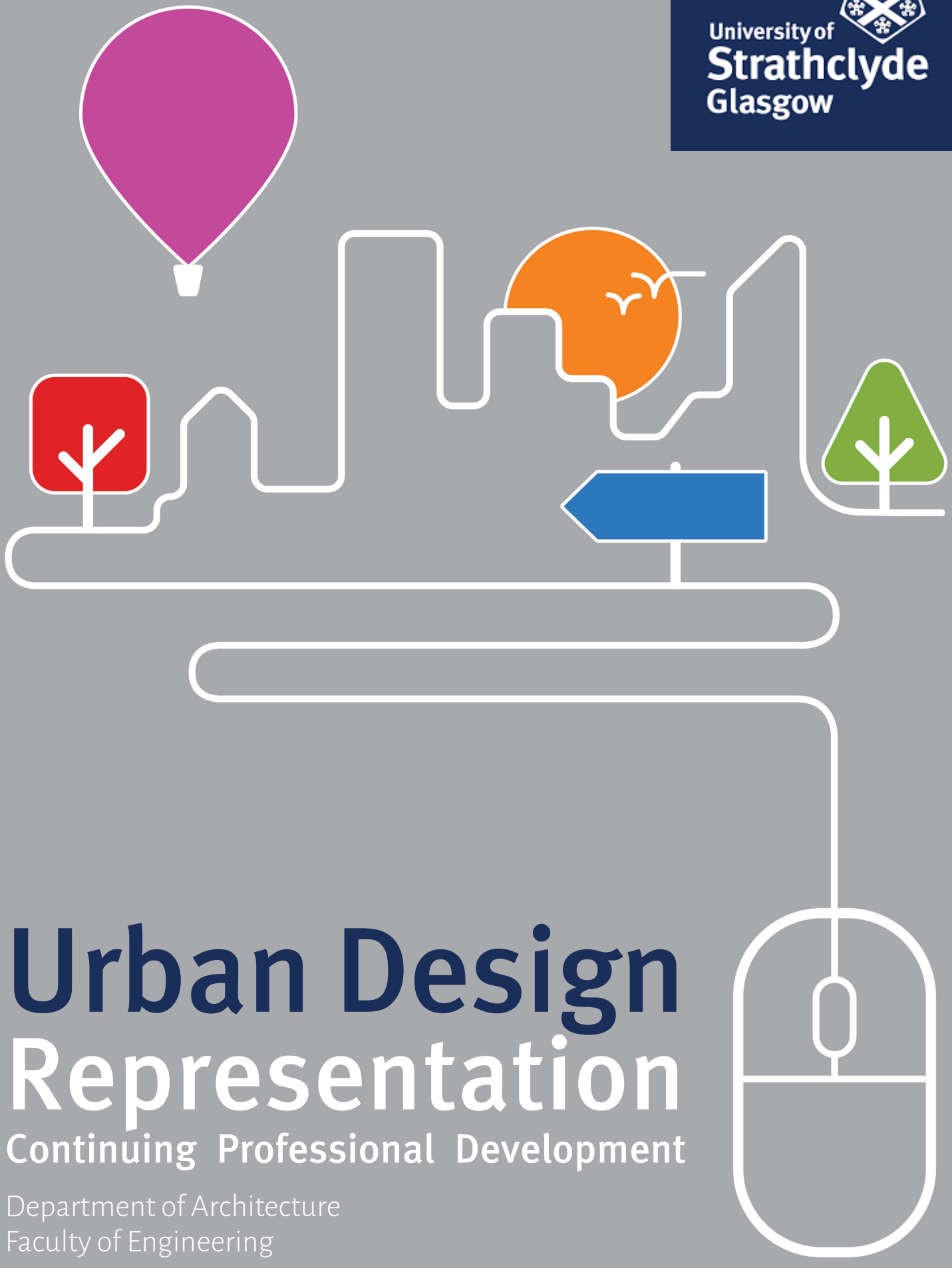
