

# Ferndale, Michigan Nightlife

**Objective:**

Throughout the semester, students will work in small groups to analyze, interpret, and extrapolate upon case studies through exercises in diagramming, sketching, rendering, parametric analysis, modeling, and assembly/ presentation. (In other words, the case study is to what the digital tool investigations will be applied). Students will formulate positions on these cases and develop/ refine/ reflect upon these positions through these exercises, cumulating in a focused critical case analysis presentation. Some exercises will require students to comparatively analyze their cases with other groups' case studies.

**Process:**

After assembling our group, Meghan, Lilly, and I began to deliberate of where or even what we should study within the Metro Detroit area. Our group unanimously selected the city of Ferndale, Michigan as our semester's subject. After visiting Ferndale, in search of something unique and worthy of studying we discovered two cultures within the city. One culture was daytime and the and fairly quiet and conservative downtown. Nighttime was the second, uniquely different culture, that ultimately was Ferndale's split personality. The Nightlife in downtown Ferndale is bustling and extremely active. After seeing Ferndale's split personality our group decided to study the city of Ferndale's nightlife.





# Diagramming

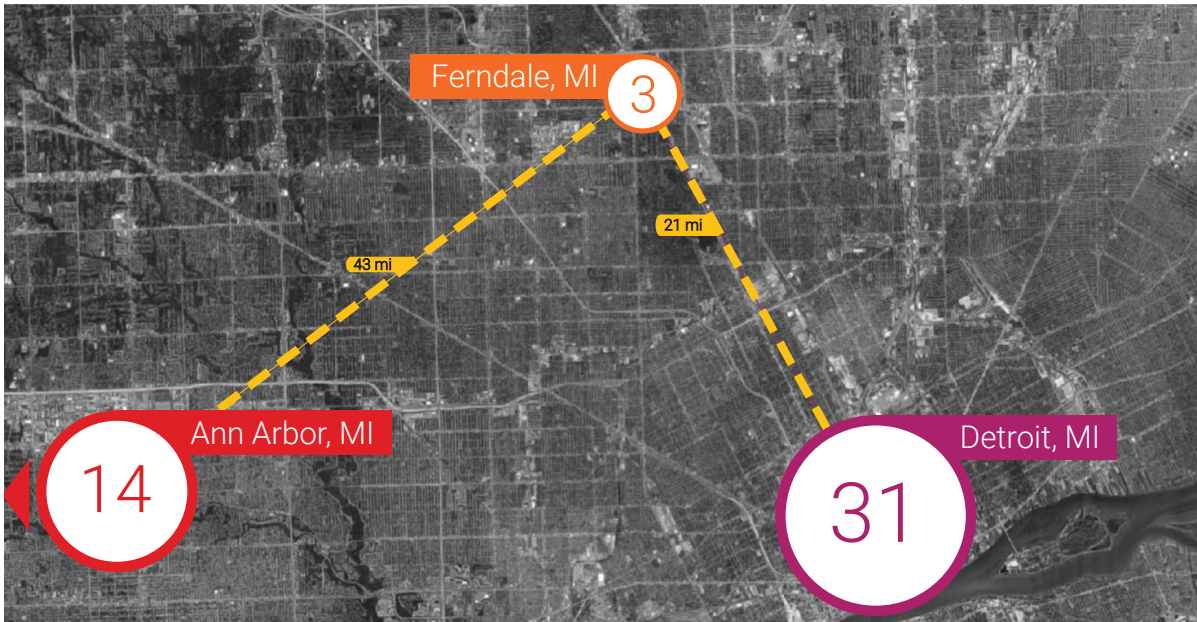
**Objective:**

As we wish to establish a more focused 'research direction' we must quickly flesh out many ideas on many scales, through many lenses, and through many mediums. Groups will deliver 50 sketch studies- 5 hand, 20 computer generated, 25 hybrids. Students should use a variety of methods (Photoshop overlay, simple 3d massing, collage, stencils, mappings, diagrams, pen, pencil, paint) and observe their cases through the following five (4) lenses:

