

Architecture Studio: 2nd Year Fall

Fall 2011, CMU, Arch #48-200, M/W/F 1:30-4:20
Class Website: www.andrew.cmu.edu/course/48-200

Coordinator: Kai Gutschow
Email: gutschow@andrew.cmu.edu
Off. Hr: M/F 12:00-1:00pm & by appt. in MM302

(10/2/11)

PROJECT 1 – BUILDING SHELTER

ASSIGNMENT 1E: (for Wed. Sept. 7)

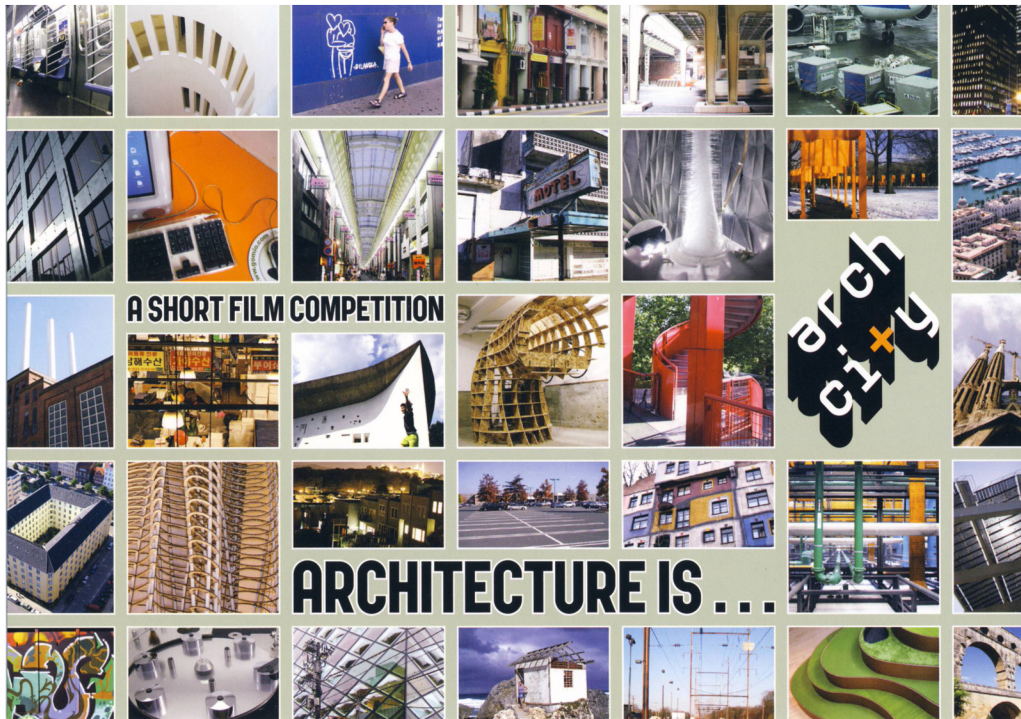
- It is essential that you begin with shared goals. After forming the teams and creating the Contract, all teams should discuss and come to a general consensus to the question of “What is architecture?” and how it might apply to giving “meaning” to your shelter project(s).
- Each team should document its response to this question in a short, 3-minute video clip that must follow the guidelines of, and be submitted to the CADSF “Architecture is...” competition.
- The competition website and instructions can be found at: http://cadsf.org/Programs/Architecture_Is.htm
- Create ideas, scripts, and story-boards to represent your ideas clearly
- Create videos using editing software such as JayCut or YouTube Video Editor, or other software and equipment available on web or campus.
- Follow all competition guidelines, and all legal advice, including copyright issues on songs and images.
- Follow the instructions at "How to Submit your Entry" in order to have your team's film considered. See: <http://aiasf.org/images/ArchIs/HowToSubmitYourEntry.pdf>
- Create a YouTube account, and upload your team's film to YouTube and tag it with “architectureis”
- Register your team's entry at: <http://architectureis.eventbrite.com>.
- Subscribe to the “Architecture Is...” YouTube channel <http://youtube.com/architectureis>
- Also upload all videos to studio blog <http://cmuarch2015.wordpress.com/> for easy review by peers and faculty. Be sure blog versions of video have proper credits (student names, video title, date, instructor).



Info at: http://cadsf.org/Programs/Architecture_Is.htm

Register at: <http://architectureis.eventbrite.com>.

YouTube at: <http://youtube.com/architectureis>




CENTER for ARCHITECTURE + DESIGN
130 Sutter Street, Suite 600
San Francisco CA 94104
t. 415 362 7397

CALL FOR ENTRIES
www.cadsf.org

ENTRY DEADLINE
September 8 at 1:00 pm

CATEGORIES
Youth [13-18 years]
Adult [19+ years]

QUESTIONS?
Rebecca Kennedy
Awards Intern
rkennedy@aiasf.org
415 874 2623

The Center for Architecture + Design invites you to enter Architecture Is... our first short film competition. Young or old, architect or accountant, architecture means something different to each of us. We want to hear your unique perspective on what architecture means to you. All films will be featured on the Architecture Is... YouTube channel.

