

e.vocative [S]itations

2009 Interdisciplinary Design Institute Fall Charette



Learning Objectives

The intent of this charette is to 1) introduce students to the city of Spokane, 2) foster creative and critical thinking, 3) understand and negotiate team dynamics, and 4) enhance communication skills.

Project Description

As a student of design, you likely look at the built environment differently than most. Buildings are more than just structures; interiors are more than paint and furniture; landscapes are more than beds of flowers. There is meaning and intent in all aspects of our surroundings. You have developed this lens through your education and it is time to express this viewpoint to a larger audience.

Each team is going to produce a presentation that introduces the viewpoint of the designer to the community of Spokane. Using Kevin Lynch's vocabulary (path, edge, node, district, landmark) from The Image of the City each team will analyze and critique a self-defined area of Spokane. Your video could turn out to be a promotional piece for the city of Spokane OR an exposé on some of its problems. Your team's findings will determine this outcome.

Process

1. Prior to Wednesday: Read the chapter on Lynch's The Image of the City provided via email on Friday. It is also available on the network (\\Keystone\Students\2009 Charette\Lynch Readings). Be sure to understand the *spirit* of Lynch's definition.
2. Wednesday Evening: There are three things that must be decided by the team. Do not assume that these need to be done in the following order. The team may be inspired and/or guided by their definitions, interest in a particular area of Spokane, or a specific human experience.
 - As a team, discuss the Lynch reading and then define what the terms "path", "edge", "node", "district" and "landmark" mean to your individual disciplines. Come to a consensus on the definitions that your team will use for the analysis phase of the project. Do not assume that you have to use Lynch's precise definitions. Consider keeping your definitions conceptual so that they are not too limiting.
 - Select three "areas" of Spokane that you wish to explore. You will only have to do one, but selection will be on a first come, first serve basis. (See timeline below). There are some creative ways to think about this. You could do something perhaps more literal, such as downtown, Browne's addition, Hillyard, etc., or you could look at a series of bus routes, a mall, or the city's scenic tour. The only restriction is that you be able to speak about path, edge, node, district, and landmark in the selected area. Note that it is just as informative to discuss instances where one or more of

these does not exist. The WSU campus is not an option for this project; we want to get you familiar with “other” parts of Spokane.

- The team also must consider what human experience they wish to explore. Do you want to look at issues of security, wayfinding, wandering, community engagement, play, work, or commuting? For example, if someone was new to the Washington State University campus, what would be their experience (wayfinding or wandering) visiting the campus for the first time? How does the built environment pull or push them in certain directions? Where might they pause? Should they be pausing? Are the forces at play examples of paths, edges, nodes, districts or landmarks? Is the site legible? Can you navigate it easily?
 - Having made all of these decisions, the team needs to prepare a separate blow-up map of each area (must fit in a 4” x 6” area, but does not have to be rectangular). Visually highlight your area and communicate through text, objects, drawings and/or images (2D and/or 3D) what you will be studying. Is it a casual walk through a neighborhood, wayfinding in the city, the experience of a commuter, the experience of a shopper? Next, quickly create a logo for your team. The logo needs to fit in a 1” x 1” space. Bring three of these on stick pins with you for the selection process on Thursday morning.
 - Finally, create a work plan. Time is short and you must be efficient, yet effective over the next 42 hours.
3. Thursday morning: Selection of the team’s site will begin at 8am in the Court at the SSCF. Arrive no later than 9am as the process will close at 9:30am. Be sure to bring all of your blow-up maps and three logos.
 4. Thursday - Friday: The team must now visit and critically analyze the site based on the team’s self-identified definitions and human experience. Remember to consider whether or not the path, edge, node, district and landmark support the intended experience or challenge it. Once you have completed the analysis, start thinking about how you construct the video. You can take videos and add a narrative, or record the narrative while videoing. Test your equipment before you commit to any approach. You will have two deliverables: a poster and a video. The poster will communicate your team’s process (see Deliverables for more detail). The video is the final expression of your study and findings. Use narrative, music, etc. to assist in the communication of your message. Remember that this is a video for the public, so be professional, be creative, and help educate the people about the integration of their daily lives and the built environment.

Tools

Each team will need at least one video recording device (phone, camera or video recorder). All students should have immediate access to their laptops.

Resources

Selected sections (chapters 1-3, Appendix C) of Lynch’s *The Image of the City* (\\Keystone\Students\2009 Charette\Lynch Readings)

Maps of Spokane with designated neighborhoods and satellite imaging can be found on the network at \\keystone\Students\2009 Charette\Resources\Spokane Maps.

