

# OPPORTUNITIES

The e-Newsletter of the Design Communication Association

Spring 2015

## Updates from the DCA President

By Selah Uddin, DCA President

Dear DCA Friends:

I hope this finds you in good spirits. It's been about 5 months since we had the Atlanta DCA conference. I would like to update you with the following information as your current president of Design Communication Association.

1. Irrespective of my official role with DCA, I had been trying to link DCA with other professional organizations that have similar professional goals and objectives. Since 2009 we had established a friendly relationship with EAEA (European Architectural Envisioning Association) and had joint meetings and shared paper review committees for both organizations. Professor Jack Breen at TU Delft is the key person to make this happen.

2. We are also exploring the possibility of a joint conference of National Beginning Design (NCBDS) and DCA in the near future. My understanding is that the Beginning Design leaders have expressed value to such joint activities and very much in support of it. Professor Stephen Temple at University of Texas at San Antonio has taken an active role to bring DCA and Beginning Design together. Stephen and I had submitted a proposal for a joint conference of DCA and Beginning Design for 2017 in the NCBDS Houston conference last month. Since 2016, 2017, and 2018 are committed to other schools this joint conference can happen in 2019. This is a very exciting venture for DCA.

3. DCA (USA) next conference will be in Montana hosted by Montana State University. We will be hearing from Montana organizers (Professors Henry, Zuzanna, Steve) in due course.

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Figure 1. The application Traveler, developed by the secondary author, has been adapted for a variety of Android devices as well as Google Glass. Photo by primary author.

## Tablet Computing: Media and Mapping Opportunities for Field Study Education

By Lohren Deeg and Kyle Parker, Ball State University

Travel is a valuable experience for a student of environmental design, and the tradition of the sketching trip is implicitly integrated into a broader design culture. New computational technologies are bringing energy into this tradition. This story is about the development and testing of a travel oriented application developed at Ball State University beginning in 2013. The application, called "Traveler," features the integration of photos, video, sketches, field-recorded audio files, and a global positioning tracking system into mobile devices that allows the user to organize information and media into an efficient and travel-friendly interface. Traveler has opened new opportunities for thought into the role of recorded media in field study trips across a variety of Android operating system hardware, including tablets, smart phones, web enabled cameras, and wearable technology such as Google Glass and smart watches (Figure 1). Traveler is available in the Google Play application store.

### Recording A Path Traveled

Understanding the path that one has traveled is an important tool in geographic awareness and way finding, as well as competent site analysis. The ability to track one's path via GPS influenced and motivated the development of Traveler for educational field trips. A global positioning indicator on board a Samsung Galaxy Note 10.1 tablet computer is referenced with Google Maps geospatial mapping data and is then displayed on the home screen, showing an estimated location position and recording of one's path of travel (Figure 2).

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# Tablet Computing: Media and Mapping Opportunities for Field Study Education

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## Geographic Location and Place-Marks

Geographic information can be accessed and updated when wireless Internet access is available. Tracking one's movement in this dynamic interface has the capacity to increase the memory of visiting a place, as well as the ability for a participant to recognize specific buildings, streets, vistas, landmarks, and public spaces. Traveler allows students to play an animation of a recorded path using Google Maps and Google Earth software, either on the tablet interface or on a personal computer (Figure 3). This functionality allows for a visually rich discussion in the classroom following the field study period, versus a recollection of these features in the abstract, relying on the quality of a student's hand-generated field notes or collection of digital photographs to recall the experiences of the trip.

## Field Sketching with Traveler

Traveler integrates an on-board Android application called S-Note, a note-taking application that reacts to the proprietary stylus integrated with the tablet. Emulation of drawing tools such as markers, pencils, ink pens, and brushes work with the pressure sensitive sensor located within the stylus and allow for a number of drawing nuances and characteristics that emulate those found in traditional media (Figure 4).

Students in the initial test learned quickly that the variety of travel media could be tailored for the situation. Photographs were the media of choice for most situations. Sketches were performed in the places where the instructor could comfortably stage a group for 20 minutes or more, usually with comfortable places to sit or stand. Students recorded short video clips to capture the scale of a space. Some students began to engage many of the drawing and diagramming conventions of architecture in their sketching, including plan view and cross-sectional diagrams (Figure 5).

Other media of interest included the recording of panoramic photographs, a feature common in many recent digital cameras and smart phones. Students found this feature on the tablets on their own and shared the capabilities with each other. Large open spaces, expansive interior spaces, the Chicago skyline, and natural settings were popular subjects with this feature (Figure 6). These choices reveal the insights of the students and how they were able to discern the media that was most appropriate for each of the spaces and places they wished to record and remember.



Figure 2. The application Traveler, developed by the secondary author, has been adapted for a variety of Android devices as well as Google Glass. Photo by primary author.

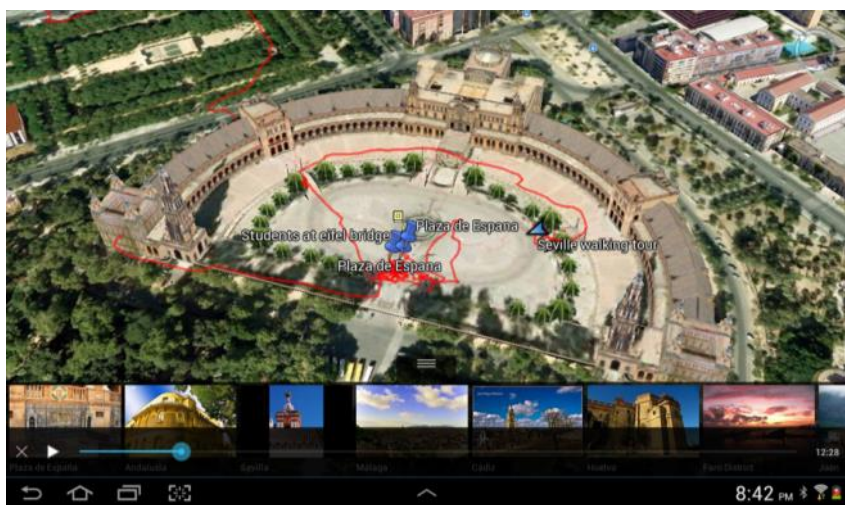


Figure 3. Traveler uses global positioning tools to record a participant's path and share it as an animation in Google Earth. Screen capture by secondary author.

