SUMMER INTENSIVE:
Visual Storytelling | Portfolio Layout + Design Exercise

This course aims to foster a critical approach to the visual representation of design work. Visual representation encompasses more than a stylistic choice; it catalyzes storytelling and enables a coherent project narrative. This course will equip you with the skills to produce efficient architectural storytelling using 3D modeling and graphic software.

You will engage in a small design project, which you will visually represent with the tools learned in this Summer Intensive.

The seminar will consist of six (6) weekly meetings held remotely. The first two meetings will focus on tutorials overing graphic composition and the fundamental elements of graphic design.

During this phase, you will learn how to create a portfolio layout. This will be followed by a design exercise where you will discover efficient software processes to develop and represent your projects.

 You will have access to all the tutorials after each weekly class and after the intensive's culmination.

*Please note, the lectures may vary slightly in content once the course has started to accommodate for any learning curves that may come up during the class.

Schedule: Every Tuesday from 6 pm - 8 pm EST, starting on July 1, 2025. Additional office hours will be available throughout the week.

	Lecture	Software
WEEK 1	Intro to Graphic Composition	InDesign, Photoshop
WEEK 2	Portfolio Layout Prep	InDesign, Photoshop
WEEK 3	Intro to 3D modeling	Rhino 3D, Illustrator
WEEK 4	Intro to design exercise (The public realm and public art)	Rhino 3D
WEEK 5	Design Exercise (topic TBA)	Rhino 3D, Photoshop
WEEK 6	Design Exercise (topic TBA)	Rhino 3D, Photoshop, InDesign
WEEK 7	OPTIONAL: Final Design Project Review	

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Week 1: Intro to Graphic Composition

- Introduction to basic graphic design and composition standards
- Introduction to grids

Week 2: Portfolio Prep & Introduction to Art as Concept

- Preparation of a portfolio and electronic presentation layout with parent pages, paragraph styles, and other tools.

Week 3: Introduction to 3D modeling

- Introduction to software interface
- Command introduction
- Layouts and exports

Week 4: Introduction to Design Exercise

- The design exercise for the remainder of the intensive will be a small-scale project that will blend (blend is up for your interpretation) with the urban fabric.

Week 5: Development of Design Exercise

Week 6: Finalization of Design Exercise

- Final organization of drawings and presentation prep*

Week 7: Optional Final Review

- *OPTIONAL. If you would like to participate in a final project review, you are welcome to attend! A panel of design professionals will review your work and provide feedback.

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To be successful in this course, you will need:

- Access to a computer/laptop that can appropriately handle 3D software without crashing.
- A 3-buttonmouse is highly recommended.
- Access to reliable Wi-Fi.
- Valid subscriptions 3D software (Rhino 3D) and Adobe Software (InDesign, Illustrator, Photoshop).
- Eagerness to complete this course! Though all the tutorials and materials will be available to you after the course for an unlimited time, it is highly recommended that you attend all the classes at the scheduled time and participate in desk critiques.
- This course is suitable for beginners. No experience in 3D modeling is required.

Please note:

- This course is not affiliated with any university or higher education institution. **THIS COURSE WILL NOT PROVIDE YOU WITH ANY ACADEMIC CREDITS.**
- Enrollment is open to 10 spots. No exceptions.
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- For any questions, please email someplacescollective@gmail.com OR text +1.412.447.1688