Introduction

The ability to be creative is not just a talent that “some people have – and others don’t”. It is something that can be taught, nurtured at developed. Everyone has the ability to come up with great and unique ideas and generate remarkable concepts for design.

In the profession of Landscape Architecture, Architecture, Urban Planning and Urban Design – creating new and innovative ideas is an essential work skill. The ability to get inspired – and doing so efficiently and effectively is a skill you can acquire by consciously practicing techniques and tools to give you new perspectives and help you leap onto different idea planes.

Objectives

Techniques and methods for inspiration, and editing and refining design ideas will be the main focus of this class. A tool kit of design idea-making strategies and methods will be provided to strengthen your design ability and confidence.

Methods

Methods to tap into latent inspirations using the intuitive, the natural, the instinctive, the innate, the spontaneous, the unplanned and the impulsive will be explored in this seminar.
This class will further develop means of cultivating ideas, and improve ways to better listen, pay attention and put your intent towards a certain idea.

We will focus on ways to enable the individual designer by being conscious and intentional about design timing, workspace, and environment, understand and identify distractions, finding ideal work times and using metaphorical thinking. Design Inspiration tools and methods include; using narrative, music, site/place/notion, senses, different lenses, shifting perspective and 'if I were'-scenarios, individual and team brainstorming and the creation of mind maps.

Identifying appropriate tools for design, including form/function, pattern, program, performance (system driven/network driven) vs. social/environmental/economic/aesthetic balance driven will be studied. We will discover and define a set of rules for individual design process and use design palettes, mood boards, materials matrix, colors and style to help further and represent design ideas.

New ways of thinking are introduced, assumptions are challenged, reverse thinking and re-wording problems are employed to express ideas in new ways, with new media, combining and layering multiple ideas and using methods unfamiliar to you, to break though old patterns.

This seminar will help you understanding how to edit, evaluate and refine your own ideas and teach you an essential and very helpful skill for your design process: becoming your own best critic.

Sequence and intent

This class is a venue for exploration and innovation that requires the active participation and engagement of all class members. Students will be asked to contribute according to individual skills and areas of interest.

The class is a combination of on-campus classes, field trips, on-line class meetings, lectures, group discussions, readings, films, site visits, research, discussions, assignments and pin-ups.
Outcomes

PROFESSIONAL ETHICS: The ability to understand various methods for getting inspired while critically evaluating local and global social issues, diverse cultures, economic structures, and ecological systems and methods when expressing and critiquing ideas.

DESIGN: The ability to:

- Formulate questions and arguments about inspiration and the importance of inspiration within landscape architecture, architecture and urban planning.
- Determine processes and practices that evaluate and improve the design process through inspiration to conceptual/ formative actions that transform existing situations into preferred alternatives using living systems in constant flux.

COMMUNICATION AND REPRESENTATION: The ability to speak, write, create and employ appropriate representational media to effectively convey ideas.

CONTENT KNOWLEDGE: The ability to develop a critical understanding of ideas generated by different types of inspiration; and apply the histories, theories and practices of design and its role in reflecting and shaping culture, phenomena, poetics, ecology and environment.

Approach

This class is shaped by the instructor’s years of experience within the practice of urban planning + landscape architecture and within the field of design. We will together explore various ways of achieving inspiration and developing ideas within the design process itself, using method, logic, and intuition; trial and error, repetition, and magic; imagination, passion, and compromise.

Through this class you will further develop a working understanding of your source(s) of inspiration, your way of cultivating ideas to improve your design process and develop the necessary skills needed to effectively communicate design ideas and exercise your critical voice.
Projects and Assignments

This class requires weekly preparation of readings, research and assignments. You will be expected to participate in group discussions, to present your individual work and to participate in group presentation. Engagement, participation, persistence, preciseness and passion will be essential to the success of this class.

Grading and Evaluation

Attendance is mandatory and 100% collaboration with team members and classmates are essential to your success in this seminar.

Engagement, innovation, quantification and qualification of research, planning and design will all be included in the way you are evaluated.

Missed classes will result in lower grade. Research and production work beyond class hours and demonstration of progress in each class, will be expected.

Students will be assigned a letter grade at term end. Students will be evaluated based on their enthusiasm and commitment to investigating and advancing the process along with the quality of work, work ethics, verbal and graphic presentation skills and individual assignments.

You will in general be evaluated based on the following:

- Class Participation and Engagement in discussions: 60%
- Assignments/Sketch Book/ Clarity and Depth of Research/Resolution of projects: 40%

Readings

Required readings/articles/movies used for discussions will be shared throughout the semester.

Calendar - Important dates: - schedule subject to changes

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>01.25.13</td>
<td>Introduction to class</td>
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<tr>
<td>03.21.13</td>
<td>No Class – Spring Break</td>
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<tr>
<td>05.02.13</td>
<td>Jury Week</td>
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<tr>
<td>05.09.13</td>
<td>Final project due/ (analog and digital)</td>
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Dance Of Apollo With The Nine Muses, Thorvaldsens Museum, Denmark
Baldassare Peruzzi, Location: Galleria Palatina (Palazzo Pitti), Florence, Italy