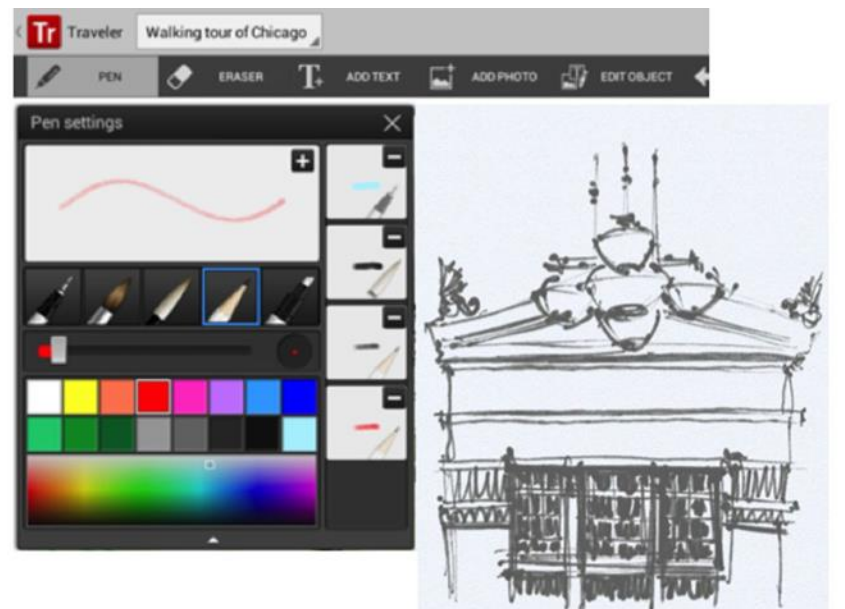


Figure 4. Traveler is linked to a Samsung notes application. Sketch by primary author, screen capture by secondary author.

# Tablet Computing: Media and Mapping Opportunities for Field Study Education

## Benefits of Sketching in Travel and Spatial Analysis

For environmental design students, the tradition of field sketching and notes speaks to a long tradition in the profession, as well as the memory that is stimulated with the act of sketching. Students remember a place because of the mental stimulation required to sketch and the sensory information gained in the place of the sketch, coupled with the time spanned crafting the sketch (Figure 7). This arguably exercises the mind and stimulates the memory far beyond a photograph, which is snapped in a fraction of a second. Such work supports the ability for students to perform relevant qualitative and spatial analysis in the field. The efficiency of the flexibility to do multiple methods of field recording on one device was observed.

The future for mobile learning both in hardware and in software is arguably motivated by students' rapid adoption of mobile devices into their daily lives, their integration of social media and augmented reality into their social and consumer routines, as well as their corresponding learning styles and habits. It is a privilege, an opportunity, and soon, perhaps, a responsibility to develop pedagogy around and with these tools.

## References

Deeg, L and Parker, K. (2013). *From The Eye to the Stylus: Tablet Computing as a Means to Spatial Awareness. Actions: The Making of Place. Proceedings from the 29th National Conference of the Beginning Design Student. Temple University, Philadelphia Pennsylvania.*

Madrigal, A. (2012). *The World Is Not Enough: Google and the Future of Augmented Reality.* [Online] Available: <http://www.theatlantic.com/technology/print/2012/10/the-world-is-not-enough-google-and-the-future-of-augmented-reality/264059/>. Last accessed 5 May 2013.

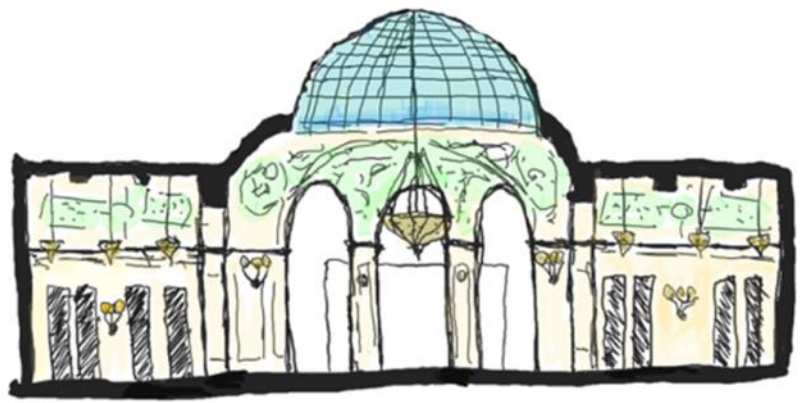


Figure 5. Cross-section sketch of Chicago Cultural Center (formerly Chicago Central Library) by student Logan Richmond.