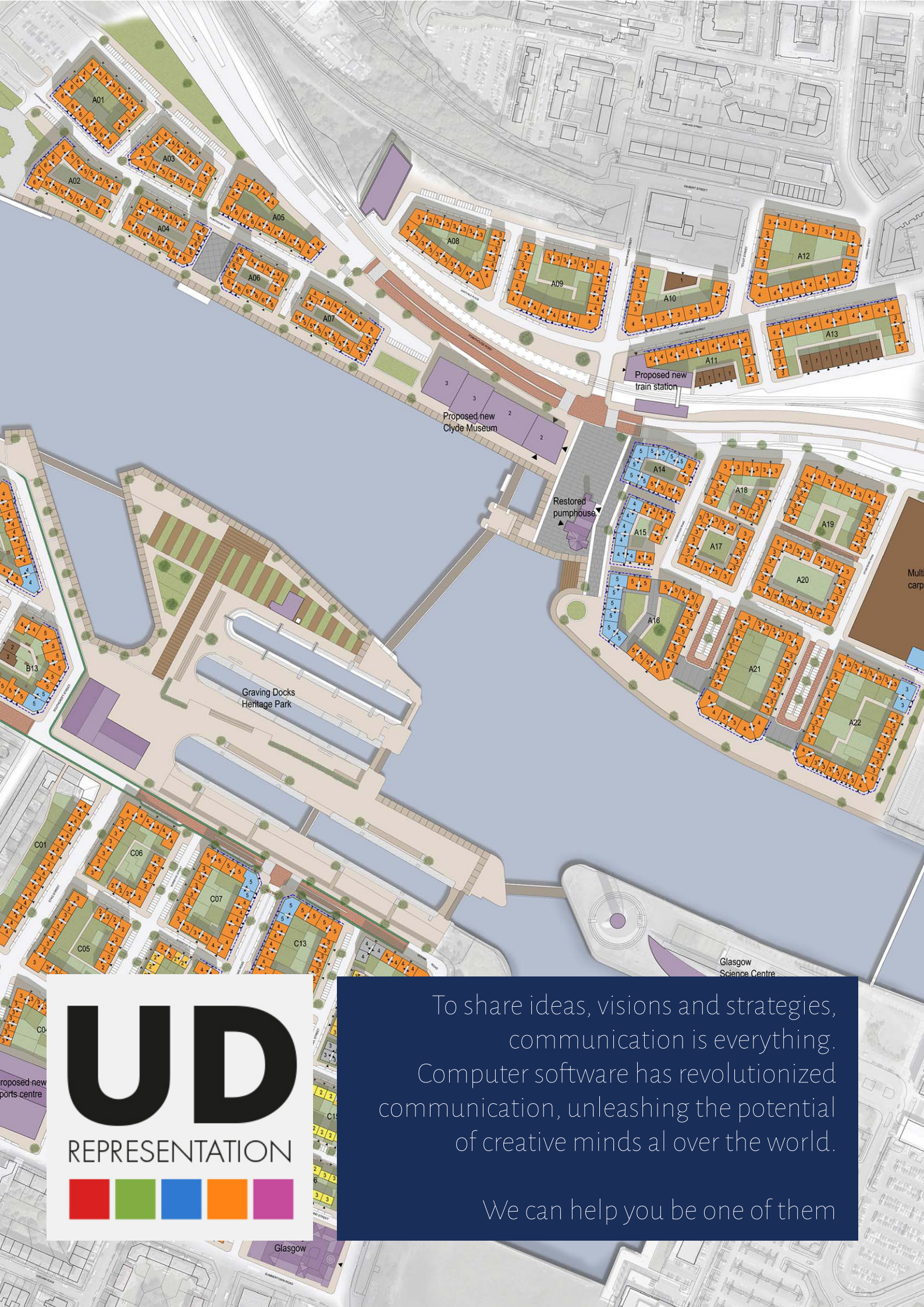
University of Strathclyde Glasgow