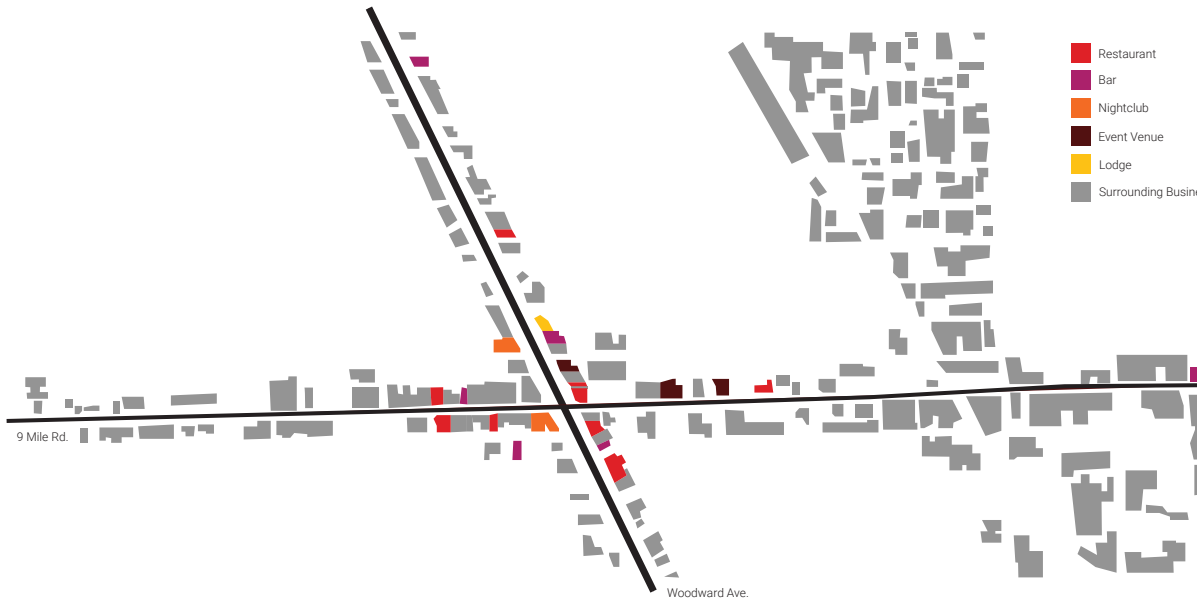
- 1) Culture/ History
- 2) Use/ Program
- 3) Typographical Components (Point/ Hierarchy/ Scale/ Etc)
- 4) System/ Network

**Process:**

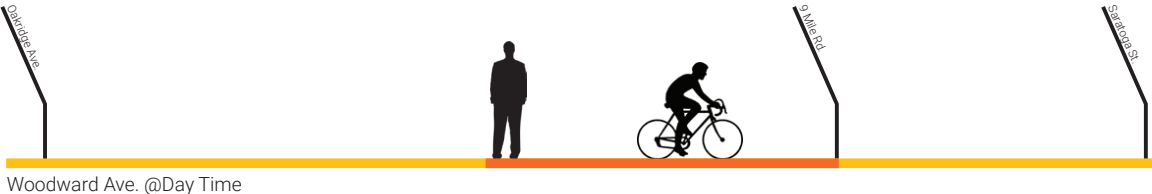
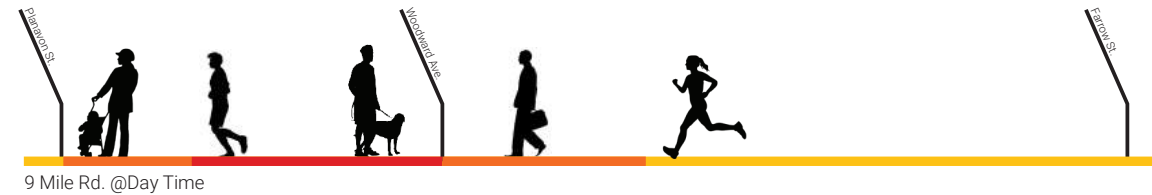
Our group quickly collected all our ideas for different studies and elements of Ferndale's nightlife the we could present. Through several hours of collaboration, we finally had our fifty initial ideas for diagramming. Our group went about generating our assigned third of work independently digitally, physically, and of course hybridization of the two. Once our respective diagrams were completed and each individual was satisfied with the work produced we then compiled our diagrams into a master document to present.