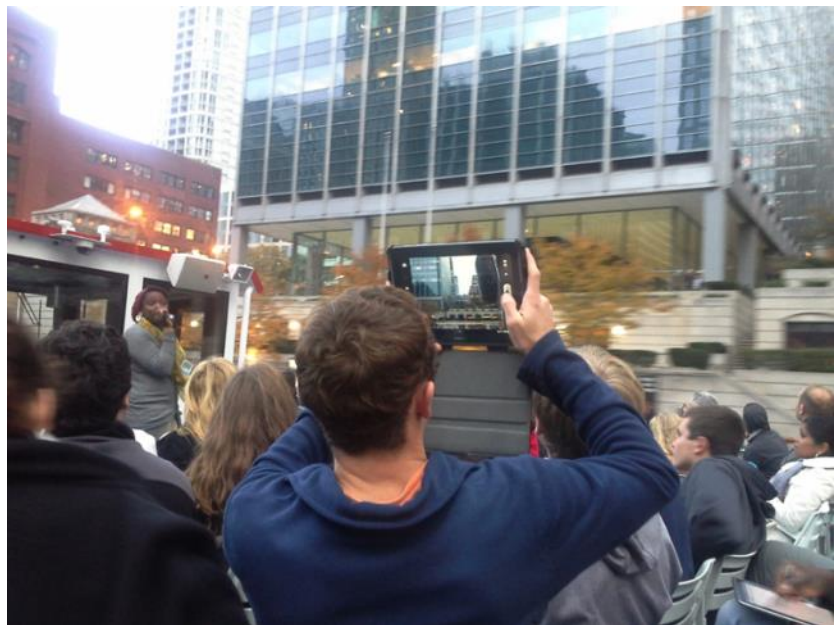


Figure 6. A student uses the panoramic photo feature integrated into a tablet computer on-board a Chicago River Architecture tour. Photo by secondary author.



Figure 7. A tablet based sketch of the Mrs. Thomas Gale house, Oak Park, Illinois, by Frank Lloyd Wright. Sketch by Paige Story.



## Representations 2013-2014

**Representation, Journal of the Design Communication Association consists of 8-10 papers selected by the Journal Editorial Board from the latest DCA Proceedings. It also publishes selected and award-winning entries in the DCA Biannual Drawing Exhibition. It is published and distributed in each off-conference year.**

The 2012 conference of the Design Communication Association met at Oklahoma State University in October 2012. From the published proceedings of the conference, eleven papers were selected for the 2013-2014 journal by a board of reviewers.

The Editorial Board included David Boeck (University of Oklahoma), Matt Brehm (University of Idaho), Michael Chisamore (University of Memphis) Zuzanna Karcsewska (Montana State University), Joern Langhorst (University of Colorado), Bradley Waters (University of Florida) and Jeffery Williams (Oklahoma State University).

The 2013-2014 issue of Representations was edited by M. Saleh Uddin (Southern Polytechnic State University) with assistance from Henry Sorenson (Montana State University) and published and Jeffery Williams (Oklahoma State University), and made its debut at the 2014 DCA Conference at Southern Polytechnic State University.

Unlike previous issues of Representations where the order of appearance of published papers was based on the total accumulation of points by reviewers, the 2013-2014 issue simply arranged the papers based on the alphabetical order of the author's names.

### Selected Papers:

#### Architecture and Narrative: Designing with "Invisible Cities"

Michael Chisamore and Pamela, University of Memphis

#### Drawn Through: The Sectional Perspective as a Tool of Engagement

Larry Browne, Syracuse University and Shannon Cass, University of Kansas

#### Beyond Visual

Brian Dougan, American University of Sharjah

#### The Composite Drawing in Architectural Education

Chris Ford, University of Nebraska – Lincoln

#### Study Abroad Analysis: Graphic Representation and Abstraction

Jeanne Homer, Oklahoma State University

#### Sketching without Paper: Can a Digital Tablet Replace Your MoleSkinne?

Tim Johnson, Penn State

#### Representational Imports

Brian M. Kelly, University of Nebraska – Lincoln

#### Rendering the Unseen: The Pragmatics, Aesthetics and Ethics of Place Representation

Joern Langhorst

#### Sketching Lawrence, KS: Crafting an Experiential Sketching Course

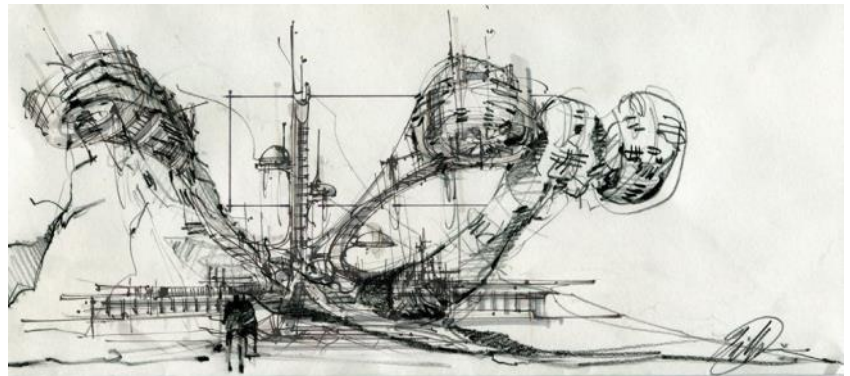
Thom Allen and Nick Nepveux, University of Kansas

#### Against the Ruin of the World

Henry Sorenson, Jr., Montana State University

#### Drawing Space

Bradley Waters, University of Florida



"The Dynoplexus"

