students need to be at designated meeting places on time.

Assignments

Students will design five chapters that focus on information and experience visualization. Each chapter will show be multi-page layouts that show your process from “problem definition,” through sketching various approaches, to developing the visualization, as well is your own thoughts about the information and the story it illuminates. Chapters will have themes. Tentative themes are:

- What can visualization be, what can it tell us: Exploring options for how to present information in a graphic/visual format, such diagrams, charts, maps, timelines.
- Visualizing history: create diagrams and/or charts based on information gathered from a monument, memorial or historic site we visit.
- Visualizing space: create a map based on a navigating space — whether it is Berlin in general; a neighborhood; a park; or a building.
- Visualizing time: create a timeline based on information gathered from a site we visit.
- Visualizing experience — create an “experience map” based on your time in Berlin.

The completed “book” will be presented as a digital document during the final presentations at the end of the term.

Specific assignment parameters will be provided at the start of the project(s).

Grading

Each chapter will be worth 20% of your total course grade.

Letter grades will be given in this class and will be assigned using the standard grading scale, with any deductions for attendance issues.

100-90%=A Represents an exceptionally high achievement as a result of aptitude, effort and intellectual initiative. Work created well exceeded all of the requirements for the project/course.)

89-80%=B Represents a high achievement as a result of ability and effort. Work created met all requirements for the project and exceeded some of them.)

79-70%=C Represents average achievement. Work met all requirements for the project/course.)

69-60%=D Represents the minimum passing grade. Work met some requirements for the project/course and failed to meet some.)

59% and below=E | Represents unsatisfactory performance and indicates failure in the project/course. Work did not significantly meet requirements for the project/course.)

[Map below](#) shows locations of planned group excursions and other locations students might visit.

