

UBPL 735: Site Planning

Farm/Ranch Theme Poster

Due April 8th

Background

We know that our client would like any improvements to Camp Shalom to be in accordance with a “farm/ranch” theme. This theme is getting into the part of site design taken up by Lynch and Hack (1984) in their “Chapter 6: The Sensed Landscape and Its Materials.” They explain,

The sensed quality of a place is an interaction between its form and its perceiver. It is irrelevant in a sewer layout or in an automated warehouse. But wherever people are, it is a crucial quality. Sensuous requirements may coincide or conflict with other demands but cannot be separated from them in judging a place (pg. 153).

(Please note - if you would like to read more of Lynch and Hack, the Hatch Reading Room has multiple copies of their book.) The “sensed quality” is getting at how a place looks, feels (to the touch), sounds, tastes, and smells. A place with a farm/ranch theme is going to evoke a person’s senses differently than a place with a modern, space age theme.

A site design must layout a vision of such themes to unite the design and give guidance to future improvements. One person’s “farm/ranch” theme may be another person’s cheap rip-off of old, Hollywood cowboy movies. Thus, it is important to get that “theme” out of the designer’s head and onto paper.

Assignment Instructions

Your farm/ranch theme poster can be one large poster or multiple 11” x 17” posters. Your poster or posters will depict what the farm/ranch theme means to you. The poster(s) must get across how your design attends to the “sensed quality” of Camp Shalom. As a result, the poster must be organized around the 5 senses (sight, sound, smell, touch, and taste) and include (at a minimum) the following: building materials, architectural style, color palette, and what I’m calling “inspiration.”

For your color palette consult Betty Edwards’ book pages 231 – 240 and the color wheel (figure 11-3). Pay attention to the use of complementary colors.

For your “inspiration” choose from the following:

- information on Kansas farmsteads like: *Kansas Barns* by Martha Knudsen, *Barns of Kansas* by Robert Marsh, Greg Schultz, “Barns and Cultural Change in Central Kansas”

(master’s thesis, School of Architecture and Urban Design, University of Kansas, 1983), *Kansas Barns in Time and Place*

http://www.kshs.org/publicat/history/1999spring_shortridge_barns.pdf , territorial Kansas history at <http://www.territorialkansasonline.org/cgiwrap/imlskto/index.php> , or just going to the Kansas

Collection at the Spencer Research Library (behind Strong Hall) and looking at old photos or using their resources on farms and ranches in Kansas,

- Linn County History – <http://www.linncountyks.com/html/historical.html> or search the KU library and/or go to the Spencer Research Library,
- information from the Rieders, or
- create your own camp “mythology” based on the farm/ranch theme.

Also for your inspiration you must use the information on Camp Shalom’s desire to be a spiritual place <http://www.shalomretreatcenter.org/>.

Recommendation

I recommend you follow the instructions above and ask for clarification if you need it. I also recommend that when you design your poster you follow our guest speaker Andi’s advice. She listed the elements of poster design as the following: clear hierarchy, organizing structure, typography, white space with a purpose, far away and up close, color with a purpose, and triangulation. Andi will come to critique your posters on April 8th. There is a book Andi recommends *Breaking the Grid* on reserve in the Hatch Reading room.

This is your chance to start becoming comfortable with Photoshop and InDesign and to practice making a poster before your final conceptual site plan poster. Also, your farm/ranch theme elements will be part of your final poster.

References

Lynch, K., & Hack, G. (1984). *Site Planning* (Third ed.). Cambridge, MA: MIT Press.