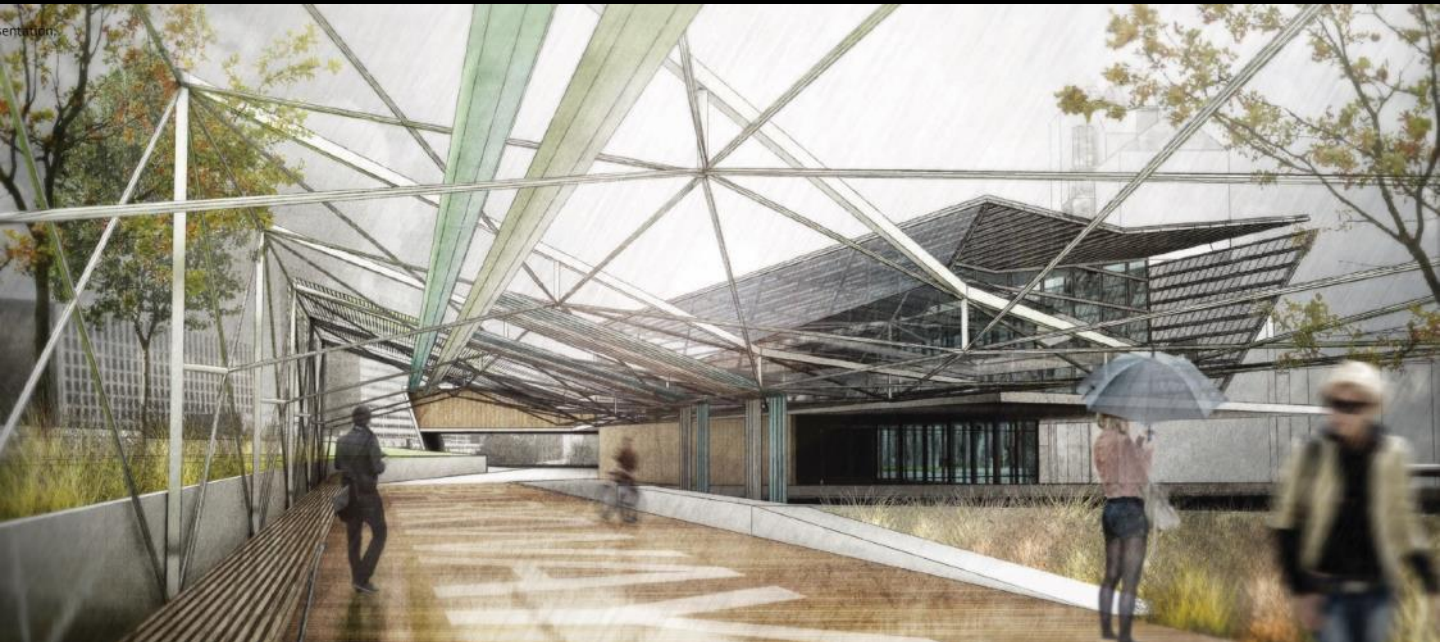
Moh'd Bilbeisi – Oklahoma State University

## 2014 Design Communication Association Biennial Juried Exhibition

The Design Communication Association hosts a Juried Design Communication Association Exhibition in conjunction with its biennial conference. The goal of this exhibition is to celebrate the relationship of design and visual communication in all its varieties, from quick hand sketches to elaborate computer generated presentation. Submissions were accepted in Observational and Design categories separated by group into Foundations Student, Undergraduate Student, Graduate Student, and Faculty submissions.

The 203 entries submitted in these eight categories were blind reviewed by a distinguished panel of jurors consisting of Eric Brightfield, Elizabeth Day and Robert Frank. This review resulted in the acceptance of 84 images for inclusion in the 2014 Design Communication Association Biennial Juried Exhibition. Best of Category awards were given in each of the eight categories. Each jury member also selected one additional submission from any category to receive special distinction through a juror's award. The top award, representing the consensus decision of the jury, was given the prestigious William Kirby Lockard Prize.

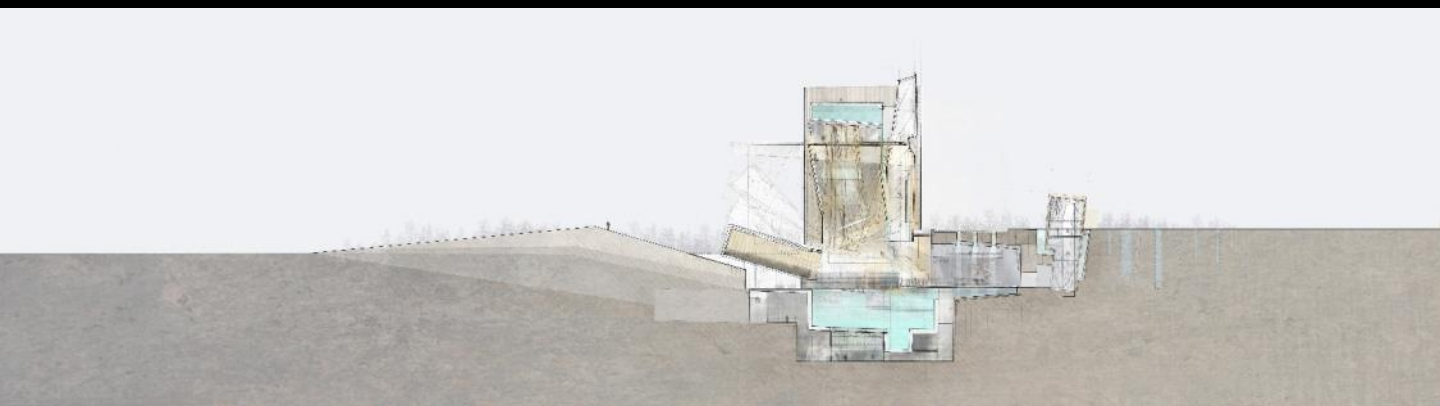
The winners of each category and the juror's choice awards are reprinted here alongside the William Kirby Lockard Prize winner. The entire collection of images from the 2014 Exhibition, as well as previous exhibitions can be found on the Design Communication Association website at <http://www.designcommunicationassociation.org/exhibitions.html>.



