









Designing for an Authentic Experience







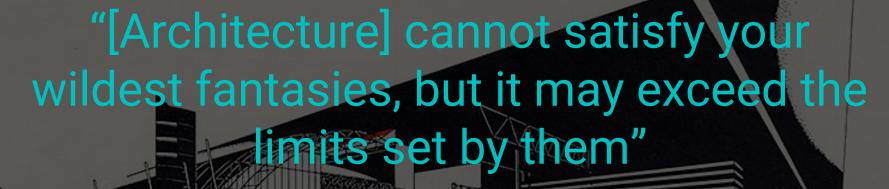




Immersive Engaging Designing for an Authentic Experience Unique Unforgettable







Bernard Tschumi











Architecture can be used to affect:

Behavior Context and Perception of Events









Virtual Architecture can be used to affect:

Behavior > Influence Strategy

Context > Historical/ Cultural Shorthand

and Perception of Events > Narrate and Drive Plot











Theory

Application

Case Study

Case Study Case Study

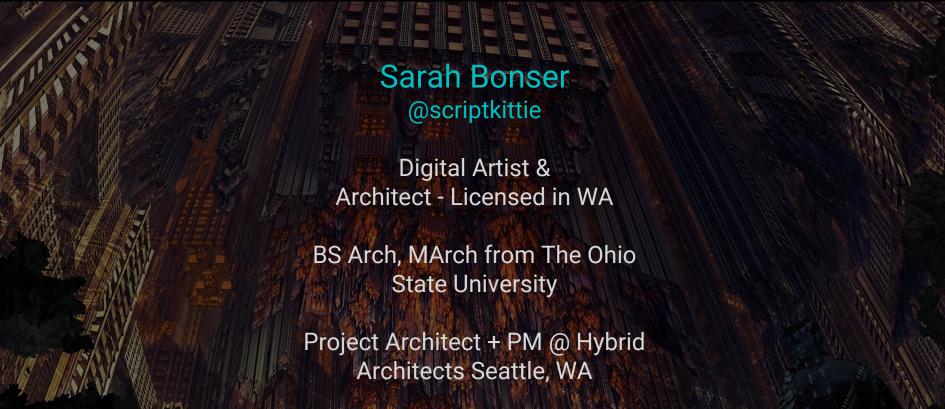
Add. Learning

















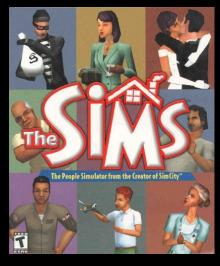


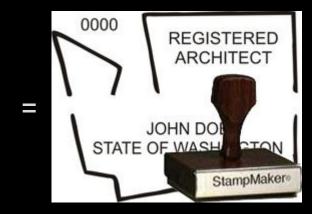
If you have an accredited bachelor's or master's degree in architecture from a university recognized by the National Architectural Accrediting Board (NAAB):

- 1. Work directly with the National Council of Architectural Registration Boards (NCARB) (ncarb.org) to complete your:
 - Architect Experience Program (AXP) training (formerly IDP).
 - Architect Registration Examination (ARE).
- 2. Take and pass all divisions of the ARE.
 - . If you don't pass a division of the exam the first time, you may continue to take it until you pass. However, after you pass your first division, you must pass all divisions of the exam within 5 years.
- 3. After successfully completing the AXP and ARE, have NCARB transmit your record to our
- 4. Complete, sign and date an Architect Law Review Exam. You must score 100% to pass the exam, which covers:
 - RCW 18.08 (leg.wa.gov)
 - RCW 18.235 (leg.wa.gov)
- WAC 308-12 (leg.wa.gov)
- 5. Submit your license application, either online or by mail:

- a. Prepare completed Architect Law Review Exam from step 4 above for upload. See M Uploading Document Instructions for help.
- b. Login and follow the on-screen instructions to submit and pay your application and 2-year license fees.
 - During this process, you will upload your completed Architect Law Review Exam (step 4 above).

