In order to develop a new place from an existing, designers have a methodology. They do one thing then another thing, building on each activity toward a final design. Usually this process involves some kind of site analysis, development of a concept, application of the concept to the site and its various conditions, then various iterations of the design responding to the desires of the client/user group, and finally the built work and all its required fine tunings. It's usually a process of thinking-drawing-making-critiquing and responding - not necessarily in that order.

You are asked to investigate various ideas that can be part of a design process and present it to the class. Your presentation must include a visual presentation as well as a short spoken presentation. Discuss the possible benefits and application of the various strategies in a critical manner as to give clear insight of the process idea to your classmates. In addition provide a handout that summarizes the process idea. The reading list outlined below for each design strategy idea can be extended with other literature that you are aware of. In addition you can include your own design experience either from previous studios or outside of school.

Be aware that each of you will borrow from the design processes ideas, and then bend the strategies outlined to make your own. You may also use processes you've learned in previous studios through your instructors, or build on processes you are developing for yourself.
Project schedule
Assigned Thursday October 25.
Read literature under “Introduction to the design process” by Thursday Nov 9, for a discussion with Liska Chan and Dave Hulse.
Presentations Thursday Nov 16.

Materials and Presentation
Have handouts made for each classmate (16 handouts total). Please address the following issues both in the handout and in the presentation:

1. Lay out the design process in the clearest manner that you can (use diagrams to do this).
2. Offer examples of how the process has been used by the various designers you read about.
3. Offer a critique of the process - what are some of the strengths and what are some of the weaknesses of the methodology?
4. Additionally, offer a critique of the readings you did for this assignment. Which ones did you find most useful, and why?

PROCESS STRATEGIES AND REFERENCES

INTRODUCTION TO THE DESIGN PROCESS (all students read)


Steinitz, Carl 1995. “Design is a Verb; Design is a Noun.” Landscape Journal Vol 14, #2.pp 188-200, Read only pages 188-190 (AAA SB469 .L32)
RIGOROUS RESEARCH AND SITE ANALYSIS


Julie Bargmann and D.I.R.T. Studio
Bargmann’s studio and her process is outlined on the D.I.R.T. Studio website:
http://www.dirtstudio.com

Reder, Alan “Toxic Avenger” in Garden Design August/September 2001 pp.9-10 (AAA SB 469 .G27)

Robert Venturi and Denise Scott Brown

James Corner

As a cautionary note to rigorous research and site analysis read:

CASE STUDIES AND PRECEDENTS


STUDIES OF HUMAN BEHAVIOR

William H. Whyte
The Social life of small urban spaces [videorecording] / Municipal Art Society of New York ; by William H. Whyte
Los Angeles, CA : Direct Cinema Limited, 1988, c1979 ( VIDEOTAPE 01904 )

Laurie Olin
The rebirth of New York City's Bryant Park / written by J. William Thompson

Transforming the common place : selections from Laurie Olin's sketchbooks / [editor, Brooke Hodge]
Publisher: Cambridge, Mass. : Harvard University Graduate School of Design ; New York : Princeton Architectural Press, c1996 (reserve AAA SB469.78.U6 O45 1996)

Walter Hood
Urban diaries / Walter Hood ; edited by Leah Levy

REGIONAL ANALYSIS


“Regionalism Reconsidered” in Landscape Architecture 84:04. 78-84. (AAA SB469 .L25 )

Frampton, K. 2001. “Place, Form, Cultural Identity”, in Arcade 20:1.(AAA x NA9000.A7 on journals shelf)


ON-SITE DESIGN AND FULL-SCALE MODELS


Kirkwood, Niall, 1999 The Art of Landscape Detail, Fundamentals, Practices and Case Studies, Read “Scaling of the Civic Landscape Detail” pp 236-249 especially (reserve AAA SB472.5.K57)

A.E.Bye
Richard Haag

Humphry Repton
The red books of Humphry Repton: (These are in the AAA Library under AAA Secure Call number x SB471.R463 v.1-4. You can read them in the library.)

Richard Long - students to cruise the books

Andy Goldsworthy - students to cruise the books

ASSOCIATIVE, DIVERGENT AND LATERAL THINKING


Fletcher, Alan The Art of Looking Siteways, Read pp 29-33 and 77-78 and 139-143 and 167-168 and 426, scan the rest of the book (borrow from Liska)


Moore,Kathryn, 1993 “Developing the art of design”, , Topos ,European Landscape Magazine pp. 109-114 ( AAA SB469 .T66)

Dan Kiley

Laurie Olin

Fletcher Steele


Peter Zumthor
Read webpage: http://www.archidose.org/Jun99/061499b.htm

METAPHOR


Laurie Olin
Olin, Laurie 1988. Form, Meaning and Expression. Landscape Journal Vol 7,#2, pp 149-168 (AAA SB469 .L32)

VALUEING AND IDEOSYNCRATIC FILTERING


Martha Schwartz
Bernard Lassus

Peter Walker


Hargraeves Associates

Morphosis

NARRATIVE AND POETRY

Grant Jones

Joni Palmer

Walter Hood
Urban diaries / Walter Hood ; edited by Leah Levy

Peter Latz

George Hargraeves
INVESTIGATION THROUGH REPRESENTATION


Moore, Kathryn, 1993 “Developing the art of design”, *Topos*, European Landscape Magazine pp. 109-114 (AAA SB469.T66)


**William Christenberry**


**James Corner**


**Lawrence Haprin**


**Yves Brunier**