Urban Design Representation

Continuing Professional Development

Department of Architecture
Faculty of Engineering



UD

REPRESENTATION

To share ideas, visions and strategies, communication is everything. Computer software has revolutionized communication, unleashing the potential of creative minds al over the world.

We can help you be one of them

What is the CPD in Urban Design Representation?

Urban Design Representation is a 5-module course aimed at teaching the basics of five software packages: AutoCAD, SketchUp, Photoshop, Illustrator and InDesign.

The **CPD in Urban Design Representation** is an intensive learning experience offered by the **Department of Architecture** at the **University of Strathclyde** and tailored for planning and design professionals with little or no experience with graphics and representation software.

With us you will learn to visualise ideas and proposals: from i**mage editing,** to **diagrams**, from **concept** s**ketches** to **3D modelling**. You will have a dedicated account with access to software and handouts, with tutors guiding you every step of the way. Our course will cover:

- the role of computer design software in representing ideas;
- project & theories of urban design;
- basics of design representation and introductory exercises to relevant software;
- insights on how to combine softwares in the representation process;
- practical examples of representing design proposals.

Skills and Abilities

By attending the Urban Design Representation CPD you will gain:

- an awareness of different methods of urban design representation, the relation between knowledge, concept, representation and built form and the benefits and shortcomings of different forms of representation.
- knowledge of urban design representation theories; effective and ineffective representation techniques and how to utilise/avoid them properly; urban design representation methods and techniques in different moments of the urban design process.
- an understanding of the relevance of different illustrative techniques; the implications of specific representational approaches; the descriptive role of urban design representation.
- the ability to choose and develop appropriate representational means for specific stages of a project; master at least one representational method to produce high-quality images; create descriptive representations of urban design proposals.
- the ability understand the role of (different) computer design programmes and utilise them effectively in the design process.

Why should you choose us?

We have developed our Urban Design Representation course over many years, taking on feedback from students and attending professionals to give you the best learning experience.

The Urban Design Studies Unit is an internationally recognised teaching and research unit in the areas of urban design and sustainable development. Over the years we have helped many students and professionals with little or no design background to build and improve their visual representation techniques... and we are confident you will benefit immensely from it too!

Through a series of intensive and engaging sessions, we will take you through process and technique, from sketch to artwork, so that you can learn skills to complement your creativity!

By attending our course, you will:

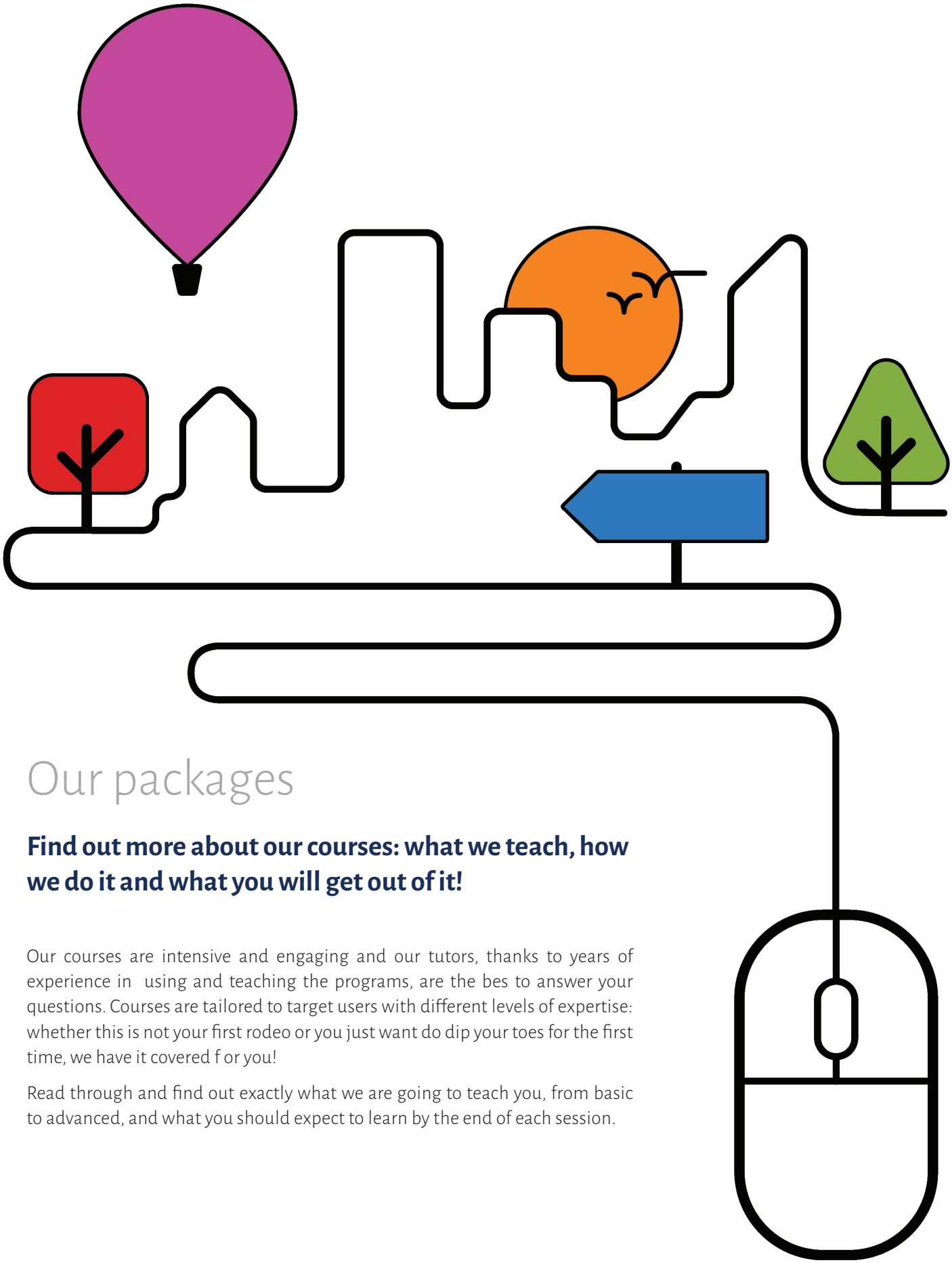
- learn the basics of graphic composition;
- use and combine programmes and representation techniques;
- increase your software portfolio and visual communication skills;
- gain confidence in urban design and architectural representation.

