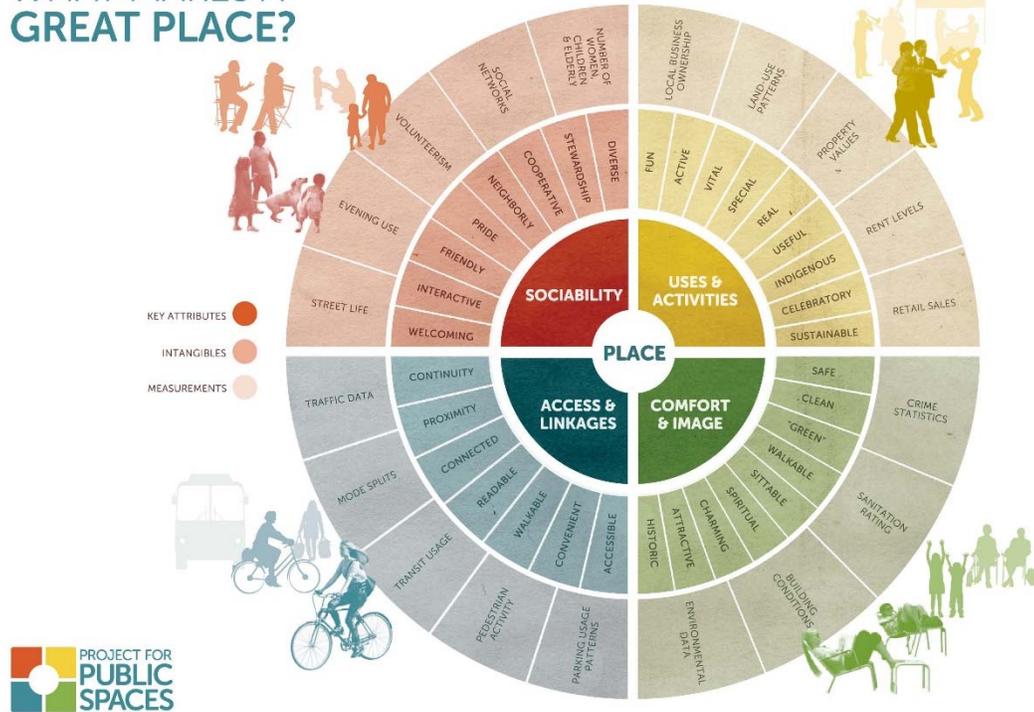


## WHAT MAKES A GREAT PLACE?



*Photos of two similar Place-Types on Campus*

### PROJECT THREE: Place Matters, Research Report

This assignment will introduce students to principles and methods of conducting primary research using inductive reasoning related to place-analysis. Students will learn to map and document visual observations, generate hypotheses and develop research criteria for analyzing a 'place worth caring about' (phrase coined by James Howard Kunstler) and test these criteria using a positive and negative example on Morgan's Campus. All four parts of the completed research will be presented in an illustrated research report.

# SPRING 2018 ARCH 101 CONCEPTS & THEORIES I PROJECT 3

## MSU SA+P Undergraduate Architecture and Environmental Design Program (AREN)

---

### **Objectives**

- Develop techniques for observing, documenting and mapping the built environment
- Conduct visual analysis of the built environment
- Develop a research plan and conduct primary research of the built environment using scientific methods
- Communicate research findings in report form using appropriate methods of written and visual communication.

### **Resources**

#### *Theory of Place*

William Whyte, The Social Life of Small Urban Spaces (video)

James Howard Kunstler, TED Talk (video)

"What Makes a Successful Space", Project For Public Spaces (website)

#### *Research Methods*

Driscoll, Introduction to Primary Research (article)

Duke University Writing Studio (Article)

Research Tutorial Video (video)

### **Submission Requirements**

**P3.1 Research Preparation– Literature Review and Graphic Notes: Due in Lab & Bb 03/02**

**P3.2 Place Selection and Documentation: Due on Bb & Lab 03/09**

**Note: Printed Blank Survey Instruments required for P3.3 Due in Lab 03/09**

**P3.3 Site Inventory, Photos, Diagrams w/Captions Due in Lab & Bb 03/16**

**Note: Printed Hypothesis for P3.4 Due in Lab 03/16**

**P3.4: Research Hypothesis, Criteria and Findings: Due in Lab & Bb 03/26**

**P3.5 Research Report Due in Lab 3/30 & Bb 04/1**

### **Process & Submittals**

**P3.1 Research Preparation – Literature Review and Graphic Notes: Due in Lab & Bb 03/02**

#### **Literature Review**

READ/WATCH the following articles and videos:

William Whyte, The Social Life of Small Urban Spaces (video)

James Howard Kunstler, "The Ghastly Tragedy of the Suburbs", TED Talk (video)

"What Makes a Successful Space", Project For Public Spaces (website)

Driscoll, Introduction to Primary Research (article) (*Note: Pay primary attention to the method of Observation. This class will not conduct interviews or human surveys*)

#### **Graphic Notes**

Prepare graphic notes for each article and video per the outline:

1. Citation - include author, title, publication, date...
2. Source– 1-2 sentence background info on author/source
3. Vocabulary (10 minimum) Focus on words and key concepts introduced by the author
4. Outline article/video with short summary for each section

Prepare Graphic notes where applicable

**P3.2 Place Selection and Documentation: Due in Lab & Bb 03/09**

5.