+1000 Hours













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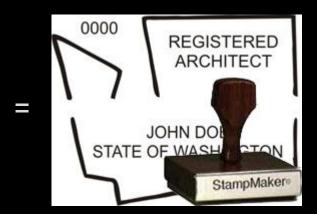
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Online

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Because "it's Good Design"















Kunsthaus Graz (Friendly Alien) - Peter Cook+Colin Fournier



























Riverside Museum, Zaha Hadid

CN Tower, HWMK

DC Towers, Dominique Perrault



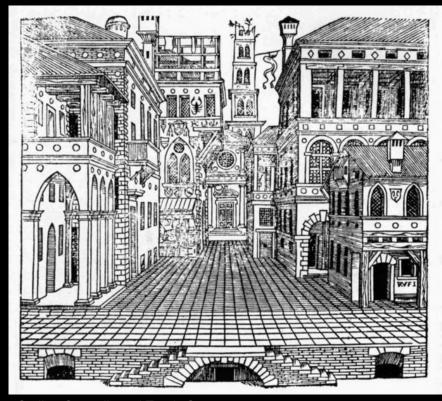














Serlio - Comedic and Tragic Scenes











Tragic Scene

- Center goes back "infinitely"
- Central datum reinforced by architecture
- Cornices are overbearing in the foreground
- Permanent decorations adorn buildings



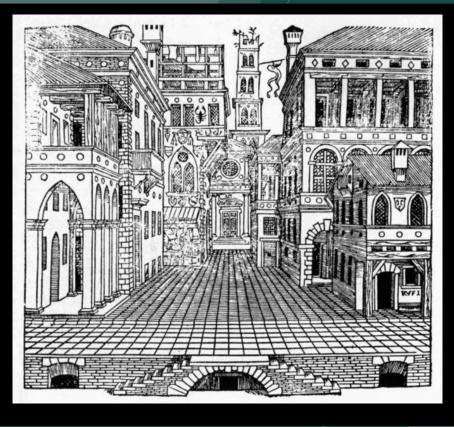












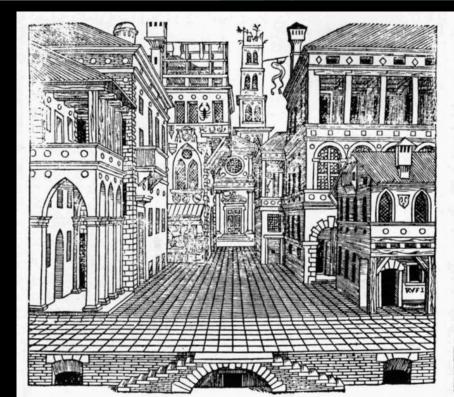
Comedic Scene

- Buildings are individually expressive
- Styles don't match from building to building
- Less Permanent adornments
- More Casual
- Space ends

























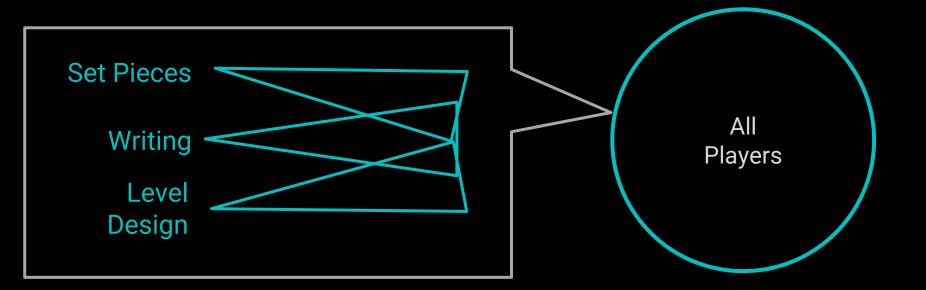
Demographic

Less Literate



















Boundary





Duke Nukem (1996), 3D Realms













Spectacle





Final Fantasy X (2001), Square Enix











Architecture





Half-Life 2 (2004), Valve





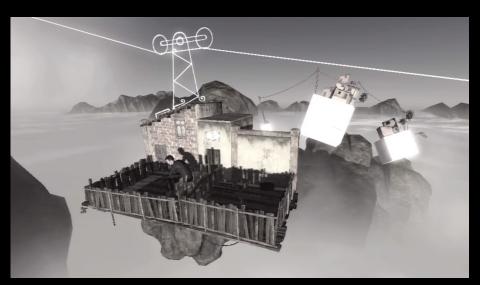








Storyteller



Papo and Yo (2012), Minority Media Inc.