### William Kirby Lockard Prize

Urban Filter: Aquatic Research & Regenerative Park Space

Matt Edwards – University of Idaho



### Best of Category – Undergraduate Design Image

Platform Frame Box - Section

Robert Lyons – University of Florida

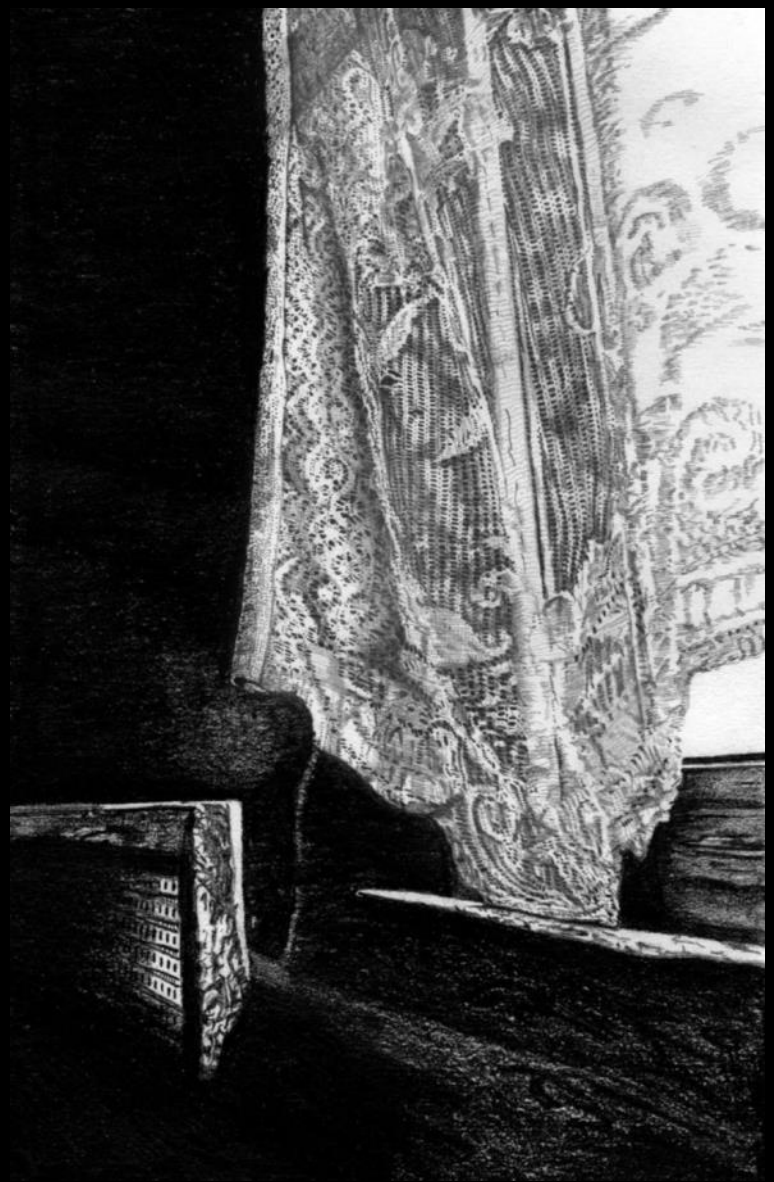


Brightfield Juror's Award  
Colors of Seoul: Bookchon Street  
So Yeon Yoon – Cornell University

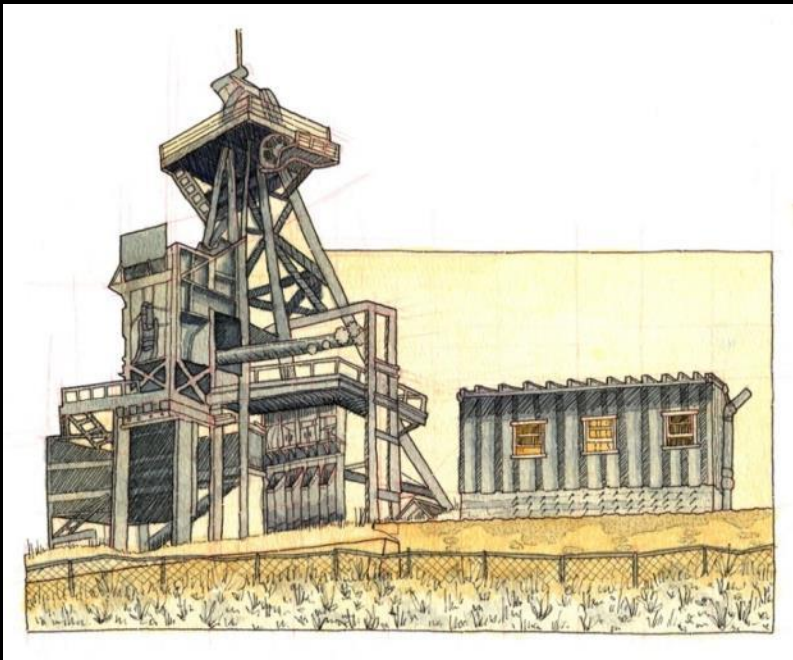
**2014 Design Communication  
Association Biennial Juried  
Exhibition**



**Best of Category – Undergraduate Foundations**  
**Observation Image**  
Fall 2013 des 111 drawing 01,02,03  
*Tasnim Al Tinawi – American University of Sharjah*