# of Bars in Surrounding Cities



Ferndale Nightlife Nodes



Very Dense Traffic Dense Traffic Moderate Traffic Light Traffic

Pedestrian Traffic



Pedestrian Traffic + Age

Deliverable / #One

**Deliverable / #Two**

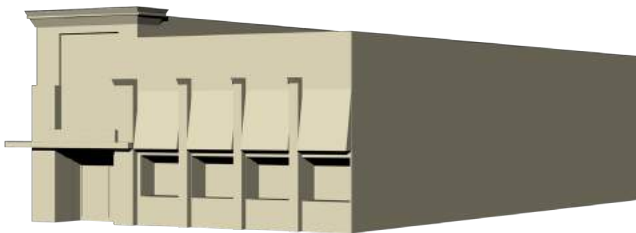
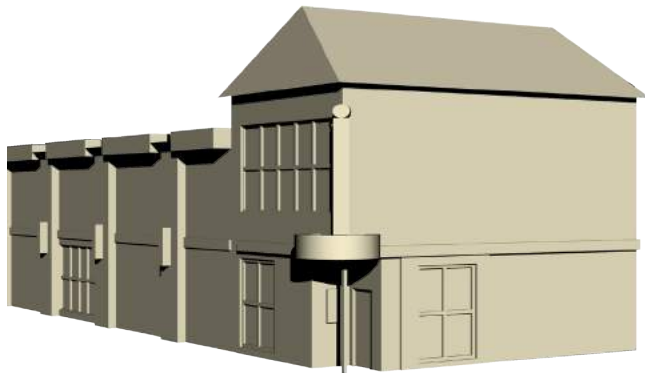
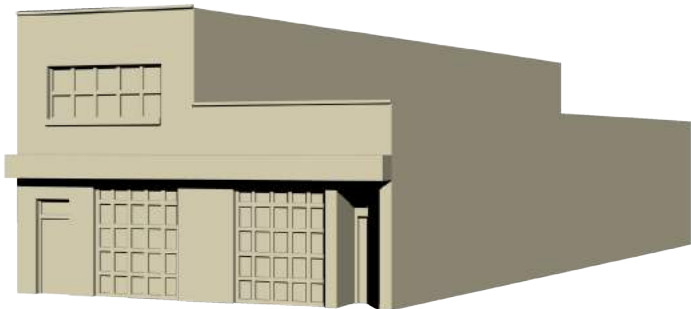
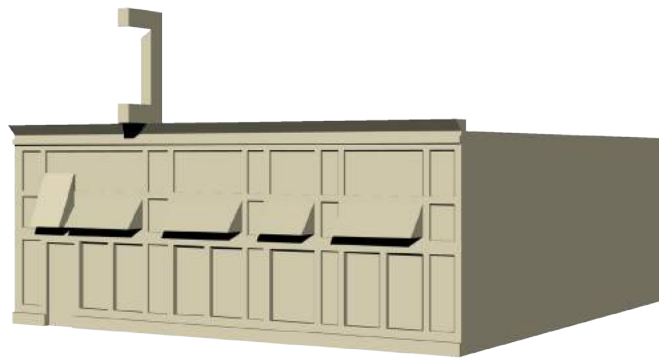
Deliverable / #Three

# Massing

**Objective:**

For our initial exercise in producing advanced digital material (renderings, animations, digital fabrication) we must get our precedent case into a detailed, malleable format, such as Rhinoceros. Groups should begin by modeling their cases in a 3D modeling application to the greatest level of feasible detail (which will be dictated by the amount of information available on the precedent, the scale, etc) with the intention of producing a series of analytical studies. Groups should focus on a cohesive 'story', modeling each node in the network to a consistent level of detail. Keep in mind the lenses of:

