

Field Observation

ASSIGNMENT SHEET 22 SEPT. 2011

How do design decisions affect the way that people act? Choose a place in the area that is frequented by a number of people. Visit your place and watch what goes on there. Who goes there? What do people do there? How do people interact with each other? How do they move through the environment, and how do they relate to their surroundings? What sensory cues – visual, tactile, aural, scent – shape the place? Consider systems like architecture, landscape architecture, customer service plans, wayfinding, and signage, and examine the influence of other people who occupy the space and the effects of surrounding environments. Do people try to circumvent design cues?

Tell us about your place and what you observed. Use at least two of these three methods to convey your findings: ① a sketch map; ② a photo or sketch series; ③ a timeline; or ④ a diagram.

The first half of this assignment involves observing how a small part of the outside world works. The second half asks you to articulate your observations within the limitations of a particular medium.

Present your materials as a series of slides, sized for presentation on the classroom projector. Your slide series should stand alone: please include enough text that we can understand your place without spoken narration. Organizational structure and storytelling matter here. Consider the order of slides and how much information each slide contains. Type and images should be readable on a projection screen, viewed from across the room.

DELIVERABLES: a set of slides, 1024 × 768 px, in PDF or JPEG format.

Schedule	22 Sept.	Start project
	29 Sept.	Present project

Evaluation	VALUE	CRITERION
	50%	Depth of observation
	25%	Explanatory value of presentation: do the slides stand alone?
	25%	Presentation visuals and organization