



Date:	REGISTRATION OF COURSES	RESPONSIBLE OF REGISTRATION:
-------	--------------------------------	------------------------------

AREA OF KNOWLEDGE	SUB-AREA	UNDERGRADUATE	POSTGRADUATE
BASIC SCIENCES			
ECONOMICS AND SOCIAL SCIENCES			
HEALTH SCIENCES			
ENGINEERING, ARCHITECTURE AND TECHNOLOGY	ARCHITECTURE	X	
EDUCATION SCIENCES			
HUMANITIES AND ARTS			
AGRICULTURAL AND SEA SCIENCES			
MILITARY ARTS AND SCIENCES			
SAFETY AND CIVIL PROTECTION			
INTERDISCIPLINARY			
OTHERS			

ADSCRIPTION OR BRANCH (ES):

FACULTY	Architecture and Urbanism
SCHOOL	Architecture
INSTITUTE	
DEPARTMENT	Technology Sector
OTHERS	

COURSE:

NAME	DIGITIZED EXPRESSION
CODE	1871
EXECUTIVE UNIT	
CLASSIFICATION	Elective (Theoretical/ Practical)
APPROVAL DATE	
UPDATE DATE	
APPROVAL AUTHORITY	
CREDIT UNITS	Three (3)
HOURS/WEEK	Three (3)
REGIMEN	Semi-Annual
ACADEMIC PERIODS	Regular/Summer Semester
REQUIREMENTS	First Cycle Courses
PROFESSOR	



PURPOSES

The course Digitized Expression is oriented as a tool of graphic expression of architectonic ideas, deepening on the characteristic of the image, the elements that compost them and its interpretation.

Thereof the importance of establishes the relationship between idea, project and representation as an ensemble which allows communicating one architectonic principle.

Therefore these tools are provided to students with the aims of to develop their capacity to communicate an idea of graphic manner, making use of software and internet as generators of expression resources.

LEARNING OBJECTIVES

- Breakdown the image and their distinct components, analysing its characteristics and reflecting about its significance in the structuration of the idea.
- Employ computers as a basic tool for the production of graphic material, determining image manipulation software and its diverse applications.
- Recognize the internet as a complementary source of visual material and mean of information exchange.



CONTENTS

WEEK 1

COURSE INTRODUCTION. EXERCISE ASSIGNMENT 1. (Diagnosis)

Elaborate the attendance sheet, employing different representation layers. Data, images, plans. **5%**

WEEK 2

LECTURE: IMAGE. IDEAS COMMUNICATOR. SIMPLE IMAGE / REPETITION / CONTINUOUS IMAGE. IMAGE PROPERTIES / OBJECTIVITY, CHARISM, EVOCATION.

ASSIGNMENT SUBMISSION 1. EXERCISE ASSIGNMENT 2:

Elaborate a story or description about an architectural fact employing images only / A4 sheet. **5%**

WEEK 3

Image appreciation workshop. **10%**. EXERCISE SUBMISSION 2.

WEEK 4

LECTURE: TEXT. EXPLANATION, CALS, INDICATIONS, LEGENDS / LAYOUTS / LETTERING / PLACEMENT / FONTS.

EXERCISE ASSIGNMENT 3:

Using the exercise N°2 as a base, complement the information adding textual messages employing the technics provided in classes. **5%**

WEEK 5

COLLAGE WORKSHOP. EXERCISE SUBMISSION 3. **10%**

WEEK 6

LECTURE: DIAGRAM. IMAGE SIMPLIFICATION, SYMBOLS / MEANING / RETENTION / SIGNAGE / USE INSTRUCTIONS.

EXERCISE ASSIGNMENT 4:

Select a fairly complex functional object and elaborate a graphic explanation method, including its utility, multiple functions and components. **10%**

WEEK 7

WORKSHOP. Elaborate diagrams regarding different provided topics by the professor/icons design / A4 sheet.



EXERCISE SUBMISSION 4

WEEK 8

LECTURE: COMPOSITION: IMPORTANCE CODES /ORDER / RHYTHM / BALANCE / DYNAMIC / FIGURE / BACKGROUND / HARMONY / FORMAT

WEEK 9

COMPOSITION METHODS. FORMAT / MODULES / QUADRANTS. EXERCISE ASSIGNMENT 6:

Elaborate the design portfolio layout to pour the project's information/title page/table of contents. 45%

WEEK 10

LECTURE: INFOGRAPHICS. THE DIGITAL IMAGE. IMAGE QUALITY / PIXELS/jpg, bmp, dwg, metafile files / SOFTWARE FOR CREATE AND MANIPULATING IMAGES. CAD, COREL, PHOTOSHOP, FREE HAND.

WEEK 11

Portfolio components correction **5%**

WEEK 12

WORKSHOP. Ensemble reading, visual fields, layers overlapping. **5%**

WEEK 13

EXERCISE SUBMISSION 6. Final discussion

WEEK 14

SUBMISSION AND DISCUSSION OF PORTFOLIO (COMPLETE EXERCERCISES OF THE SEMESTER).



INSTRUCTIONAL STRATEGIES

The course is structured in two stages:

STAGE 1: During the period weekly lectures will be held, alternated with practical workshops to apply knowledge. Parallel will be assigned exercises of 15 days duration, employing a previous selected software.

STAGE 2: Strengthened of provided knowledge by lectures, its classes discussion and practical workshops; a final work is elaborated incorporating all the exercised technics. These work will be revised during the two last weeks and presented as a design portfolio.

INSTRUCTIONAL MEDIA

- 1. Mandatory use of computers as tool of work and of the digital format as elaboration and communication mean of all the ideas.**
- 2. Graphic presentation of printed elements through digital means.**

First stage (middle of the course):

- Lectures cycle with images projections (fortnightly)
- Practical workshops for contents strengthening.
- Weekly short assignments

Second stage:

- Final work assignment
- Weekly corrections to the proposal
- Submission of all the material elaborated during the semester.
- Final work submission (digital and written)



EVALUATION

Evaluation Type	Percentage
1. Attendance sheet	5%
2. Description with images	5%
3. WORKSHOP. Image appreciation	10%
4. Description with Texts	5%
5. WORKSHOP. Collage	10%
6. Description, signalling, use instructions	10%
7. WORKSHOP. Diagrams, interpretation	10%
8. Portfolio	45%

TEXTBOOKS

- **BONNICI, Peter.** Diseño con Fotografías. Ciudad de México, México.
Mc. Graw – Hill. 160 page. Cota: Arq 1316
- **UDDIN, M.S.** Guía de Diseño, Interpretación y Construcción 3D.
Distrito Federal. Méico.
Mc. Graw – Hill. 213 page. Cota Arq 1290
- **UDDIN, M.S.** Técnicas de Representación de Diseño Gráfico
Distrito Federal. México.
Mc. Grawl – Hill. 197 page. Cota: Arq 1288
- **WIRED.** Communication and visual means. Monthly magazine. NY, USA