Spokane Regional Site Selector: can assist you in locating businesses, bus routes, etc. <http://selectspokane.com/ed.asp?bhcp=1>

Lifeplan Improvement through Feasible Transportation Services: LIFTS uses an online mapping application to help you find the most direct route of travel to your daily destinations. It can locate housing, businesses, childcare, bus routes, and much more. <http://lifts.wsu.edu/>

MovieMaker has been installed on all lab computers in SCLS 150 and SSCF 216. You may also download MovieMaker (for XP or Vista) onto your laptop. Go to \\Keystone\Students\2009 Charette.

Audacity: a free, cross-platform sound editor (<http://audacity.sourceforge.net/>). This can be downloaded on your personal laptop. You may NOT download any programs onto the school computers.

Project Deliverables

Selection of Site

On Thursday morning you will have the opportunity to identify your site. You must bring three of your 1" x 1" logos, and your three detailed maps (no bigger than 4" x 6").

Process Poster

The poster should include the following information:

- Provocative title for the project (will be the same for your video presentation)
- The team's definitions of path, edge, node, district, and landmark
- Diagram of the team's decision making process and team structure
- Diagram of the site indicating paths, edges, nodes, districts, and landmarks
- Relevant data: sketches and photographs of the area
- Work Plan

The poster (18" x 24" vertical or horizontal) must be hung in the Phase I gallery and a digital copy uploaded to the network (Keystone\Students\2009 Charette\Poster Submissions) by 9am on Friday, August 28. Title the file by using your team number, for example, Team12_Poster.pdf.

Video Presentation

Each team will produce a 2.5 – 3 minute video/powerpoint presentation. Using video, images (e.g., photographs, sketches) and narrative (perhaps music?), communicate your findings. Lead the viewer through the experience; provide a narrative to communicate the critique. Is something (path, edge, node, district, and landmark) working well or not? Is there a missed opportunity? Remember that the video can be viewed as a promotional piece or an exposé. Have fun and be creative! Presentations must be delivered in one of the following formats: .ppt, .mov, .wmv and must be uploaded to the network by 11am on Friday, August 28. Title the file by using your team number, for example, Team12_Video. (\\Keystone\Students\2009 Charette\Video Submissions).

Public Dissemination

Our ultimate goal is to make all of these available to the public, perhaps through some mechanism like youtube. So, please make sure that your final product is professional.

Attendance

Participation in this charette is required. All IDI and ID classes have been cancelled from 4pm on Wednesday, August 26 through noon on Friday, August 28. Classes that include Pullman enrollment (i.e., AMS/WHETS) are not cancelled unless indicated by the professor of that course. Students may request to be excused from classes by having the appropriate paperwork completed (Class Absence Request form).

Evaluation

Jurors will review posters (Cohen, McCoy, Scarfo) and videos (Abell, L. Blossom, Melcher, Theodorson) for content, craft, and communication. Prizes will be awarded to the top submissions; however, *entries that do not include the minimum requirements listed under Deliverables will be disqualified from judging.*

Schedule

Wednesday, August 26th

4:00pm – Charette kick-off (SCLS auditorium, Phase I 122)

5:00pm – Meet your team!

5:15pm – Pre-planning: it is necessary that your team discuss the approach to the charette at this time. Important decisions must be made prior to Thursday morning. Professors Brooks, Klein, and Turpin will be available for consultation until 7:30pm. The team must decide on three options (areas) that they wish to explore. You should be very creative so as to insure that other teams are not considering the same area with the same approach. Once you identify your areas, prepare a separate blow-up map of each area (must fit in a 4" x 6" area, but does not have to be rectangular). Visually highlight your area and communicate through text, objects, drawings and/or images (2D and/or 3D) what you will be studying. Is it a casual walk through a neighborhood, wayfinding in the city, the experience of a commuter, the experience of a shopper? Next, quickly create a logo for your team/study. The logo needs to fit in a 1" x 1" space. Bring three of these on stick pins with you for the selection process on Thursday morning.

Thursday, August 27th

8:00am – Final selection of site. First come, first serve. (SSCF Court) You must be in line no later than 9am.

9:30am – Selection process concluded

Friday, August 28th

9:00am – Process Posters must be hung in Phase I Gallery and a digital copy (pdf) must be uploaded to the network (\\Keystone\Students\2009 Charette\Poster Submissions). Commence judging of posters.

11:00am – Videos must be posted to network site

11:15am – Announcement of Poster winners (SSCF Court)

12:00pm – Campus BBQ (each video will be shown on one of three screens during lunch in the gallery)

Monday, August 31

4:00pm – Viewing of top videos and distribution of final awards in SCLS auditorium, Phase I 122.

5:00pm – Congratulations and Great Job!!