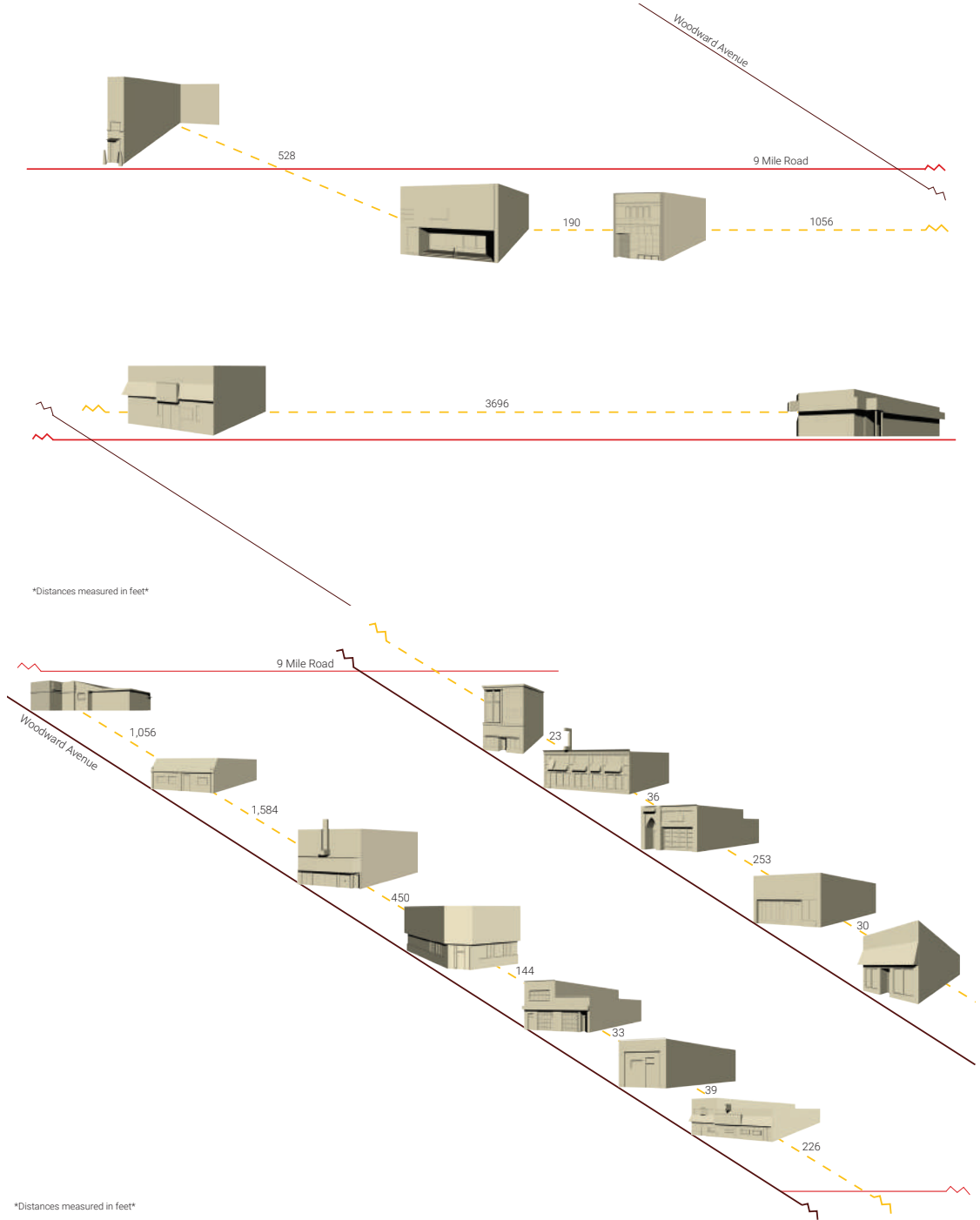
- 1) Culture/ History
- 2) Use/ Program
- 3) Typographical Components (Point/ Hierarchy/ Scale/ Etc)
- 4) System/ Network