What Remains of Edith Finch (2017), Giant Sparrow













RIBA Reading Room (1966), George Grey Wornum













Bridging the Gap Between Player and Character Experience











Overt - Player makes choices based on information <u>gathered</u> from environment Above level of consciousness

Subversive - Player is manipulated by information <u>given</u> by the environment Below level of consciousness











Overtly affective design





Haussmann's Renovation of Paris, 1853(-1927)













Subversively affective design









41 Cooper Square (2009), Morphosis













Foreshadowing Understanding Overt of Context Plot Consciousness Ambience Subversive











Doom II (1994), id Software

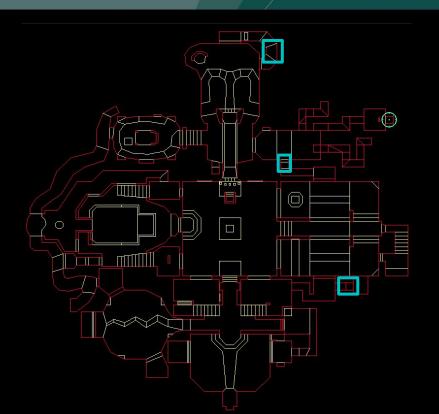
















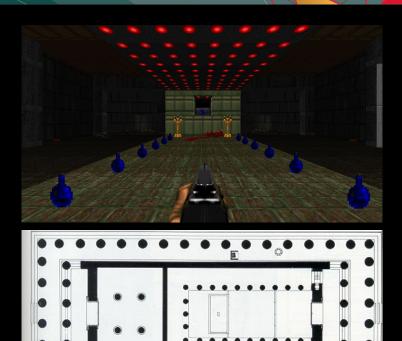












Parthenon (447 BC), Callicrates & Ictinus











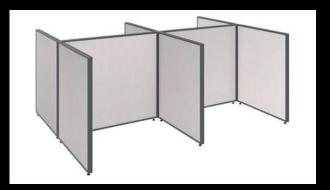
Portal 2 (2011), Valve













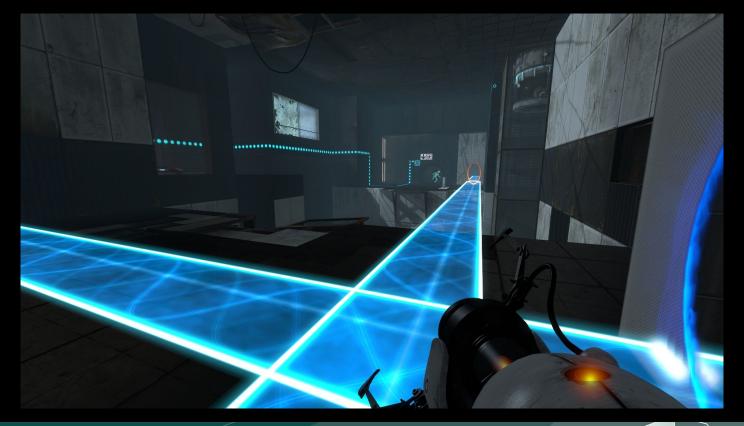




















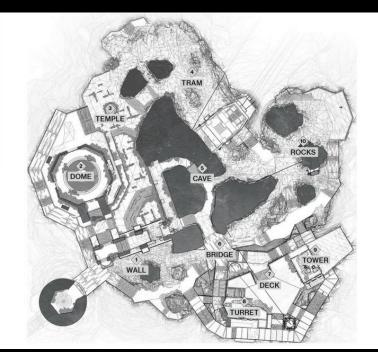
Vostok

FELWINTER PEAK, EARTH



- Quick play
- Competitive





Destiny 2 (2017), Bungie/ Activision































Building Expectations











What's it doing?

How does it do it?

Figure Materiality Adjacency Light

Scale

Cincinnati Contemporary Arts Center (2003), Zaha Hadid









Contemporary Art Center

Uses Architecture to:

Make Art Accessible
Orient Occupants Subversively



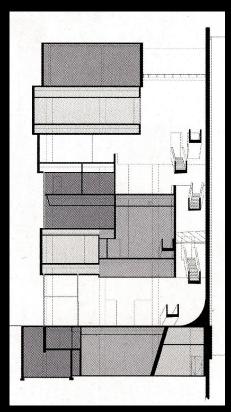










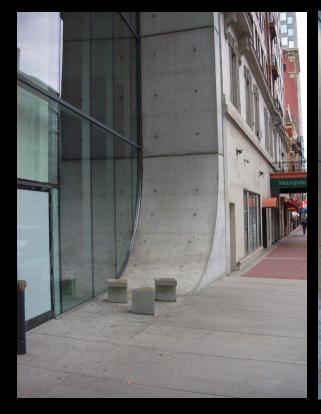
























OUTSIDE LOBBY











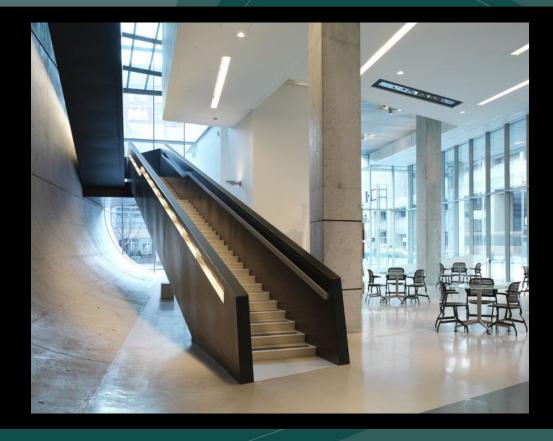










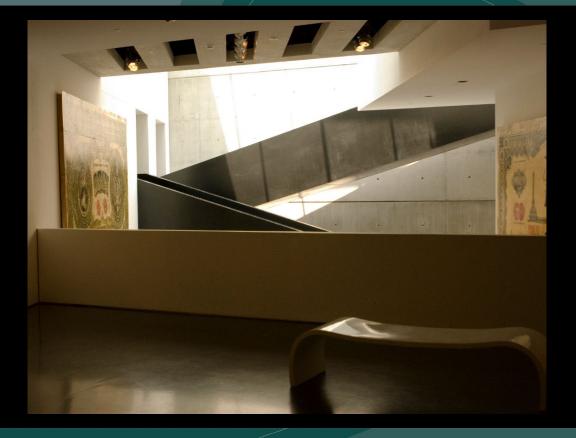


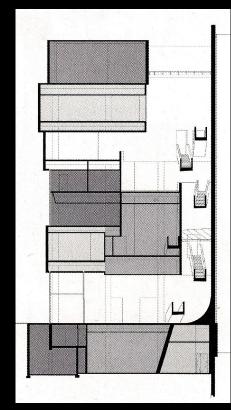






















It can Make Art Accessible

Materiality - Concrete is an urban material distinguishing functionality with texture and finish.

Adjacency - Circulation is open and clings to concrete wall

Figure - Facade displays location of galleries

Light - Exaggerated to visually indicate public spaces

Scale - Public spaces use height to appear welcoming









Case Studies









Case Studies



Breath of the Wild



Fallout 3



Inside











Breath of the Wild

Uses Architecture to:

Provide Context Introduce a Culture













Breath of the Wild (2017), Nintendo































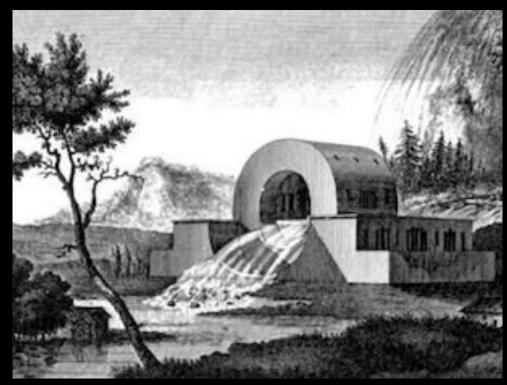


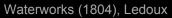














The Big Duck (1931), Smith and Yeager



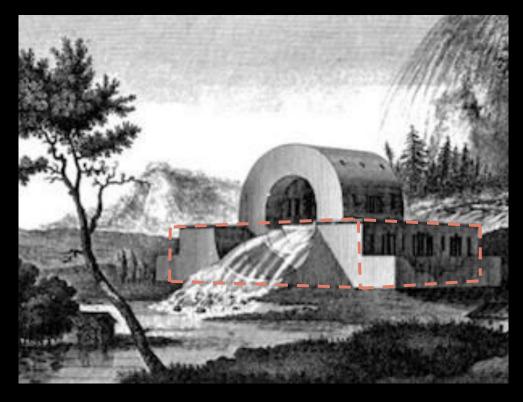


























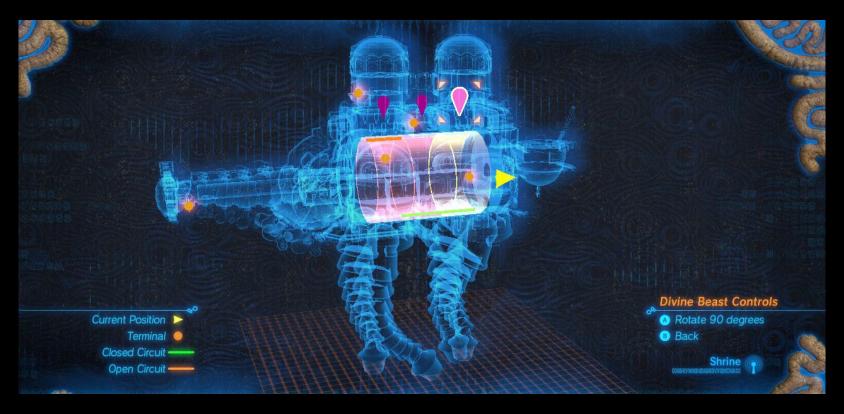




































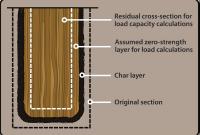














































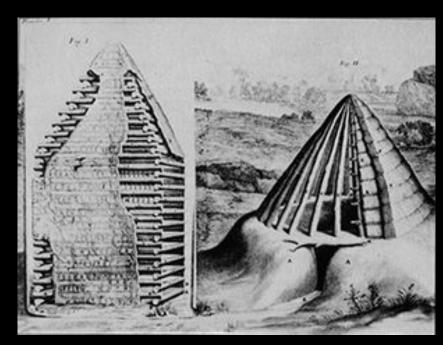








Dialectic



Primitive Hut (1652), Perrault



Primitive Hut (1753), Laugier

















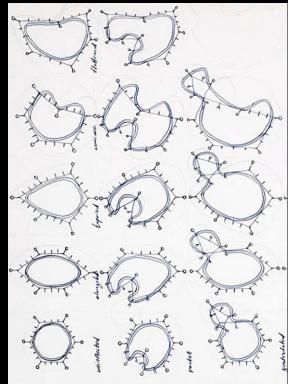












Embyrological House (1998), Greg Lynn































Goal: Introduce a Culture

Materiality - Wood structures clad in fabric- just like a plane

Adjacency - Built under a perch and spirals up like a thermal

Figure - Reminiscent of bird cages and Sheikah Shrines

Light - Huts are open, do not need alternative light sources

Scale - Small and humble, Could vary more between huts











Fallout 3

Uses Architecture to:

Pose solutions to unfamiliar problems Provide Story through Non-linear gameplay











Fallout 3 (2008), Bethesda











Fujian Tulou (17th-18th Centuries), Vernacular Hakka Architecture



















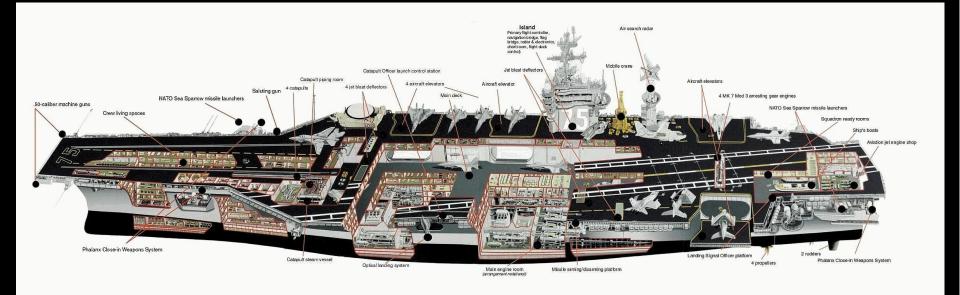












USS Theodore Roosevelt (1980), Newport News Shipbuilding Co.

































United States Capitol (1800) Benjamin Latrobe, National Mall (1791-Current), L'Enfant



















































