

LARC 3510 REGIONAL DESIGN + ECOLOGY | FALL 2023

| Assignment 04 Designing a Narrative

Due: Monday, September 18th at 1:30pm
25 points

Everything around us has a story. Designers have the responsibility to express that story, or narrative through design.

“Call My Name, Clemson” by Rhondra Robinson Thomas was the catalyst for Clemson’s Black Heritage Trail project. Dr. Thomas is directly involved with the project and is the executive leader for the leg of the trail that will be on campus. The novel documents the black experience at Clemson University and includes essays written by black Clemson students, faculty, and staff, including Dr. Thomas. The novel documents the stories of the people who built Clemson University, who have been overlooked by history.

For the purposes of this assignment, I’d like you to read “Call: The Twelve-Year-Old Felon” from Rhondra Robinson Thomas “Call My Name, Clemson” and design a landscape that tells the story.

The site will be the Lowry Courtyard. You do not have to respect the existing conditions. Plants, sidewalks, or other site furnishings can be removed. The only thing that must stay are the steps, buildings, and entrances.

Your design should include:

1. *Use form, materials, space (voids), scale, color, light (shade):* use these tools to elicit emotion.
2. *Tell the story:* use the essay. It’s ok to be abstract, but make sure every design choice has a purpose.
3. *Guide the user through the site:* think about how a person will enter and exit the site. Does the story change based on how they enter the courtyard?

Your site plan can be hand-rendered or digitally produced. If you choose to hand-render, it must be scanned prior to the due-date and uploaded to Canvas. The site plans do not need to be at an exact scale, but must be proportional (i.e. dimensions should make sense for the site). I am not looking for construction documents or CAD, I am looking for an illustrative site plan. Selected plants and materials must be called out in plant/materials table.

Supplementary drawings should also be included and can consist of quick sections or perspectives, or images of key elements of the design.

A written design statement between 5 and 10 sentences should discuss how your design reflects the narrative.

| Rubric

Criteria	Description
Design Concept Narrative (5)	Written statement is included and explains the intent of the design decisions and how they reflect the narrative of the essay. Location, plants, materials, scale, and other design decisions are discussed. No spelling or grammatical errors.
Site Design (10)	Design shows evidence of critical thinking and an in-depth understanding of the writer’s story. The design creates an emotional response.
Graphic Quality (7)	Graphics are clear and legible and can be presented at a scale that will engage an audience. Line work, texture, scale, proportion, and color are used effectively. Program elements and important features are labeled in a way that does not detract from the design.
Delivery (3)	Presenter gives a brief overview of the story they are designing for and describes their design concept in detail. Presenter appears calm and does not rush through elements of the design. The delivery is smooth with limited pauses.