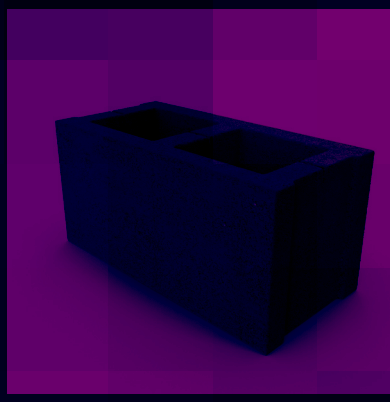
University of Michigan
Taubman College of Architecture & Urban Planning
Fall 2025

ARCH 255
IMAGING



COURSE INFORMATION

Meets: see registration information
Instructor: Peter Halquist / halquist@umich.edu
Mode/Location: in-person

COURSE DESCRIPTION

How can images communicate ideas? How might one delineate space through the authorship of imagery?

Architects utilize images to depict the technical, experiential, conceptual, and organizational logics related to their ideas. Architectural representations, and the techniques by which they are made, now exist in a state of constant flux, spurred by ever-evolving digital tools, new modes of visual expression, and cultural and technological changes. Formerly distinct boundaries between image-making techniques such as drawing, rendering, photography, and animation dissolve in this digital space, opening up possibilities while simultaneously making image-making a more complex act.

Architects utilize images to depict the technical, experiential, conceptual, and organizational logics related to their ideas. Arch 255: Imaging balances design analysis and synthesis with focused instruction in 3D digital modeling and rendering software. By integrating technical skill-building with conceptual exploration, this half-semester studio module unpacks critical methods of image-making used to represent spatial and architectural concepts. Through exercises, case study presentations, demonstrations, and discussions, students will develop a design project that focuses on the digital imaging of material assemblies within a selected typology and site.

COURSE OBJECTIVES

+ Utilize a range of methods for analyzing and interpreting images, with attention to typology and precedent.

+ Introduce participants to digital image production techniques relevant to architectural representation.

+ Explore how material assemblies and typologies can be applied to a site by using digital platforms that enable the parallel development of pictorial and orthographic imagery, as well as architectural form.