**Place Selection**

For this study, we are performing a comparison of open spaces between buildings on our Morgan State University campus. Select one of the Place-Types listed below and identify a GOOD example and a BAD example that can be found on Morgan's campus:

Place-Types

- |                |   |
|----------------|---|
| 1. Quadrangles | 4. Enclosed Gardens and Roof Gardens    |
| 2. Courtyards  | 5. Building Drop-offs (cars and people) |
| 3. Plazas      |   |

Walk the campus, visit all examples of your selected Place-Type on campus, and select the two places that you will compare and analyze. Make your selection carefully as your entire research project will be focused on analyzing and explaining what works in one of your selected type of place and how the other selected same type place is deficient.

**Documentation**

Compile and print the following documentation (5-pages):

Page 1 - Campus Map – Using the 1"=500' [Campus Map – no text](#), create a map that indicates the perimeter of the two places you have selected and which of the two places is:

- **PLACE A: 'worth caring about'**
- **PLACE B: 'not worth caring about'.**

Page 2 & 3 - Photo with Caption Prepare a one-page introduction each for **PLACE A** and **PLACE B** to include:

Full Page Color Photo (Tip: take multiple photos and try different vantage points to find the views that express what you are seeing and aim for clarity and legibility in your shots.)

Description (below photo) Write a **1-2 sentence description** (*one for each selected place*) referring to the place you have selected, its name, size and location on campus, major features that qualify it as one of the Place-Types listed, and whether it is being considered as the good or bad example.

Page 4 & 5 - Site Plan w/ graphic scale (Full-page) Enlarge a portion of the [Campus Map – no text](#) for **PLACE A** and for **PLACE B**. The enlarged map should include a graphic scale in feet and be cropped to include the entire area of study and show selected places and their immediate context to scale.

**P3.3 Site Inventory, Photos, Diagrams and Captions Due in Lab & Bb 03/16**

**Site Inventory Note: Printed Blank Survey Instruments required for Lab 03/09**

Print Survey Instruments provided by Gehl Institute including instructions. Bring these to class. You will use these to conduct an initial inventory of **PLACE A** and **PLACE B**. You will complete, scan and submit these worksheets

[Gehl Institute Survey Instruments](#)

SPRING 2018 ARCH 101 CONCEPTS & THEORIES I PROJECT 3  
MSU SA+P Undergraduate Architecture and Environmental Design Program (AREN)

---

### Photos

Document the TWO selected places (one that matters and one that does not) with SIX excellent photographs (3 for each place x 2 places) that convey very clearly which place you think is worth caring about and which one is not worth caring about. **(see Checklist at end)**,

- The first image will document key elements of the built environment
- The second image will document key elements of the natural environment
- The third image will document the human activity

Tip: take multiple photos and try different vantage points to find the views that express what you are seeing and aim for clarity and legibility in your shots.

### Diagrams

Summarize the findings of your **Site Inventory**, by preparing a full page plan for each space indicating the relative position of the key elements of the built environment, natural environment, and human activity, and noting the viewpoint from where each of the selected SIX images is taken. This should be drawn by hand on an 8.5 x 11 sheet of paper. Provide a legend for any symbols or color codes that you use.

### Captions

Write a 1-2 sentence caption for each image, and for each plan. **(Total 8 captions)** The captions should use appropriate vocabulary and names to explain to the viewer what they are looking at and why it is significant.

## ~~P3.4 Research Hypothesis, Criteria and Findings: Due in Lecture & Bb 03/26~~

### ~~Research Hypothesis Note: Printed Hypothesis Due in Lab 03/16~~

~~Once you have selected and documented your two Places, you will develop HYPOTHESES for two research questions:~~

- ~~• Which factors contribute to the positive experience of the **Place Worth Caring for**~~
- ~~• Which factors contribute to the negative experience of **Place Not Worth Caring for**~~

~~Provide Tentative answers, at least 2, for each of the above two questions:~~

#### ~~Bad Example:~~

~~**Built Environment:** *A place surrounded by good buildings is worth caring about.*~~

~~**Use:** *The more a Place is used, the better it is.*~~

~~The first is general and hard to measure. What makes a good building? The second doesn't provide insight and could be false. A crowded restaurant might be good but a crowded bathroom? Improve by focusing on specific qualities, like the buildings "ability to **define space**" or "provide an **active and permeable membrane** (use vocabulary and concepts from the literature and videos). Do the people rush or linger, talk to each other or mind their own business?"~~

#### ~~Better Examples~~

~~**Built Environment:** *The consistency in Building Heights benefits Morgan's Academic Quad in comparison to the inconsistency in Building Heights surrounding the Student Center Quad*~~