Visual Studies II: Arch 1291
Assignment Number: 5
Computer Program(s): Adobe Illustrator, InDesign, Photoshop

Student Learning Objectives:

To investigate research methods including the library and GIS data center
To employ new research methods to gather data for use in 1210
To continue discussions of hierarchy, color, and layout for efficient communication of information
To practice diagramming and analysis using data sets

Assessment:
To evaluate the student's achievement of the learning objectives, the professor will do the following:
1. Evaluate the student's understanding of research methods and the quality of the data gathered
2. Evaluate the student's ability to create a coherent visual presentation in InDesign using information gathered from multiple data sources
3. Evaluate student generated data representations display complex ideas communicated with clarity, precision and efficiency

Project Description:
You will gather data from the library, GIS data center, and other sources to prepare for your Arch 1210 "Architectural Paleontology" project. You will gather socio-economic, political, cultural, and geographic data in addition to information about your architect, the architect's building style, the particular building you are researching, and how the building you are researching fits in relationship to the architect's other built works. You will then compile this data into a coherent visual presentation in InDesign. You may need to recreate graphs, re-color, crop, or otherwise edit the data you collect to varying degrees to create coherence. You may need to edit the graphs and charts and other data you find to make them more legible, or you may need to create charts and graphs of your own from the data you collect. You will also, using your reading for this week as a guide, analyze the data you have collected and create a new data representation that expands on the relationships between different data sets.

Reading
Tufte, Edward. *The Visual Display of Quantitative Information.* Graphics Press. 2nd edition. May 2001. (Chapter 1)

Process
1. Review the research manual pages to review the research process before beginning the assignment. **Read the complete assignment before beginning!**
2. Create a new InDesign File, for print, at 11x17 (tabloid), with no facing pages.
3. Please use the correct NAMING convention for your file, i.e. Valdez_S12_First-Last (P04.0) each following file (P04.1), etc.
4. As you perform your research, save each image, either by scanning, or saving digital copies.
5. **Please create proper citations for your research as you encounter new sources.**
6. Sort your research as you go into categories, trying to find instances where data bleeds from one category to another, or into multiple categories. Try to begin to understand how these factors are forming a network of influences, not only on each other, but also on the form and function of the building you are researching.
7. Write a short narrative, around 1 page double spaced, that explains your understanding of how each of your pieces of research has contributed to your understanding of the architect, place, cultural, or socio-economic and political climate of your building.
8. Now, editing your data to be more legible or more visually coherent where necessary (in either PhotoShop or Illustrator), create a layout in InDesign that gives a sense of the narrative that you've written. Try to guide the viewer through the information in a coherent way, giving written explanation where necessary. Try to locate data rather than anecdotes to do your storytelling if you find that you are "telling" too much and "showing" too little.

9. Using the following criteria from your Tufte reading as appropriate, create a new data representation that will assist you in telling the story of your building and architect:
   1. Lots of numbers packed into a tiny space
   2. Data represented is not distorted
   3. Extremely large data sets have coherency
   4. Comparison between different pieces of data is easy
   5. Data is revealed at a micro level and at a macro level
   6. The data's purpose is clear

   You may use any program or combination of programs to complete this portion of the assignment. Keep in mind layer management, file cleanliness, and the abilities of the programs you have already encountered when deciding how to proceed. You might choose a 3D visualization in Rhino, a 2D visualization in Illustrator or AutoCAD, or a hand drawn visualization.

10. Package your InDesign file, making sure that no files are missing from the package process.

Submittal
Please submit to the project folder, within the first fifteen minutes of next week's class, the following:

P05.0: InDesign package containing all relevant images
P05.1…P05.X: Illustrator, Photoshop, JPG, and any other files used in your InDesign layout (a separate copy need not be turned in but please name your files according to the naming convention)
P05.X+1: Word document with your one page narrative.