Willard InterContinental Washington (1901), Henry Janeway Hardenbergh

















Monodanock Building (1892), Daniel Burnham



Empire State Building (1930), Lamb, Matsui, Harmon, Johnson

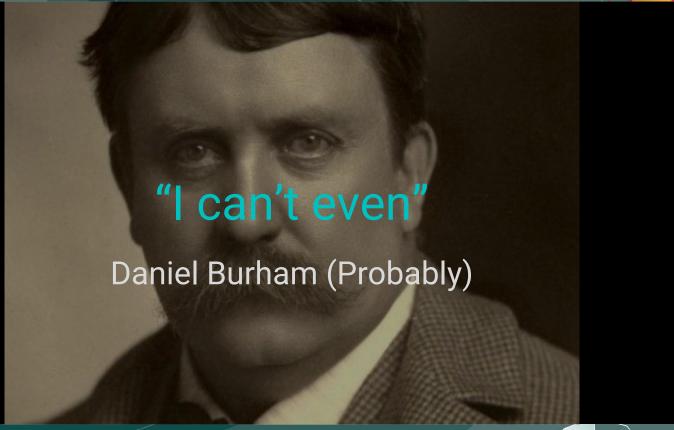












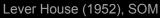












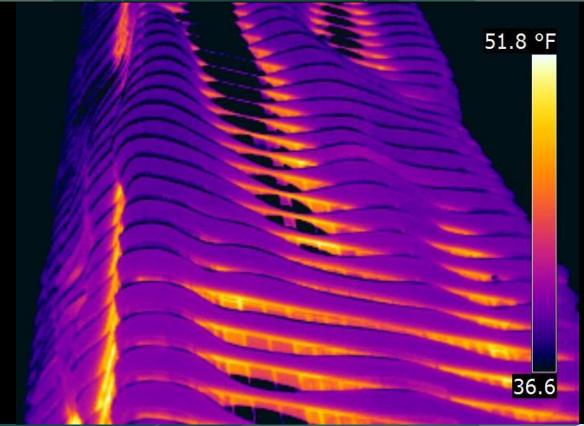


Aqua (2009), Studio Gang

















































Alt Tenpenny Tower

- -Vertical- Use opportunity allotted by height to emphasize its unique shape.
- -Strong Corners Display of power and one of the most substantial pieces of remaining architecture
- -Multi-faced podium Open world
- -Wedding Cake Tower single decision at the top of the tower.









Goal: Provide Story through non-linear Gameplay

Materiality - Stone and metal indicate wealth and longevity.

Adjacency - Building sits alone in landscape indicating longevity

Figure - Tall and creates a feature point

Light - Light and views could be leveraged as wayfinding

Scale - Massively disproportionate height indicates wealth.









Inside

Uses Architecture to:

Control Player's Perception of Events **Organically Reveal Context**









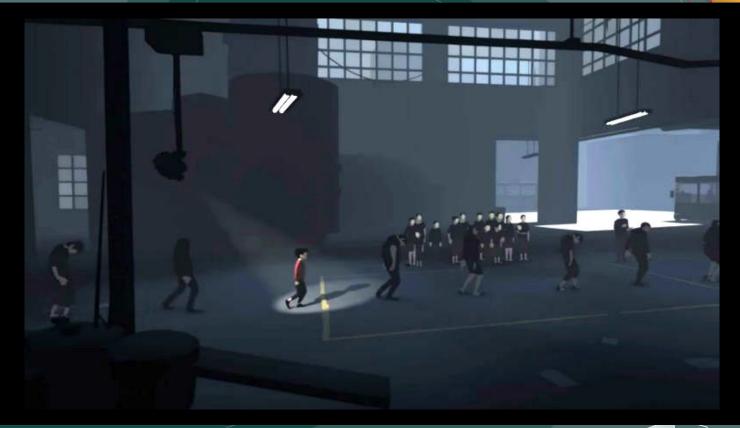


























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Jewish Museum in Berlin (2001), Daniel Libeskind























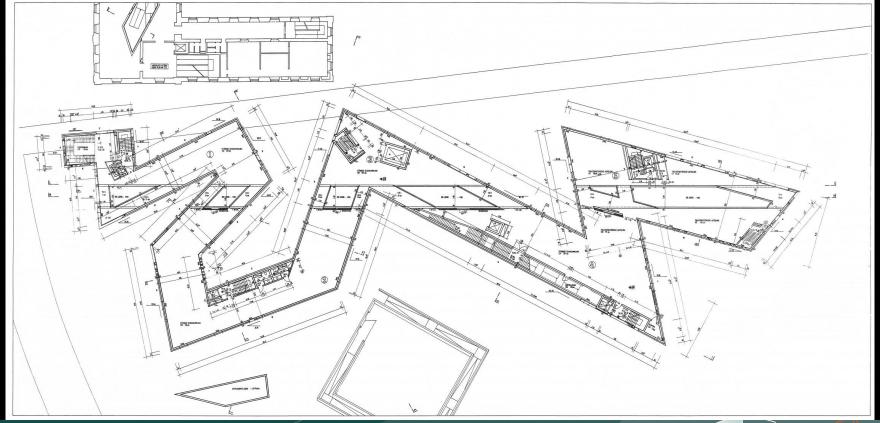










































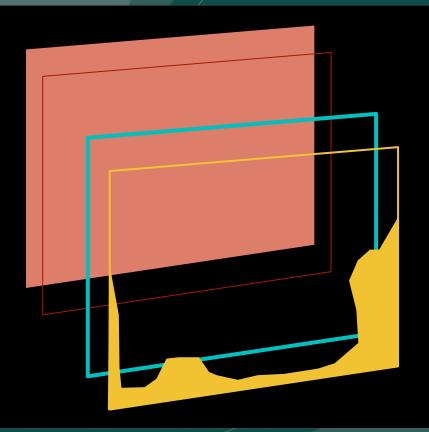












Foreshadowing

Reaction

Plot/ Action

Context (occasionally)



















