And do not forget: this is not like any course: your attendance of the CPD will be acknowledged through a certificate by the University of Strathclyde.

A real CV booster!

"The Urban Design Representation course was well structured and met all my needs."

Walter Fieuw
University of Glasgow,
UDR Student in 2015



Our packages

Find out more about our courses: what we teach, how we do it and what you will get out of it!

Our courses are intensive and engaging and our tutors, thanks to years of experience in using and teaching the programs, are the bes to answer your questions. Courses are tailored to target users with different levels of expertise: whether this is not your first rodeo or you just want do dip your toes for the first time, we have it covered f or you!

Read through and find out exactly what we are going to teach you, from basic to advanced, and what you should expect to learn by the end of each session.

AutoCAD basics

Welcome to the world of Computer Aided Design! In this tutorial you will learn the vary basics of AutoCAD, possibly the most widely used 2D Drafting and 3D modelling programme in architecture, planning and urban design.

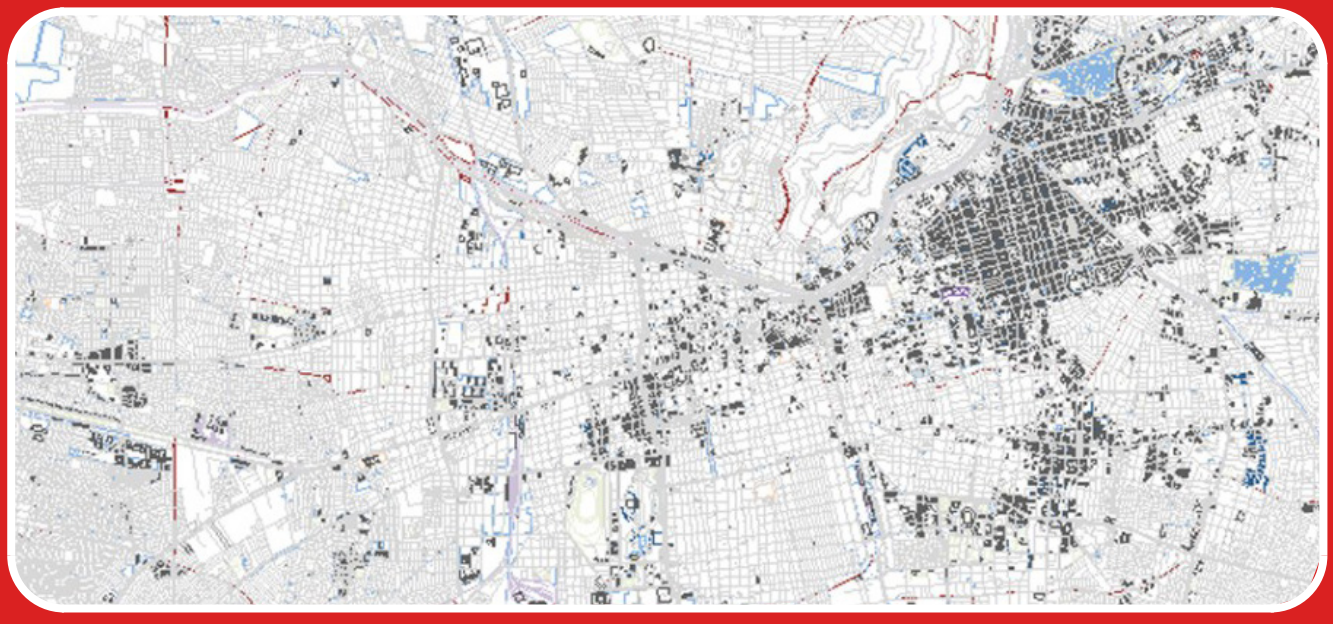
Whether you are a complete new-by or simply want to brush up on the basics, this course is for you! With AutoCAD basics we will help you start you AutoCAD learning process from scratch. This course focuses on 2D drafting and annotation, and covers the basics of good file management practice.

