

METROPOLITAN STATE UNIVERSITY OF DENVER  
Office of Academic and Student Affairs

**REGULAR COURSE SYLLABUS**

School of: Professional Studies

Department: Engineering Technology

Prefix & Course Number: ARCH 3003 Crosslisted With\*:

Course Title: Digital Presentations in Architecture

Banner course title (30 characters): Digit. Present. in Architect.

Check All That Apply: Required for Major: Required for Minor:  Specified Elective:  
Required for Concentration: Elective: Service Course:

To receive Title IV financial aid funds, all institutions of higher education must comply with the federal definition of a credit hour. The Higher Learning Commission requires institutions to maintain policies and procedures for verifying compliance with this definition.

**Federal Credit Hour Definition:** A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than:  
(1) one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks for one semester or trimester hour of credit, or ten to twelve weeks for one quarter hour of credit, or the equivalent amount of work over a different amount of time; or (2) at least an equivalent amount of work as required in paragraph (1) of this definition for other activities as established by an institution, including laboratory work, internships, practica, studio work, and other academic work leading toward to the award of credit hours. 34CFR 600.2 (11/1/2010)

Credit Hours: 3 (2+2)

Face-to-Face or Equivalent Hours per course:

Lecture 30 Lab 30 Internship Practicum Other (please specify type and hours):

Additional Student Work Hours per course:

Schedule Type: B Grade Mode: L

Variable topics umbrella course: No  Yes If Yes, number of credit hours allowed

Specified repeatable course: No  Yes

APPROVED:

[Signature] Jan. 28, 2014  
Department Chair OR Program Director Date  
[Signature] 1-30-14  
Dean OR Associate Dean Date  
[Signature] 03/13/14  
Associate VP, Academic and Student Affairs Date

\*If crosslisted, attach completed Course Crosslisting Agreement Form

Prefix and Course Number: ARCH 3003

**Prerequisite(s):** CET 1215 with grade "C" or better or permission of instructor

**Corequisite(s):** none

**Prerequisite(s) or Corequisite(s):** none

**Banner Enforced:**

**Prerequisite(s):** CET 1215 with grade "C" or better or permission of instructor

**Corequisite(s):** none

**Prerequisite(s) or Corequisite(s):** none

**Registration restrictions:** Level \_\_\_\_\_ Class \_\_\_\_\_ Program/Major \_\_\_\_\_ Student attribute \_\_\_\_\_

**Catalog Course Description:**

The course introduces students to traditional and contemporary presentation techniques that could be applied to the professional field to the architecture profession. The goal of the course is to enable students to self-manage their professional life, and creatively use different media platforms.

**Specific Variable Topics Course Description (if applicable, umbrella course description included above):**

**Required Reading and Other Materials will be equivalent to:**

Course material provided by faculty.

Recommended Materials:

1. Daniel, James (2009). *Crafting Digital Media: Audacity, Blender, Drupal, GIMP, Scribus, and other Open Source Tools (Expert's Voice in Open Source)*. New York, USA: Springer-Verlag AG
2. Chen, Alice - GAMG, Chen (2010). *Using Free Scribus Software to Create Professional Presentations: Book Covers, Magazine Covers, Graphic Designs, Posters, Newsletters, Renderings and More*. USA: ArchiteG, Inc
3. Budelmann, Kevin - Yang, Kim - CURT, Wozniak (2010). *Brand Identity Essentials: 100 Principles for Designing Logos and Building Brands*. USA: Rockport Publishers
4. Baron, Cynthia, L. (2009). *Designing a Digital Portfolio*. USA: New Riders
5. Keller, Maura (2010). *Design Matters: Portfolios 01: An Essential Primer for Today's Competitive Market, Volume 1*. USA: Rockport
6. Caplin, James (2008). *I Hate Presentations: Transform the way you present with a fresh and powerful approach*. USA: Capstone

**Specific, Measurable Student Behavioral Learning Objectives:**

Upon completion of this course the student should be able to:

1. Interpret the different trends in digital world
2. Interpret presentation techniques
3. Interpret visual communication techniques
4. Interpret the different trends in open source workflow
5. Illustrate their engineering publicational materials.
6. Write professional autobiography.
7. Produce personal promotional engineering materials.

**Detailed Outline of Course Content:**

- I. The Subject of Publishing
  - A. Introduction to Presentation
  - B. Presentation fundamentals
- II. Presentation techniques
  - A. Visual Communication Methods
  - B. Presentation, Portfolio, Brand and Graphic Examples
  - C. Relationships between text and image
  - D. Behind 5 slide presentation

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- III. Professional Life Management Manually
  - A. Engineer's Curriculum Vitae
  - B. Techniques
- IV. Professional Life Management Digitally
  - A. Open source and/or Web-based Workflow Applications
  - B. Digital Portfolio
  - C. Architectural and Engineering Brand Samples
  - D. Digital Documentation of Engineering Materials
- V. How to make a Low Budget Office?
  - A. Reasons
  - B. "Think Different" or "Think Open" ?

**Evaluation of Student Performance:**

1. Projects
2. Exams
3. Homework
4. Presentations
5. Class participation