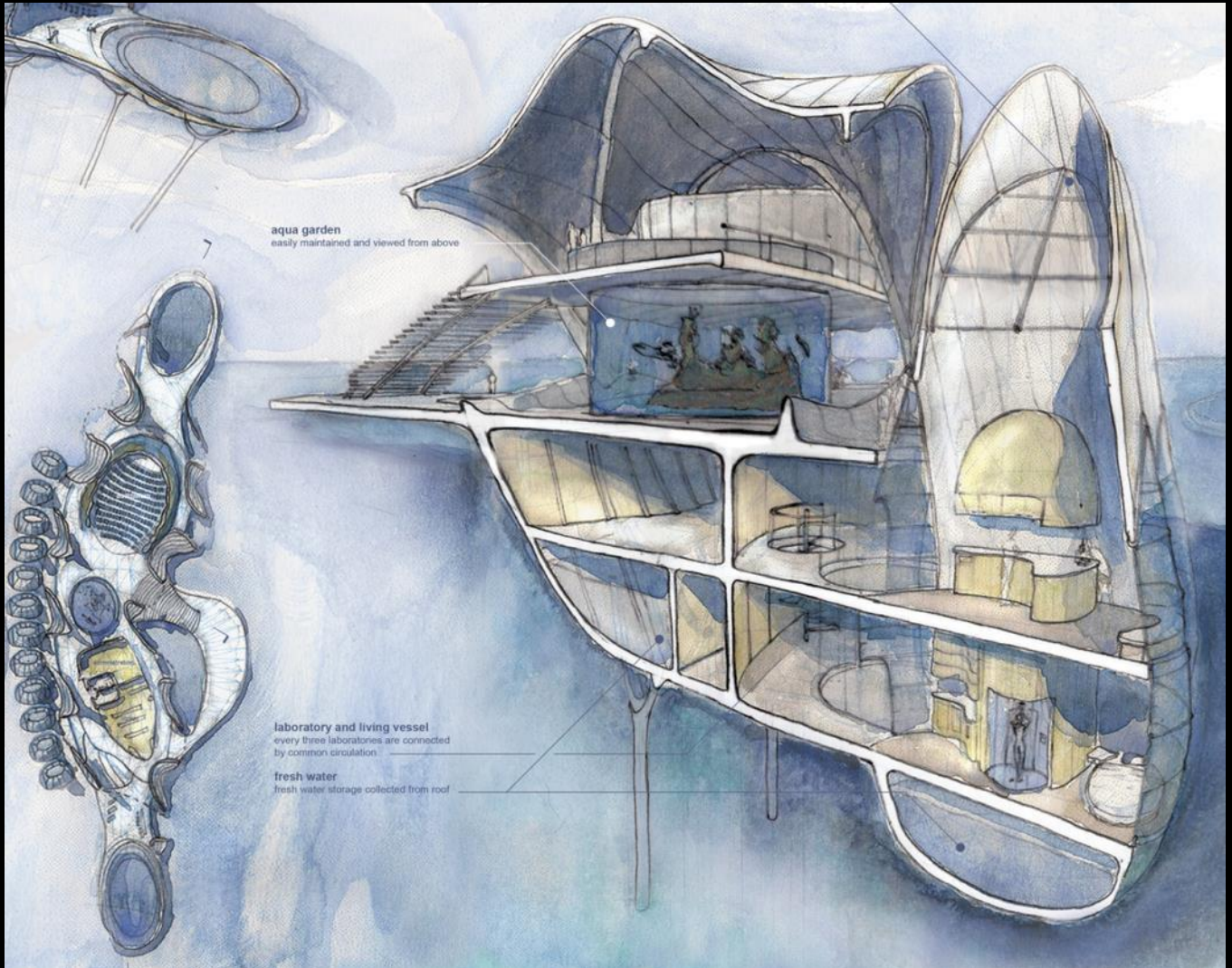


**Frank Juror's Award**  
Ernestine and Hazel's  
*Ashley Skrabut – University of Memphis*



**Best of Category – Graduate Observational Image**  
**Observing History**  
*Alena Heger – Montana State University*

# 2014 Design Communication Association Biennial Juried Exhibition



## Day Juror's Award

Bali: Marine Research Center

*Nathan Howe – Kansas State University*



## Best of Category – Faculty Observation Image

Mezquita de Cordoba unpacked

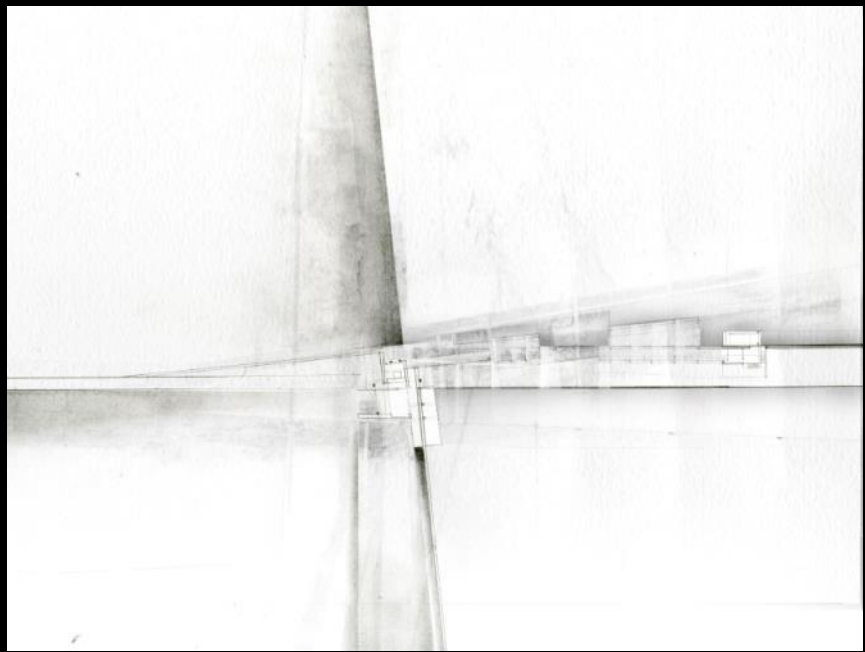
*Christopher Livingston – Montana State University*



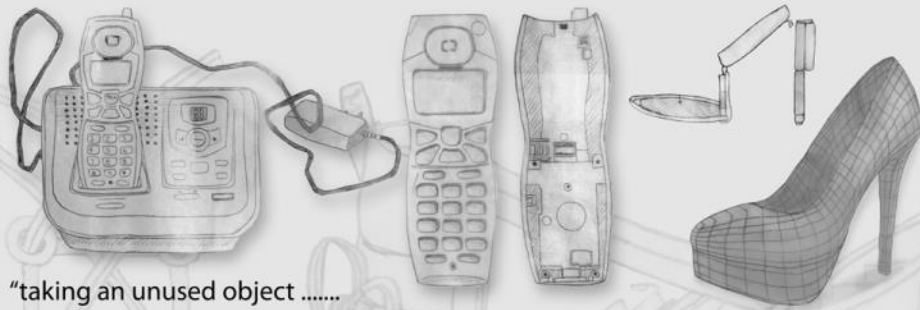
**2014 Design Communication  
Association Biennial Juried  
Exhibition**