In this course you will:

- learn how to use the coordinate system to create objects in AutoCAD;
- learn to efficiently navigate your worskpace, use menus, toolbars and icons;
- learn to use, manage and style your layers;
- acquire the mastery of the most common drawing and modify commands, necessary to make elaborate drawings quite quickly.
- learn to set up your drawing for printing or exporting into other formats.

You will also have the chance to put in practice what you have learned and challenge yourself with a couple of AutoCAD exercises, with the support of a step by step guidance on how to solve them.

By the end of this level you will have the skills to develop basic 2D drawings and print them out to scale.



Sketch Up basics

Ready to sketch? Dip your toes in the most user-friendly 3D modelling software out there. Simple yet effective, Sketch Up is perfect mix of rapidity and quality in the representation of buildings, public spaces or urban areas.

In this introductory session on Sketch Up, thanks to its extremely user-friendly interface and short learning time of this great 3D modelling software you will be able, in no time to turn your ideas into the third dimension.

In this session you will:

- draw basic 2D shapes (lines, rectangles, circles, arcs) and turn them into 3D objects with basic commands and tools;
- import CAD drawings and images into your model;
- learn how to download components from the Sketch Up Warehouse and use them in your model;
- play around with line-styles, textures and shadows to give your model character and feel;
- set up scenes and views and export your model to high quality jpgs.

Supported by us all the way step-by-step, you will have the chance to test your skills with hands-on exercises, and will be able to set your creativity free in shaping great memorable places with just few clicks!

Upon completion of the session, you will know the essential tips and tricks to create and export your own 3D models.

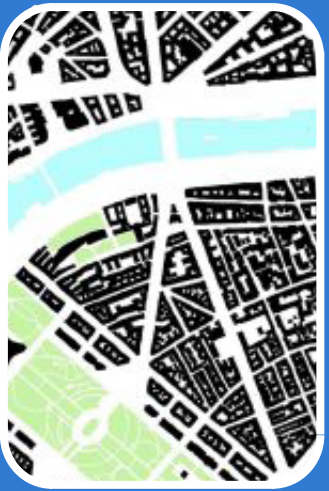
Photoshop basics

If you have always wanted to start using Photoshop but didn't know where to start, this course is for you! This course will teach you the basic tools needed to masterfully edit, manage, transform and export your artworks.

Adobe Photoshop is today widely recognized among design professionals as the leading image and photo editing software. Whilst Photoshop is mostly famous as a photo editing software, it is perfect for adding an extra artistic touch to plans, elevations and 3d-models.

In this session you will:

- learn to efficiently navigate your workspace, use menus, toolbars and icons;
- learn to use, manage and add styles to layers and groups;
- master the most common drawing and colouring tools;
- learn how to add and style text;
- set up your artwork for printing or exporting into other formats.



Few guided exercises will show you what amazing things you can do with just the right tools in your hand and how to bring to life plans and views of urban areas.

By the end of this level you will be able edit images to represent lively streetscapes and colour plans to create attractive city footprints.

Illustrator basics

Be it a map, a diagram or a chart, with Illustrator your ideas are in safe hands! Let us to introduce you to this valuable programme and its basic but powerful graphic design tools.

