

	School of Planning and Architecture: Vijayawada	
	(An institution of National Importance under the Ministry of Education, Govt. of India)	
	Survey No.4/4, ITI Road, Vijayawada-520008, Andhra Pradesh, India	
Department of Architecture		
Course:	MUD117 - Communication in Urban Design	Class: MUD 1st Year I-Semester 2024
Instructors:	Ar. Akanksha R Horo	Internal Assessment: 50
		External Theory Exam: 50
Contact Periods/ week: 03 periods		Total Marks: 100
Time Table:	Wednesday	Credits: 3
<p>Objective:</p> <ul style="list-style-type: none"> To develop skills that can critically reflect upon and re-present the semester's work of the MUD Program in a creative, compelling format which can contribute to the urban design culture. <p>Outcome:</p> <ul style="list-style-type: none"> Students shall learn about various communication techniques to express their ideas in urban design. 		

Week	Lecture Plan	Remarks
Week 1	Techniques of communication in design Introduction to different ways and effective techniques used for graphic, written and verbal communication in different stages and aspects in the field of urban design	Lecture
Week 2	Techniques of communication in design Aesthetic, technical and conceptual techniques for creative outcome in urban design	Lecture+Assignment
Week 3	Tools and software Experimenting with various media	Lecture+Assignment

Week 4	Tools and software Application of softwares like Photoshop, CorelDraw, Illustrator, movie maker	Lecture+Assignment
Week 5	2D Representation of cities Graphical Communication in 2D-Representation of cities through Nolli's plan and other iconographic means	Lecture+Assignment
Week 6	Graphical representation of cities through various maps in urban design	Lecture+Assignment
Week 7	MID TERM ASSESSMENT	

Week 8	Graphical representation of cities through various lenses	Lecture+Assignment
Week 9	Map making through the ages, evolution of city representation	Lecture+Assignment
Week 10	Graphical Communication in 3D 3D printing, 3D representation techniques in virtual mode	Lecture+Assignment
Week 11	Literary & Artistic representation of cities Introduction of articles, poems, prose, stories	Lecture
Week 12	Literary & Artistic representation of cities Introduction to visual and performing arts, short movies, digital movies, digital illustration	Reading + Audio Visual Element
Week 13	Literary & Artistic representation of cities Thematic representation of Cities in Literature and Cities in Cinema	Assignment
Week 14	Written and Verbal Communication Verbal Communication- through Extempore and debates.	Debate
Week 15	Written and Verbal Communication Written Skills -Writing articles about issues in the cities or cities in general.	Arguments stemming out of the Studio exercise

S. No.	Stages of Evaluation	Weightage
1	First stage: Assessment	15
2	Mid Semester Examination	20
3	Third stage: Assessment	15
	Total	50
Course Instructors: (Ar Akanksha Ruchi Horo)		Head of Department : (Dr. Srinivas Daketi)

References:

1. Evergreen, Stephanie DH. Effective data Visualization: the right chart for the right data. New Delhi: Sage Publication, 2019
2. F. Punch, Keith. Introduction to Social research: Qualitative and Quantitative Approaches. London: Sage Publications, 2013
3. Interpersonal Communication, Steven A, Beebe, Susan J. Beebe, Mark V. Redmond, Pearson 2011
4. Soft Skills, Hariharan S, Sundararajan N, Shanmugapriya S.P, MJB Publishers 2010
5. Soft Skills, K.Alex, S.Chand, 2010
6. The ACE of Soft Skills, Gopalaswamy Ramesh, Mahadevan Ramesh, Pearson 2010
7. Understanding Interpersonal Communication, Richard West and Lynn H.Turner,Cengage Learning, 2010