**Best of Category – Undergraduate Observation  
Image**

Horizontal Datum (Desert) Plan  
Gabrielle Heffeman – University of Florida

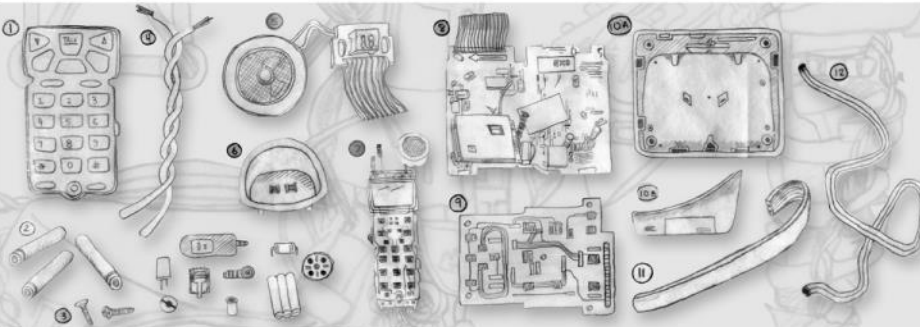


the thought

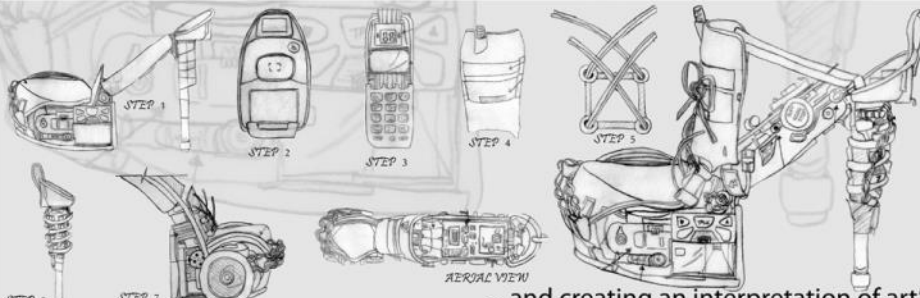


"taking an unused object .....

the breakdown



the transformation



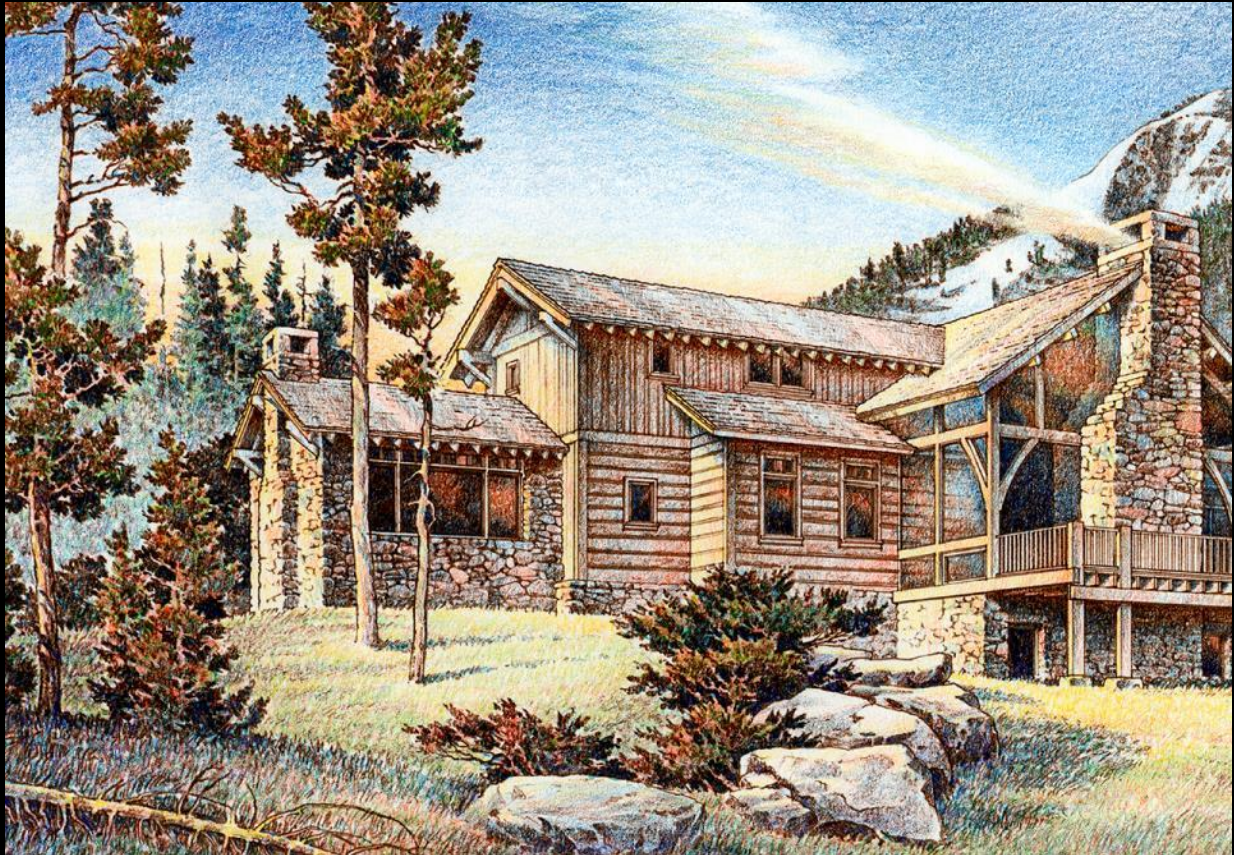
....and creating an interpretation of art"

**Best of Category – Undergraduate Foundations Design Image  
Transformation**

Alexis Hickerson – Western Kentucky University

**2014 Design Communication  
Association Biennial Juried  
Exhibition**

**Best of Category – Graduate Design Image**  
Kansas City Fitness Center  
*Jake Hofeling – Kansas State University*



**Best of Category – Faculty Design Image**  
Diamond Hitch Residence  
*Henry Sorenson – Montana State University*



2014 Design Communication Conference | October 01-04, 2014  
SOUTHERN POLYTECHNIC STATE UNIVERSITY | MARIETTA | ATLANTA | GEORGIA | USA



Registration desk



DCA 2014 conference graphic panels created in CNC router.