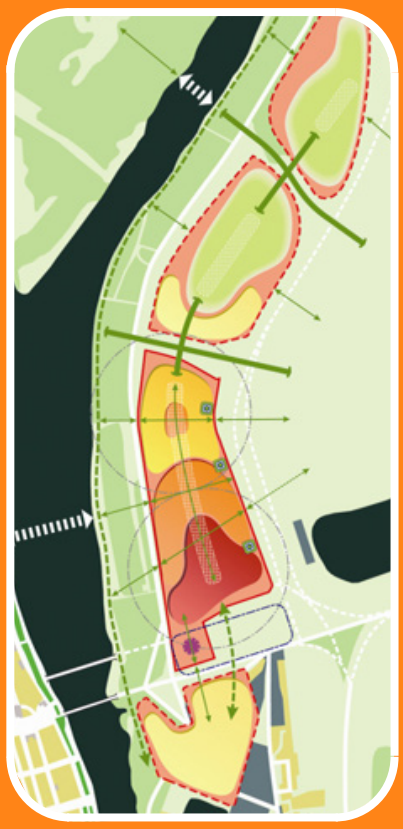
Adobe Illustrator is a vector-based programme extremely valuable for key planning and design tasks. In this session you will learn some of its basic functionalities that will allow you to effectively communicate concepts, strategies through eye catching schemes, maps and diagrams.

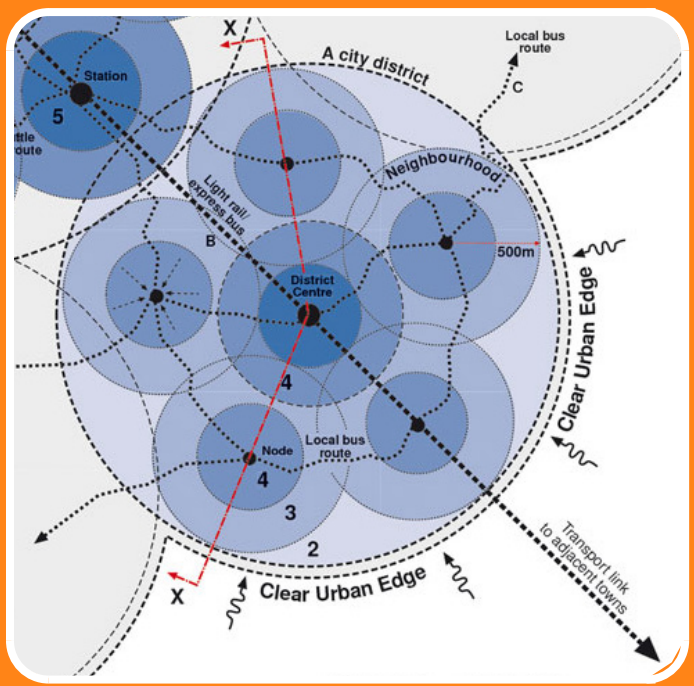
In this session you will:

- learn to efficiently navigate your workspace, use menus, toolbars and icons;
- learn to use and manage layers and move across artboards;
- master the most common drawing, editing and colouring tools;
- learn how to add and style text and create catchy dynamic text effects;
- set up your file for printing or exporting into other formats.
- learn how to transform a simple raster image to a vector.

Through guided exercises you will be able to implement what you learned in the creation of vector graphic diagrams, schematically representing different aspects of places.

By the end of this course you will be able to create eye-catchy spatial diagrams using lines, shapes and text, as well as with texture, line-weight and line-style.





InDesign basics

Learn about the most famous software for document production and graphic communication. InDesign is invaluable to help you create rich and professional flyers, card, reports and posters. Come and see how!

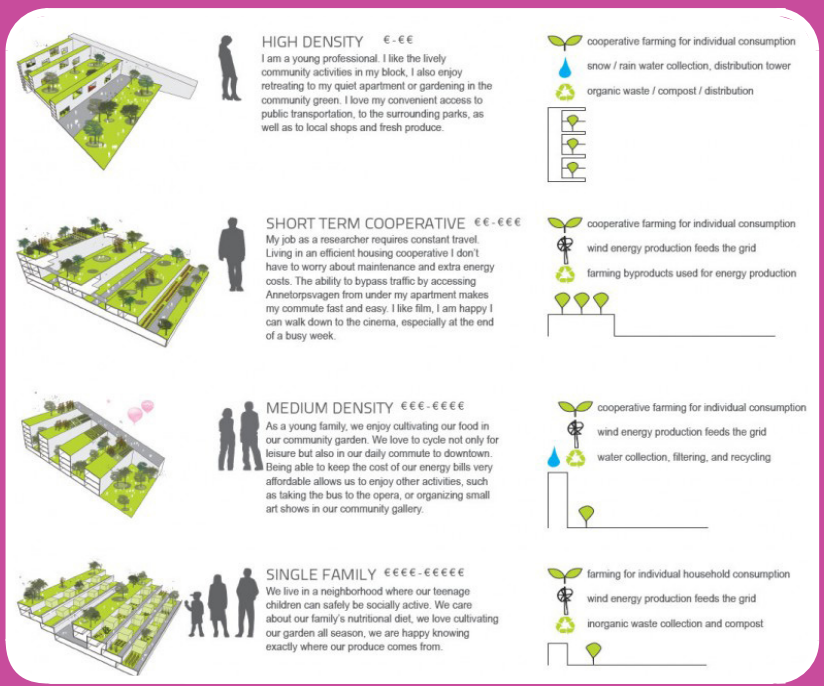
Adobe InDesign is used to create documents, reports and posters, and to export them into several formats, including PDFs. In this module you will learn how to create simple yet effective layouts for your publications and learn useful tips on how to prepare and manage your documents for sharing and printing.

