

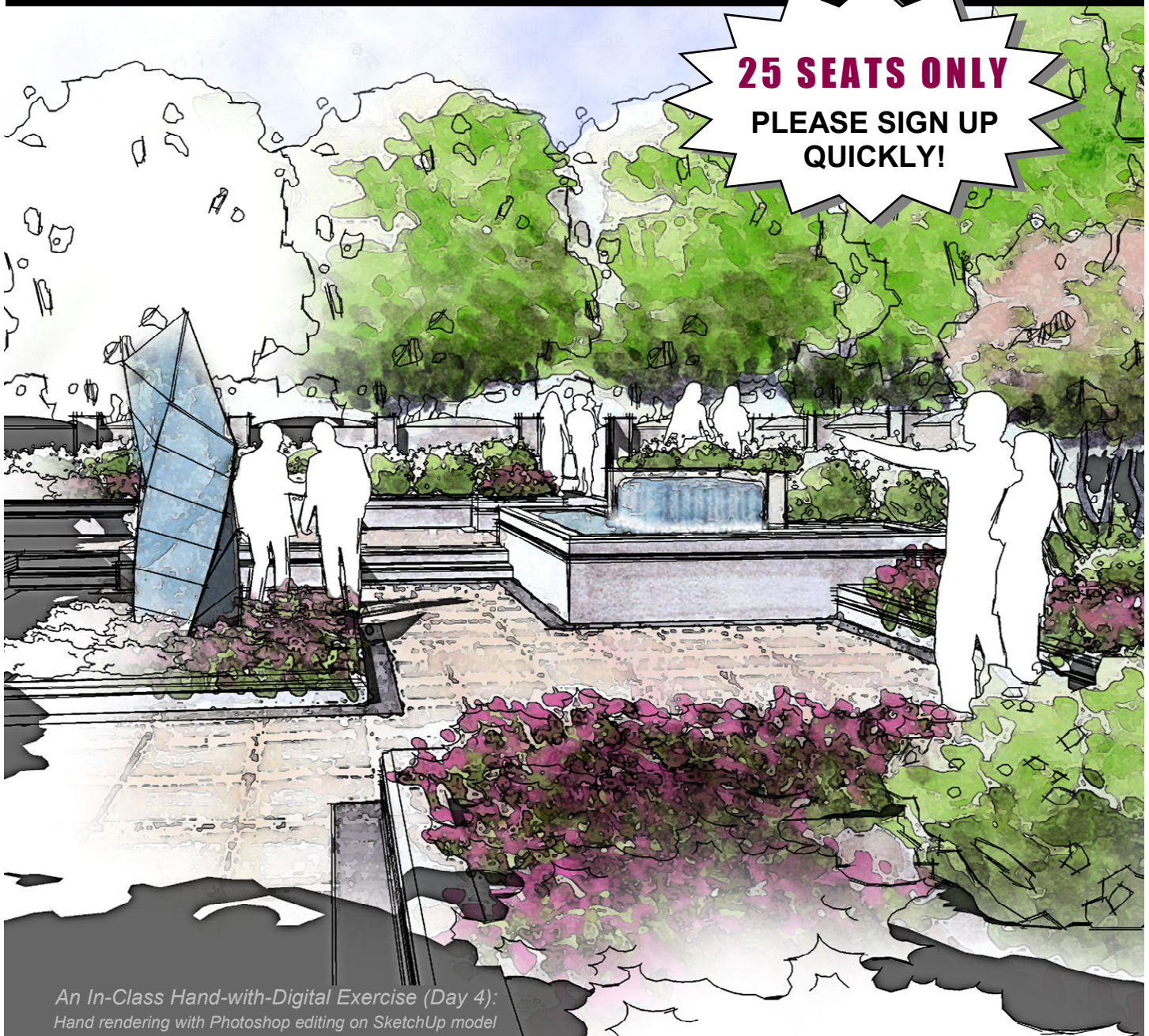
INTEGRATED-MEDIA DESIGN COMMUNICATION WORKSHOP

(Guelph . Nov 2015)

3+2 Day* unique Hand-with-Digital cross-training for landscape architecture students

25 SEATS ONLY

**PLEASE SIGN UP
QUICKLY!**



*An In-Class Hand-with-Digital Exercise (Day 4):
Hand rendering with Photoshop editing on SketchUp model*

Date and Time : Nov. 6, 7 & 8; Nov. 14 & 15 (8:30am to 5pm daily)

Venue : TBA (within LA Building)

Fee : \$125 / student (for Nov. 6~8*) ; Extra \$50 / student (for Nov. 14~15*)

Registration : Please see Prof. Sean Kelly (BLA Coordinator)

Instructor : Mansoor Ma BLA (Guelph), MLA (Guelph); PhD Candidate (Adelaide)

* please refer to workshop details

Integrated-Media Workshop Details

This 3+2 Day* intensive training workshop is designed for landscape architecture students, Undergrad and Postgrad alike. This unique hand-with-digital cross-training method is solely designed by Instructor Mansoor Ma based on his landscape architectural and design communication experience. This workshop will help students to develop *totally integrated hand-with-digital skills for effective design communications*.

* please refer to workshop content below

Date: Nov. 6~8; Nov. 14~15

Time: 8:30am to 5pm daily

Room: TBA (within LA Building)

Fee: \$125 (Nov. 6~8)
\$50 Extra (Nov. 14~15)

Registration:
Please see Prof. Sean Kelly

About the Instructor:

Mansoor Ma is a Landscape Architect and Principal of a company based in Canada which engages heavily in the design communication process for the design professions. He is currently doing his Ph.D. research at the University of Adelaide, Australia.