# Massing (cont.)

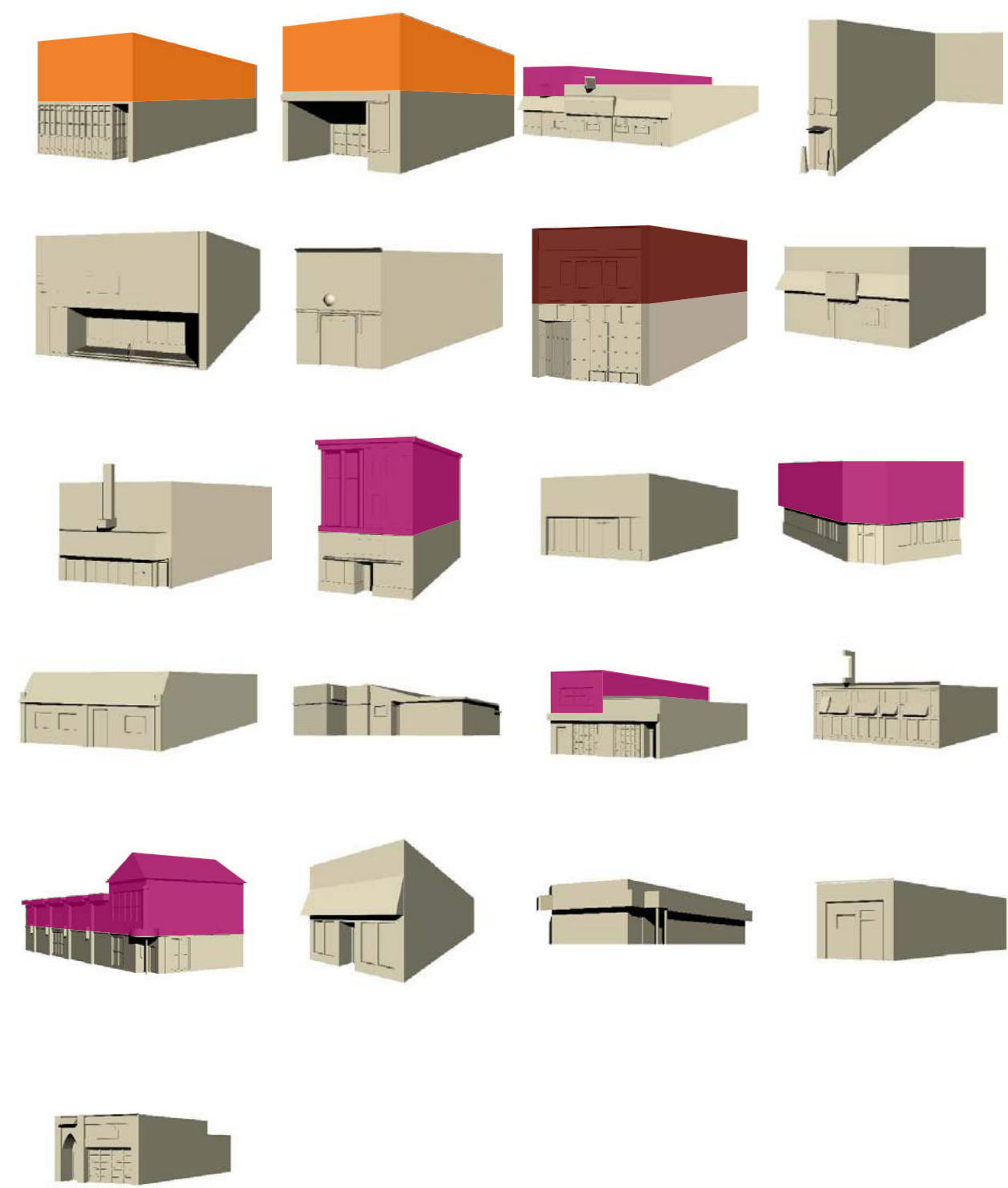
**Process:**

Our group returned to Ferndale to capture photos of each nightlife node we would studying. After a brief introduction to Rhino, we divided up the twenty-eight nodes between us three and proceeded to draw the buildings in Rhino. At this point our group primarily focused on the form of the building to make sure we all had a solid and accurate base massings to work off for later deliverables. After collecting and exchanging each other's massing models, our group decided on what diagrams were the clearest and most impactful from deliverable two. Our group then morphed those 2D diagrams to communicate as a 3D diagram format, that would allow us to utilize our massing models.



