

Abstract: ABC of Landscape Architecture
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Topic(s): Film

Link to video 'ABC of Landscape Architecture'
<https://www.youtube.com/watch?v=coJYJuA7wfg>

Keywords: video, digital video, communication, landscape architecture

Abstract: Fifteen years ago, Charles Waldheim discussed and speculated over the use of photography as a representational mechanism for the landscape, framing it as an analytical tool that not only reveals a given condition but also articulates possible futures [1]. Since then, opportunities for framing landscape analysis, schematization and planning have emerged not only from still images, but also from moving images. Video, audio and moving imagery presentations have revealed innovative possibilities in landscape design and representation in the last ten years. Christophe Girot's has highlighted the potential of video in investigating landscape temporality by recording its ever-changing (and otherwise impossible to grasp) dynamic and fluid characters. Our perception towards video has also shifted in the last decade, from a task that required specialized technology for recording and editing, to a uncomplicated activity that can be done with any smartphone. The average time that US adults spent watching video on digital devices has increased more than 250% in the last five years: from 21 minutes (0:21) per day in 2011 to almost one hour and a quarter (1:16) last year. [2]

Girot asks for a better integration and understanding of contemporary visual thinking in project development and communication [3]. Digital media offers an accessible and affordable platform for communication, that can shift from message communication or analysis into persuasion: video outcomes focus not only on telling a story, but also on finding ways to grab the attention of the viewers and hold on them long enough to deliver a message.

This video session aims to showcase student videos produced as submissions for the 2015 Wayne Grade Memorial Student Competition, a contest that challenged students to communicate the positive impacts of landscape architecture on public well-being. Students produced short videos as a means to communicate what landscape architecture is, and how it impacts our lives. These experimentations with moving images included animations with simple video-editing software ("ABC of Landscape Architecture"), compositing 3D objects on video ("Landscape Architecture and Stormwater Management"), using animation as a video-game ("Stick Figure Games") and stop-motion ("Landscape Architecture: What difference does it make?") to explore the possibilities of short animations as means of "effectively [communicating] the vital role that landscape architects play in protecting and enhancing 'public welfare'" [4]. None of the students were expert video editors, yet their abilities and skills found in digital video a platform that gave them opportunities to communicate, experiment and shape a

message about the impact of landscape architecture on public well-being. Experimentations with moving images included animations with simple video-editing software ("ABC of Landscape Architecture"), compositing 3D objects on video ("Landscape Architecture and Stormwater Management"), using animation as a videogame ("Stick Figure Games") and stop-motion ("Landscape Architecture: What difference does it make?") to explore the possibilities of short animations as means of "effectively [communicating] the vital role that landscape architects play in protecting and enhancing 'public welfare'" [4]. None of the students were expert video editors, yet their abilities and skills found in digital video a platform that gave them opportunities to communicate, experiment and shape a message about the impact of landscape architecture on public well-being.

References: [1] Charles Waldheim, "Aerial Representation and the Recovery of Landscape," *Recovering Landscape*, ed. James Corner (New York: Princeton Architectural Press, 1999), 120-139. [invited]

[2] "US Adults spend 5.5 hours with video content each day" by eMarketer.
<http://www.emarketer.com/Article/US-Adults-Spend-55-Hours-with-Video-Content-Each-Day/1012362>.
Last accessed 31 October 2016.

[3] Christophe Girot, "Vision in Motion: Representing Landscape in Time", in *The Landscape Urbanism Reader* (Charles Waldheim, ed), 2006.

[4] Communicate the Impact of Landscape Architecture on Public Well-Being, Landscape Architecture Foundation News Blog, <https://lafoundation.org/news-events/blog/2015/02/18/wayne-grace-competition/> Accessed 10/7/2016.