Phenomenology

Functioning just under consciousness

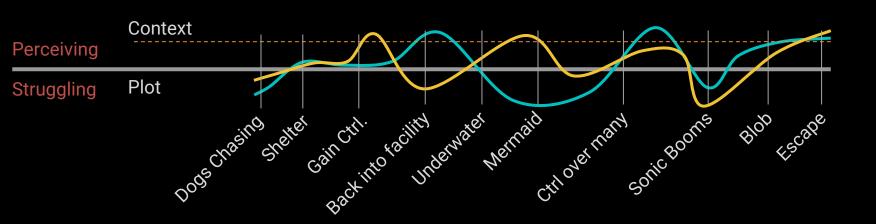










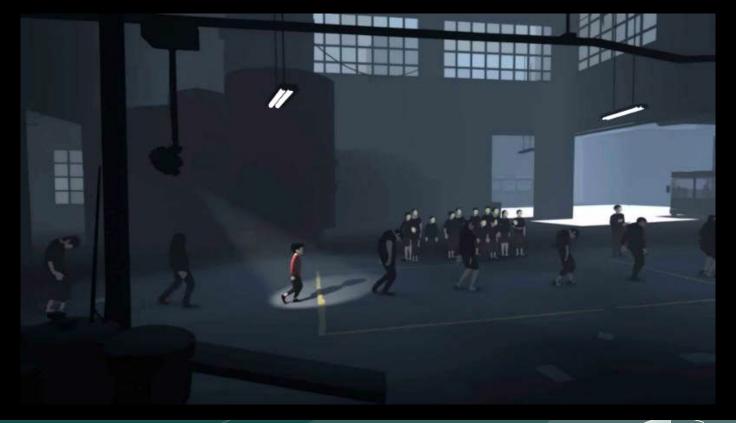


















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Goal: Organically Revealed Context

Materiality - Wood > Concrete > Glass and Steel

Adjacency - Planar focus is related to player's mindset

Figure - Crisp lines throughout, depth only affects contrast

Light - Used to direct attention and encapsulate operable area

Scale - Power/Area of effect varies, levels scale accordingly









Designing an Authentic Experience







Perceived designer

Provide enough information and lore for player to presume designer could be part of the world.



















500 Days of Summer



The Artist



Bladerunner















Ennis House (1924), My Man FLW



Blade Runner (1982), Ridley Scott













Additional Reading

101 Things I learned in Architecture School - Matthew Frederick

The Dynamics of Architectural Form - Arnheim

Collage City - Colin Rowe

Theories and Manifestoes of Contemporary Architecture - Charles Jencks











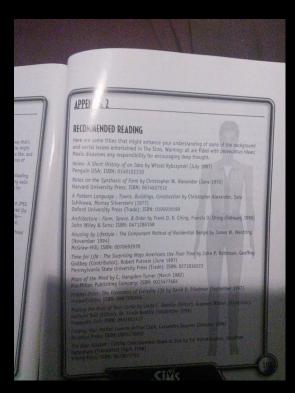
From The Sims Suggested Reading:

Home: A Short History of an Idea by Witold Rybczynski

Notes on the Synthesis of Form by Christopher W. Alexander

A Pattern Language: Towns, Buildings, Construction by Christopher Alexander; Sara Ishikawa, Murray Silverstein