In this session you will:

- set up your document InDesign document and define fundamental properties of your page;
- learn to efficiently navigate your workspace, use menus, toolbars and icons;
- understand the role of master pages, grids and guides in organisinh your page space;
- learn how to work with frames of different shape for text and images;
- learn how to place images and text links in your document;
- Export your document in pdf and save portable InDesign file packages.

As part of the session, you will guided through a couple of exercises that will test your ability to tie different images and texts to create visually appealing and engaging layouts to be exported in pdf and circulated on the web.

By the end of this session, you will know more about graphic design composition and create coherent layouts for your documents with few simple tricks.



From concept to masterplan

Learn from skilled architects and urban designers how to communicate in the most appropriate and effective way your analyses, concepts and projects to different types of audiences and for different purposes.

During this seminar, you will have the opportunity to learn from succesful and experienced urban designers about the art communicating ideas and projects. Pros and cons of different techniques will be explained using examples and precedents. By the end of the seminar you will:

- know about the different representation styles and techniques architects and urban designers use to communicate different stages of their design proposals.
- know how each techniques can help you deliver a certain message effectively to different audiences.

At the end of the seminar you will have the chance to ask quesions to our invited guest/guests about their own work and experience.

Class Format and Timetable

The Urban Design Representation Course is a **5-module course** aimed at teaching the basics of five softwares: **AutoCAD, SketchUp, Photoshop**, **Illustrato**r and **InDesign**. Each module will focus on the application of one software, in Urban Design, with examples, guidance on interface and commands, case studies.This includes a short exercise consolidating achieved knowledge in the computer software covered in class, that can be carried out during teaching hours as well as at home and then discussed with tutors for informal feedback either in class or via email.

The course is delivered as a set of five 3-hour sessions. Each module is autonomous and independent, so that each can be taken separately as a single module as well as in combination with others. Sessions take place with the following schedules:

Module	Day	Hour
Module 1: AutoCAD	Monday 22.10.2018	09:00 - 12:00 am
Module 2: Sketch Up	Monday 29.10.2018	09:00 - 12:00 am
Module 3: Photoshop	Monday 05.11.2018	09:00 - 12:00 am
Module 4: Illustrator	Monday 12.11.2018	09:00 - 12:00 am
Module 5: InDesign	Monday 19.11.2018	09:00 - 12:00 am
Final seminar: "From concept to masterplan"	TBC	TBC

Prices & Special Deals

Each module is £110.00 + £50.00 for the final seminar, but if purchase all five modules you will be automatically enrolled to the final seminar free of charge! Remember that for large groups (5 people or more) special arrangements can be agreed upon case-by-case. Bespoke courses can also be arranged to best meet your organisation's requirements and give you a taylored learning experinece.

To book your place, please go to our dedicated online shop page: http://onlineshop.strath.ac.uk/conferences-and-events/engineering-faculty/
If you prefer purchasing one or more modules using invoices or if you have any further question or need additional information please contact:

Dr. Ombretta Romice
Email: ombretta.r.romice@strath.ac.uk
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Dr. Alessandra Feliciotti
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Telephone: +44 (0)141 548 3171

Location & Accessibility

Classes will take place at the John Anderson Campus at the University of Strathclyde at the following addresses:

Strathclyde Business School,
6th floor, Stenhouse wing
199 Cathedral St, Glasgow G4 0QU
Glasgow

Department of Architecture,
3rd floor, James Weir building
75 Montrose St, Glasgow G1 1XJ
Glasgow

If you have any special accessibility requirement please contact:

Email: disabilityservice@strath.ac.uk.
Telephone: 0141 548 3402