Nightlife Node Proximity

# Massing (cont.)



- Housing
- Same Business
- Different Business

Node (secondary) Building Usage Study



# Rendering

**Objective:**

An architectural 'rendering' as a colloquialism has come to mean 'moneyshot', although perhaps, more broadly, it should mean 'focused representation'. Through selected abstraction a rendering may extenuate or downplay attributes of a subject, motivated by audience, creator, or subject. Groups will generate renderings with a purpose, that which relates to the four frameworks of this course. (Culture/ History, Use/ Program, Typographical Components, and System/ Network). Like the previous Deliverable, Groups should focus on cohesive 'stories'. These should also be iterative and diverse.



Woodward Ave. @12:00pm



# Rendering (cont.)

**Process:**

After the brief yet impressive tutorial, our group felt overwhelmed and seemed to not have a clear direction on how to proceed with deliverable four. We decided to return to Ferndale in search for inspiration. Our group agreed that we should render what we see. To create a base form for our renderings we used Rhino, then imported into Photoshop to add the realistic details such as: entourage, texture, and background. Meghan, Lilly, and I produced both day and nighttime depictions of the city of Ferndale.



9 Mile Rd. @12:00am



# Fabricating

**Objective:**

Proper analysis of a focused case study requires one to view the case on multiple scales, levels of detail, and iterations. As we come off our large scale, comprehensive rendering deliverable, it is time to step back into the minute, detailed, and abstracted. Groups will generate an object (or series of objects, as required) which distills and illustrates some essential function of the Case Study Network. This will require deep analysis and understanding of the case studies to commence a logical and meaningful analysis. Students will generate multiple iterations in the form of computer models, diagrams, and physically constructed (functional) items.

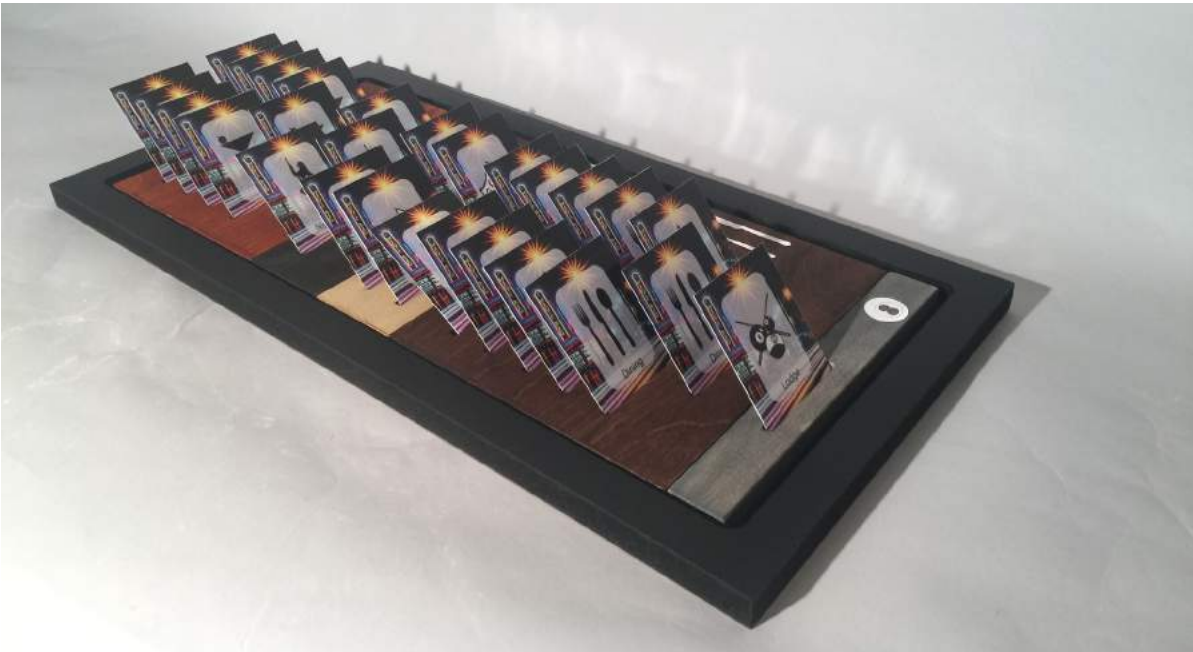




# Fabricating (cont.)

**Process:**

Lilly, Meghan, and I started out knowing exactly what physical item we wanted to craft- a card game. We all felt the best way to experience Ferndale’s nightlife would be to simulate a typical night out downtown. Through collecting our stories, as well as others’ stories about their Ferndale nightlife experiences. We then began to generate cards with the real life scenarios that advances the players through the game. Using PartWorks, our group began to draw up the game parts to be cut on the CNC. After multiple crafting phases we were ready to have several groups of individuals test our game and present it our class.



