

## HORT 226 – Landscape Graphics II by Jennifer Britton



*To design is to communicate clearly by whatever means you can control or master.*

*~Paul Rand*

For students in Environmental Horticulture pursuing the Landscape Design option, HORT 226 Landscape Graphic II serves as an introduction to understanding the opportunities offered by computer-based rendering and modeling technologies. Through the semester, students explore software applications common to the profession of landscape architecture including the Adobe Creative Suite and SketchUp. We meet for studio class twice a week on Tuesday and Thursday from 9:00-10:50 in Linfield Hall.

The class curriculum mimics work they will experience in their future careers with studio projects organized around rendering one site on campus- the new Hedges Suite. Students are tasked with developing a coherent set of computer renderings and layouts akin to professional conceptual presentations. Their first jumpstart project, "Placemaking" allows students time to amass technical skills in Adobe Photoshop and Illustrator while also introducing cultural landscape theory. Through introspective inquiry, students evaluate how values manifest in a landscape, specifically their impression of Montana's landscape, and how to create a graphic representation to convey this meaning.



*Drawing by Heather Begger*

Their next two assignments focus on rendering the Hedges Suite in plan, section, axonometric, and perspective through the use of Photoshop, Illustrator and 3D modelling in SketchUp. For graphic inspiration students have exposure to a wide range of creative works, including graphics from contemporary design firms. Their last project is the culmination of all parts. Students utilize Adobe InDesign to create a summation of the semester's work into both poster and booklet layouts. In the truest sense of graphic design, students contemplate font, color, and page to form a conceptual "story-line."



*Drawing by Patrick Heslin*

Although we have brief lectures throughout the term on relevant technical information needed to complete exercises and assignments, class time also provides opportunity for critique and feedback. Projects range from 2-4 weeks in duration with pin-up presentations for each project.

It's my goal that students leave HORT 226 with an extensive understanding and appreciation of graphic design generation and aesthetics.