DCA 3rd day keynote by Michael Webb of Archigram



Conference closing dinner



One hour architecture tour of Atlanta before Perkins+Will reception



High Museum tour.



SPSU architecture chair & dean. Acknowledgements



2014 DCA conference chair requesting Francis D. K. Ching for closing night's remarks



EAEA representation & 2015 conference announcement



Beginning Design representation & 2015 conference announcement



2nd day morning keynote by Todd Bertsch of HOK Atlanta



Paper session



Architecture students at registration desk



Smaller group gatherings after conference dinner



DCA 2014 conference workshop (one of six)



Conference lunch & business meeting



Reception at Perkins+Will, Atlanta



DCA 2014 SPSU conference organizer, 2016 Montana State U organizer, and possible 2017/8 Cornell U organizer



High Museum tour



Coffee break between paper sessions



Reception at Perkins+Will, Atlanta



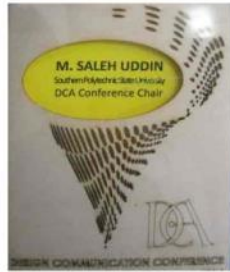
Coffee break between paper sessions



Socialization between paper session break

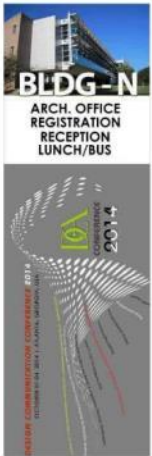


After dinner live music by DCA members



Conference folder and name tag custom designed and lasur cut

Preparing DCA graphic panels for CNC router by student & faculty



SPSU DCA graphics identifying event locations

Architecture student volunteers in briefing session



SPSU DCA 2014 conference organizers

Bronne Dytoc, MBS

Saleh Uddin, Ph.D.

Chris Welby, AIA

David Easternwood, IT Support

Farooq Ameen, Ph.D.

Cathy Smith, Office Support

Pegah Zamani, Ph.D.

Mine Hashas, Ph.D

Robert Tango, AIA



## Updates from the DCA President

*Continued from page 1*

**4.** A DCA European Conference in Istanbul is in its early stages of planning. I was approached by Professor Murat Sahin, the chair of architecture at Ozyegin University in Istanbul during the Atlanta DCA conference with a proposal to host a DCA conference in his school. His Dean is in support of the conference and ready to finance several areas of activities for the conference. I am jointly working with Professor Murat Sahin on it. If everything goes well then we will be sending notification to you soon. The dates are set for May 11 through 14, 2016.

**5.** I have received interest and request to host next two DCA conferences in the USA. As mentioned in the DCA business meeting Cornell University is up for hosting the next conference after Montana. Professor So-Yeon Yoon had expressed interest during the Atlanta conference and her department chair is in full support of the proposed event. It would be great to have a DCA in Ithaca, New York.

**6.** Professor Stephen Temple at University of Texas San Antonio would very much like to host a DCA conference in the near future, if possible in 2018. He is in correspondence with me and it would be nice to have a conference in Texas. I am in support of having him host a DCA conference in his school.

**7.** So-Yeon Yoon at Cornell, Simon Bussier at Ball State, and Gernot Reither at Kennesaw State have common interest in forming a new DCA web based digital journal. This is in addition to our printed journal that publishes selected papers from conference proceedings. This is definitely a new venue worth exploring. It was suggested that they submit a formal proposal from them to be reviewed by the DCA Executive Board. I personally see it as an enriching activity for the DCA.

If any school is interested in hosting a future conference then please let us know. Although we can not plan too far in advance, because often faculty members move from one school to another, still we would like to have an understanding of future directions of our conferences.

# The Newsletter of the Design Communication Association Spring 2015

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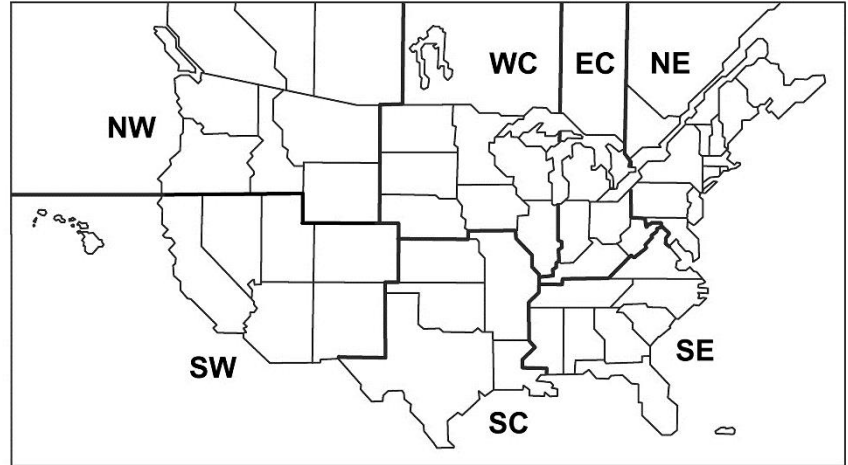
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