HOW TO ENTER

Register at www.architectureis.eventbrite.com.
Create a short film telling your story of what architecture is to you and post it on YouTube. Additional details can be found at www.cadsf.org.
This competition is free to enter. Separate registration required for each film. Limit 3.

RECOGNITION AND PRIZES

The top film from each category will be shown during the 2011 Architecture and the City festival film series this September. In addition, winners will receive an iPad 2. Second place winners will receive a Kodak PlaySport Cameras.

Architecture Is... is made possible thanks to the support of the National Endowment for the Arts, American Architectural Foundation, CNA Insurance, Victor Schinnerer & Company, Inc., and The San Francisco Public Library. This program is presented as part of the 2011 Architecture and the City Festival and co-sponsored by AIA San Francisco.



WHO WE ARE
PROGRAMS
Architecture + the City
Architecture Is...
Exhibitions
Tours
SUPPORT US
CONTACT US



The Center for Architecture + Design invites you to enter *Architecture Is...* our first short film competition. Young or old, architect or accountant, architecture means something different to each of us, and we want to hear what it means to you! Is it the beams and columns that hold up your home? Is it the way a skyscraper makes you feel like an ant in the city? Or is it how the built environment makes you move through space?

HOW TO ENTER

- Register at <http://architectureis.eventbrite.com>.
- Entries due by **Thursday September 8 at 1:00 PM (PST)**.
- This competition is free to enter
- Separate registration required for each film. Limit three.
- Upload your film to YouTube and tag it "architectureis".
- Entrants must follow the instructions at "How to Submit your Entry" in order to have your film considered.

CATEGORIES

- Youth [13-18 years]
- Adult [19+ years]

RECOGNITION + PRIZES

- Each filmmaker is only eligible to win one award.
- The top film in each category will be shown during the 2011 Architecture and the City Festival Film Series on September 28th, 5:30 PM at the San Francisco Public Library, 100 Larkin Street. In addition, these winners will receive an iPad 2.
- Second place winners will receive a Kodak PlaySport camera.
- All films will be featured on the Architecture Is... YouTube channel.

CRITERIA

- Each film should be **no longer than 3 minutes** in length.
- Each film must be written, directed, and produced by the entrant.
- Films will be judged based on originality, creativity, and ability to convince others of the importance of architecture.
- Production value will only be considered to the extent that it affects the viewers' ability to understand the film.

RULES + ELIGIBILITY

- Entrants must be 13 years or older. Entrants age 13-17 must have permission to submit from a parent or legal guardian. Entrants age 18 and under are also encouraged to list an adult contact (i.e. parent, guardian, school mentor).
- All copyrighted material must either have the permission of the artist or be available through a Creative Commons license (see [here](#) for a list of legal music for videos).
- Videos with content deemed offensive or otherwise inappropriate will be removed from the contest by Center for Architecture + Design.
- Entries created by more than one person must list a primary contact person. If films with more than one creator receive awards, Center for Architecture + Design takes no responsibility for determining how to distribute prizes.
- By entering Architecture Is... participants agree to allow Center for Architecture + Design and AIA San Francisco permission to use and distribute film entries and participant information in any social media or otherwise. Participants also agree that their video may be shown publicly.
- All decisions made by the jury will be considered final.

JURY:

Ila Berman, Director of Architecture, California College of the Arts
Clark Manus, FAIA, President, American Institute of Architects
Chris Gee, Filmmaker, Architect
Jenny Bolario and Luis Flores (Youth Jurors), Youth Radio

Architecture Is... was made possible thanks to the support of the National Endowment for the Arts, The American Architectural Foundation, CNA Insurance, Víctor O. Schinnerer & Company, Inc., and the San Francisco Public Library.

HOW TO SUBMIT YOUR ENTRY:

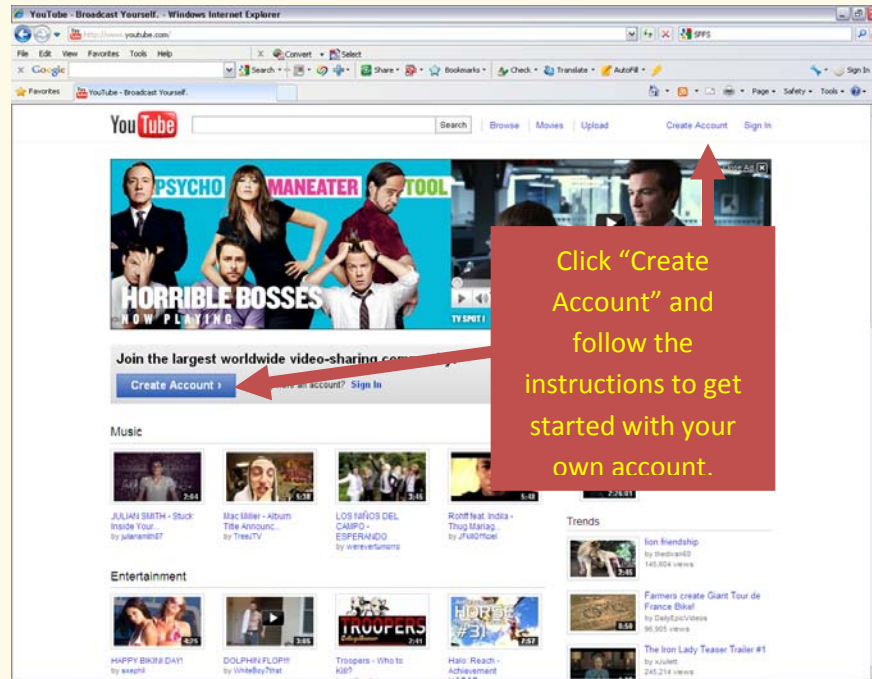
http://aiasf.org/images/_ArchIs/HowToSubmitYourEntry.pdf

To enter *Architecture Is...* create a short film, upload your film to YouTube following the special guidelines below, and register for the competition online. *Be sure to follow our instructions when uploading your film to YouTube to ensure it is added to the Architecture Is... channel.*

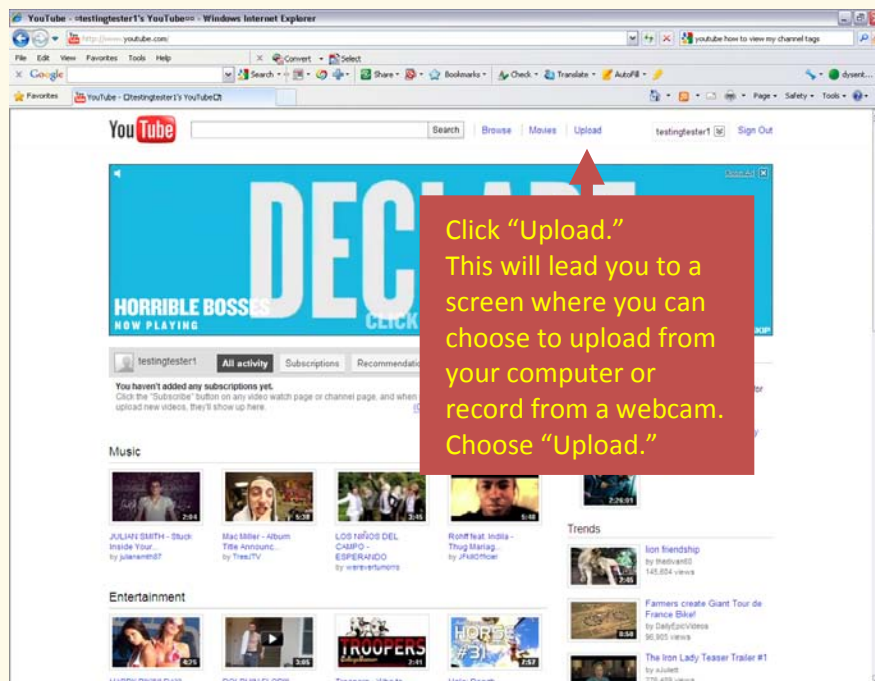
Step 1: Create your Video.

Create a film expressing what *Architecture Is...* to you. Maybe you will tell us about the way the built environment influences your daily routines, or about your passion for one of your favorite spaces. Free online video editing software such as [JayCut](#) or [YouTube Video Editor](#) can help you edit your video and sound easily.

Step 2: Create a YouTube account (if you don't have one already).



Step 3: Upload your film to YouTube and tag it with "architectureis"



The screenshot shows the YouTube 'Video File Upload' page. The video title is 'Test' (6.23M) and the upload progress is 100%. The 'Video information and privacy settings' section includes:

- Title:** Test
- Description:** (empty text area)
- Tags:** architectureis
- Category:** -- Select a category --
- Privacy:** Public (anyone can search for and view - recommended)
- License:** Standard YouTube License

Three red callout boxes provide instructions:

- Top right: "This is where you can enter a Title and Description for your video." (points to the Title and Description fields)
- Middle right: "Remember to type 'architectureis' into the Tags field. This is an important step that will ensure your film is entered in the contest." (points to the Tags field)
- Bottom right: "Click 'Save Changes' when you are done." (points to the 'Save changes' button)

Step 4: Fill out the online registration for *Architecture Is...*

Entrants that do not register for the competition will not be considered by the jury and are not eligible to win awards. To register for the competition, go to <http://architectureis.eventbrite.com>.

Step 5: Subscribe to the *Architecture Is...* YouTube channel (<http://youtube.com/architectureis>) and show your film off to friends and family. Check back often to see entries as they come in.