Architecture: Form, Space, & Order by Frank D. K. Ching





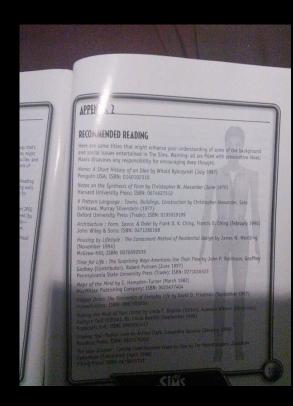




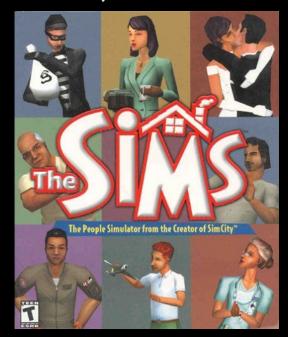


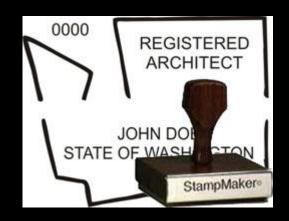






+10,000 Hours

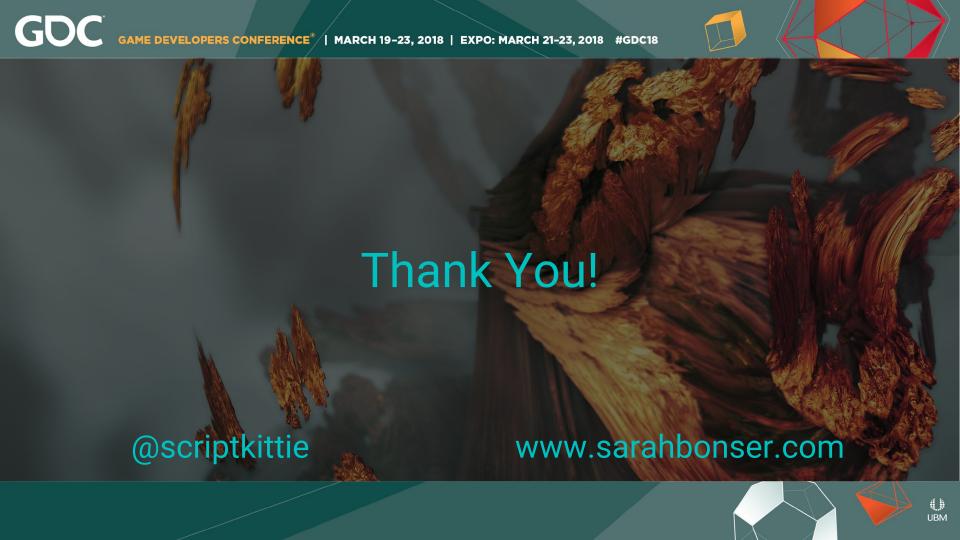
















BONUS SLIDES!









7 Crutches of Architecture

History **Pretty Drawings** Usefulness Comfort Budget Catering to Client













Eero Saarinen













Eric Owen Moss











Lebbeus Woods

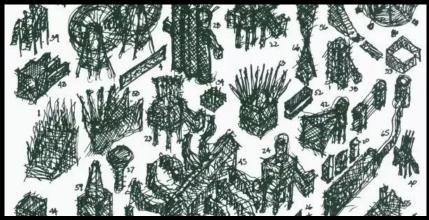




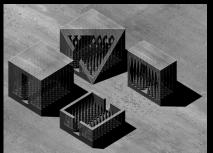












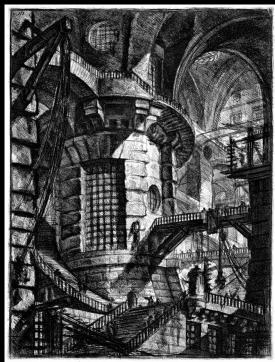
John Hejduk











Piranesi's Prison Sketches













Hernan Diaz Alonso















Archigram











Zaha Hadid















Alvar Aalto















Shigeru Ban















Gaudi





∉ ⊌ UBM







Sanaa

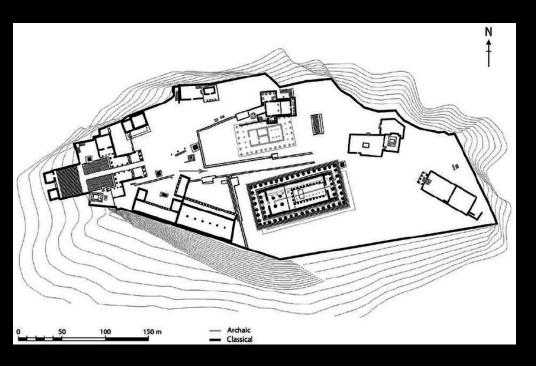


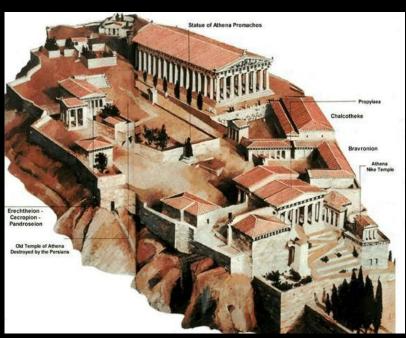












Acropolis (500 BC - 165 AD)





