

SPRING 2022

CLEMSON UNIVERSITY

URBAN DESIGN STUDIO

WORLD DESIGN STUDIO (WDS)



Final Studio Requirements CU-ICAR Project

LARC 4540

Urban Design Studio

Spring 2022

M,W 1:25 – 5:25, F 1:25 – 4:30

Professor Hala Nassar

Urban Design Final Requirements and Presentation

For this final phase of the project, you will develop full presentation proposals based on your conceptual and schematic design proposals. As part of final phase of design development, you will provide rendered presentation drawings and boards to illustrate your urban design proposal for CU-ICAR. These should be sufficiently grounded in the larger urban context as well as your individual site's conditions as to support land use and circulation programs, address the site's strengths, weaknesses, opportunities, threats, and design strategies, consider similar design precedent, and express urban design solutions for the future growth and development of CU-ICAR campus in Greenville, SC.

Final boards should include and address:

Use of broad theoretical concepts like resiliency, sustainability, regenerative design, community vibrancy, ecological design etc.

Design Response to site analysis, site conditions, cultural, historic, and demographic conditions, and context

Response to SWOT analyses and/or their equivalent from analysis phases

Broad conformance with CU-ICAR and Greenville land uses maps and sustainable development goals

Use of existing work done to illustrate your analysis and concepts

Use of case studies and design strategies to support your concept when needed

Use of inspirational site-specific case studies.

Submittals

Design proposal should include rendered masterplans of your areas supported by descriptive text, concept narrative, and diagrams (explaining concepts, scientific or natural processes), sections, oblique aerials, perspectives, and renderings of:

Masterplan

urban design plan for selected specific areas of design,

component masterplans or typological masterplans

land use plan,

circulation/mobility plan,

Open space, natural systems, and ecological component plans

Perspectives illustrating the spatial qualities of your proposals at birds-eye through human eye levels emphasizing your main design ideas and strategies

Title includes:

- Studio title block for CU-ICAR project
- WDS Logo,
- Project Title, Campus and Conceptual approach
- Title of your specific project/s

Boards (Posters)

Size of boards – 36 x 60 depending on project scope and need for illustration in Portrait Format

Number – minimum 2-3

Location maps explaining the geographic area/context

Narrative explaining concept/s, principles, goals, design strategies. Text should be added to provide explanations of all illustrations on the boards.

Master plan of entire project and immediate context –

3 enlargement plans of selected areas within the masterplan with location key plan. All drawings should include descriptive legends and captions.

1 proposed land use plan (diagram), 1 proposed circulation plan (diagram), 1 open space natural systems plan (diagram), 1 other based on project nature (diagram)

6+ illustrative drawings to explain design ideas: Combination of perspective renderings and section elevation

Diagrams (explaining concepts, scientific or natural processes), sections, oblique aerials, and elevations as needed in consultation with professor.

Supportive data from Community Engagement Mapping exercise and survey at CU-ICAR

Grading criteria

Grades are based on demonstrated evidence of urban design learning of all studio phases and ability to synthesize and apply knowledge towards a final urban design proposal. Grades are based on final design boards completion, depth and insights of proposed design solutions and requirements, suitability of proposed design to site and city conditions related to conceptual approach and design theory, quality of graphic presentation, thoroughness of design narrative, and professionalism of verbal presentation.

Final Submittals

All semester work needs to be packaged and submitted in digital copies on a flash drive on final presentation day for final grading purposes. Additional time could be requested if needed. Final design boards will be plotted and ready for final design review.

Final Review

Thursday May 5th at 9:17 AM for setup/pinup

Presentations starts at 10:00 AM

Final Design Requirements

New Yangzhou Grand Canal; Eco Regenerative Healthy Corridor



Urban Design Final Requirements and Presentation

For this final phase of the project, you will develop full presentation proposals based on your conceptual development, programming, and schematic design. As a part of the final phase of design development, you will provide rendered presentation drawings in board format to illustrate your urban design project for Yangzhou Grand Canal, Eco Regenerative Healthy Corridor. These should be sufficiently grounded in the larger urban context as well as your individual site conditions as to a) support land use, circulation programs, b) address site's strengths, weaknesses, opportunities, threats, and design goals & strategies, c) consider similar design precedent, and d) express urban design solutions for the future growth and development of Yangzhou and the Grand Canal, China.

Final boards should include and address:

- Use of broad theoretical concepts including healthy city, regenerative design, ecological restoration, and design etc.
- Design response to site analysis, site conditions, cultural, historic, and demographic conditions, and urban context
- Response to SWOT analyses from both analysis phases
- Broad conformance with Yangzhou, Grand Canal and New Yangzhou's land uses maps and sustainable development goals.
- Use of existing work done to illustrate your analysis and concepts.
- Use of case studies and design strategies to support your design.
- Use of inspirational site-specific case studies.
- Design solutions reflecting how concepts are utilized in creating proposed spaces.

Submittals

Design proposals should include rendered masterplans of your project area supported by descriptive text, concept statement, design goals and principles drawn from your previous work, and diagrams (explaining concepts, scientific or natural processes), sections, oblique aerials, perspectives, and renderings of:

Masterplan

urban design plan for selected specific areas of design,
component masterplans or typological masterplans

land use plan,

circulation/mobility plan,

Open space, natural systems, and ecological component plans

Perspectives illustrating the spatial qualities of your proposals at birds-eye through human eye levels emphasizing your main design ideas and strategies.

Title includes:

- Studio title block for Yangzhou
- WDS and Partners' Logos
- Title of Project
- Title of your specific project/s

Boards (Posters)

-Size of boards – 36 x 60 in portrait format

-Number – minimum 3

-Location maps explaining the geographic area/context.

-Narrative explaining concept/s, principles, goals, design strategies. Text should be added to provide explanations of all illustrations on the boards.

-Master plan of entire project and immediate context –

-3 enlargement plans of selected areas within the masterplan with location key plan. All drawings should include descriptive legends and captions.

-1 proposed land use plan (diagram), 1 proposed circulation plan (diagram), 1 open space natural systems plan (diagram), 1 other based on project nature (diagram)

-Minimum of 6 illustrative drawings to explain design ideas: Combination of perspective renderings and section-elevation

-Diagrams (explaining concepts, scientific or natural processes), sections, oblique aerials, and elevations as needed in consultation with professor.

Grading criteria

Grades are based on demonstrated evidence of urban design learning of all studio phases and ability to synthesize and apply analysis and conceptual knowledge towards a final urban design proposal. Grades are based on final design boards completion, depth and insights of proposed design solutions and requirements, suitability of proposed design to site and city conditions related to conceptual approach and design theory, employment of conceptual

principals to design solutions, quality of graphic presentation, thoroughness of design narrative, and professionalism of verbal presentation.

Final Submittals

All semester work needs to be packaged and submitted in digital copies on a flash drive on final presentation day for final grading purposes. Files to be saved in an editable PDF format. Final design boards will be uploaded to Canvas by Sunday April 30th at 9:00 PM EST.

Final Review

Final digital presentation with the WDS students and faculty of Ain Shams University and Huazhong Agricultural University on:

Monday, May 1st	at 1;20 PM	Lee III G-06
Tuesday, May 2nd	at 9;30 AM	Lee III G-06