Mansoor has been a conference speaker in regards to the use of technology for design communications in Canada, Germany, New Zealand, Dubai, Spain and Cyprus.



Video technology is used for all instructions, demonstrations & critiques in Workshop to ensure all students can follow in real-time.

3 Days Essential Training

Participants need to complete these 3 Days Training prior to advancing to the **Extra 2 Day Training** (see below)

Day 1 (Nov. 6th) : Hand Graphics Essentials

- Principles of loose, but professional, hand graphics
- Colours and colouring techniques using colour pencils and coloured markers
- Line weight control and techniques in presentation drawings
- Plan graphics training using marker rendering techniques with colour pencils, chalk and liquid paper
- In-class assignments and critiques

Day 2 (Nov. 7th) : Scanning, Digital Editing and Printing Essentials in Photoshop

- Methodology of working with hand-and-digital media for effective production
- The secret of scan settings for successful print/digital media output
- Digital enhancement and editing of plan graphics from Day 1 in Photoshop
- In-class assignments and critiques

Day 3 (Nov. 8th) : Section-Elevation, Lettering, Titling and Bubble Diagram

- How to create proper Section-Elev drawings and print-to-scale from SketchUp
- How to create impressive Bubble Diagrams
- How to do attractive lettering for project titles
- In-class assignments and critiques

Extra 2 Days Training (Optional)

Upon completion of the **3 Days Essential Training** (see above)

Day 4 (Nov. 14th) : 3D SketchUp Modelling + Hand Persp. Rendering + Digital Editing

- How to create impressive perspectives to sell design ideas using SketchUp
- Time saving techniques in SketchUp modelling (selected functions)
- Perspective hand rendering with digital editing training
- In-class assignments and critiques

Day 5 (Nov. 15th) : Quick Hand Perspectives Techniques & Full Digital Rendering in Photoshop

- How to draw quick 1-point perspective and 2-point perspectives
- How to sketch accurately on top of site photos to convey design ideas
- Perspective full digital rendering in Photoshop
- In-class assignments and critiques

5 Reasons why you should take this workshop

1. To improve your hand drawing and rendering skill
2. To learn time-saving techniques in both hand and digital graphics
3. To know how to integrate “hand with digital” graphics for effective design comm.
4. To sharpen your graphic skills before the next assignment
5. All of the above

Testimonials of past Integrated-Media Workshop participants

*“... I had a false belief that hand graphics were slower and less appealing. **Having now knowledge the confidence to integrate hand and digital techniques will really save me time and give me better outcomes for my future studies.**”*

...

*“... [This] workshop is a degree saver! There were glaring gaps in my knowledge ... [it has] **given me a solid starting point from which to research further myself, and to me this is invaluable.**”*

...

*“... It taught me not only how to draw and edit my drawings into presentation quality but it **taught me how to do it with confidence.** The skills I have learnt in the past week were extremely valuable and will enrich all my future design work.”*

...

*“... **I never thought I could produce such vibrant and explosive pieces of work.**”*

...

*“...I felt dissatisfied with my hand drawing capabilities ... I also felt that I struggled to apply ideas to paper... **I now feel much more confident knowing that I have the knowledge and skills** ... and am grateful for learning new time saving techniques.”*

...

*“... **My skills in hand rendering has improved by leaps and bounds.** Looking back at what I was handing up prior to this course is embarrassing.”*

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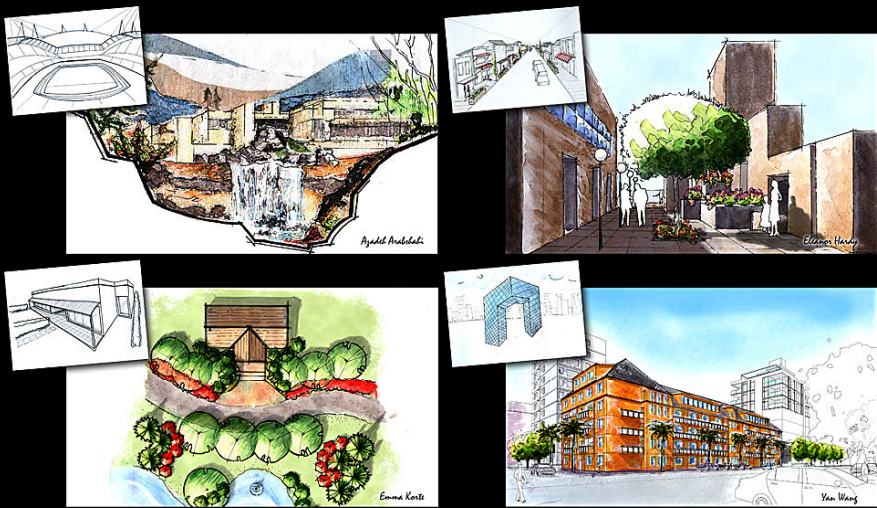
*“... **This workshop is absolutely essential for all Architecture students.**”*

...

*“...The skills that I have learnt will be **extremely useful for my final year of Architecture as well as for my future career**...”*

...

*“... Several friends have already completed their degrees in design studies and they have told me that **hand drawing skills are sometimes overlooked, so I am very pleased that I already have a head start in my career.**”*



25 SEATS ONLY

Integrated-Media Design Communication Workshop (Nov. 2015)

Effective Hand-with-Digital cross training
for advanced design communication

Instructor: Mansoor Ma

BLA (Guelph), MLA (Guelph); PhD Candidate (Adelaide)

Have you registered yet?

Examples of an inspiring 5 Day transformation experience

