

P2a Mens/Human Being – Undefined

AvB Amsterdam, landscape architecture, Spring 2014

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Lesson 03: February 19, 2014

Week 3 elaboration of research

Homework SWOT analyses
2nd research: questionnaire/photos/experiment results/maps
Products for research presentation at BAUT

Program

19:30 uur – 19:35 uur	installing presentation of models and maps, pictures
19:35 uur – 19:45 uur	book presentation (if applicable)
19:45 uur – 20:30 uur	presentation of homework to the visiting critic; therefore also explain briefly your target group. There is 5 min per team so be brief and to the point
20:30 uur – 20:45 uur	Visiting critic Karin Christof gives a short résumé/comments
20:45 uur – 21:05 uur	Individually (not in duo's): How do I define a design task? Write down two design proposals. These spatial assignments both serve the location as well as they fit the target group (try not to think in solutions). Give your personal design attitude.
21:00 uur – 21:25 uur	discussion of the design assignments.
21.25	end of lesson

Homework

1. SWOT analysis:

Make a brief analysis of your location in relation to your target group. What are the pro's of the current use? What doesn't function well? And also what chances do you see for improvement of the location, what are the potentials regarding your target group? But also: are there any risks or threats that you should take into account?

	Positive	Negative
Now	Strengths	Weaknesses
After	Opportunities	Threats

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2. Finalizing the research

After two weeks of general research this is your last chance to gather the information that you might feel is still lacking. The SWOT analysis and writing of a design assignment might help you to define what you still don't know about your target group and/or location. Maybe you need to involve your target group with an intervention? Maybe you have to do an experiment with your group? Maybe you have to rewrite your questionnaire, or do you have to quantify your *observations*...?



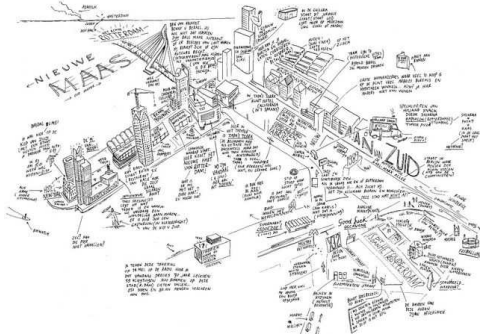
Marina Abramovic, MoMa 2010 'The artist is present'



Tilman Meyer-Faje, 'Buurtkroket' in Almere

3. Resultmaps

Translate the results of your research into images. For instance narrative cartography as shown by Reijndorp and Reinders, where stories, memories or happenings are visualized in maps. Or you could present them in story boards like Rothuizen does.



Kop van Zuid area ad drawn by Jan Rothuizen

3. Design Proposals

Write down 2 proposals for a design based upon the exercise in class. Maximum length 50-100 words. A sparkling sketch or inspiring object might be added.

4. Products for your research presentation at BAUT Friday, February 28, 2014

(14.00 - 15.00 hrs: Presentation P2A Mens and 5.00 - 16.00 hrs: Presentation Vormstudie)

Presentation of 20 slides maximum to be shown within 10 minutes per couple. Please present:

1. brief & precise description of target group+location, images and words
2. three result maps
3. two improved design proposals in 50 words each.

E-mail your homework to: mathias@legu.nl