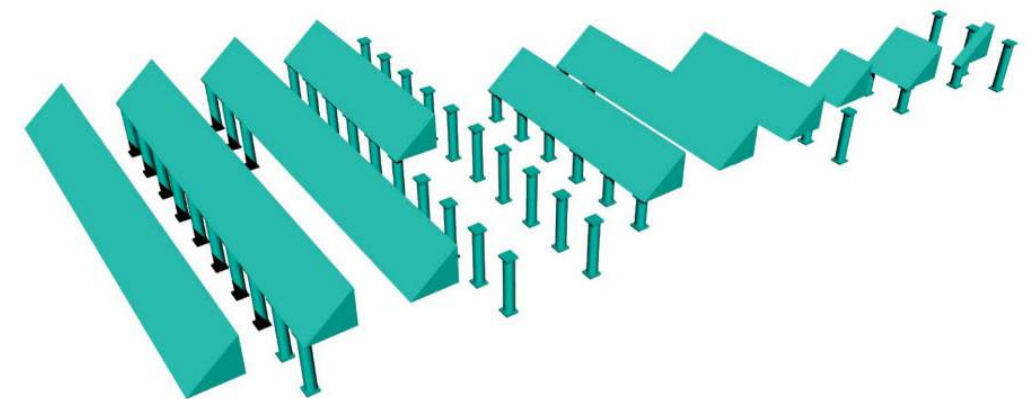
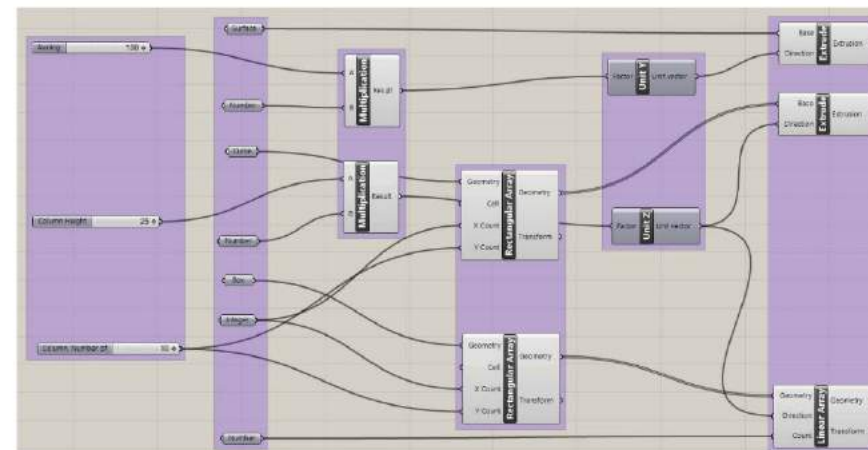
Deliverable / #Four  
**Deliverable / #Five**  
Deliverable / #Six



---

*As technology is employed to assist in the critical analysis of our case studies (or any subject matter), we are presented with an opportunity to push these tools beyond linear feedback towards generative feedback. We may discover wildly provocative and unpredictable characteristics of our cases through parametric modeling and the instantaneous dynamic feedback it may offer. Groups will distill two nodes of their case study network into their essential characters. Students will parametrically model the first node and through the use of dynamic input and parametric controls, students will transform this node into the distillation of the second, documenting the intermediate typologies resultant.*

Our group selected two iconic nightlife nodes from deliverable two. The massings were then redrawn using Grasshopper. After much trial and error our group added number sliders, rotation, and polar array tools to our massings. With manipulation of the various value sliders we could distill certain elements and morph them into another element.





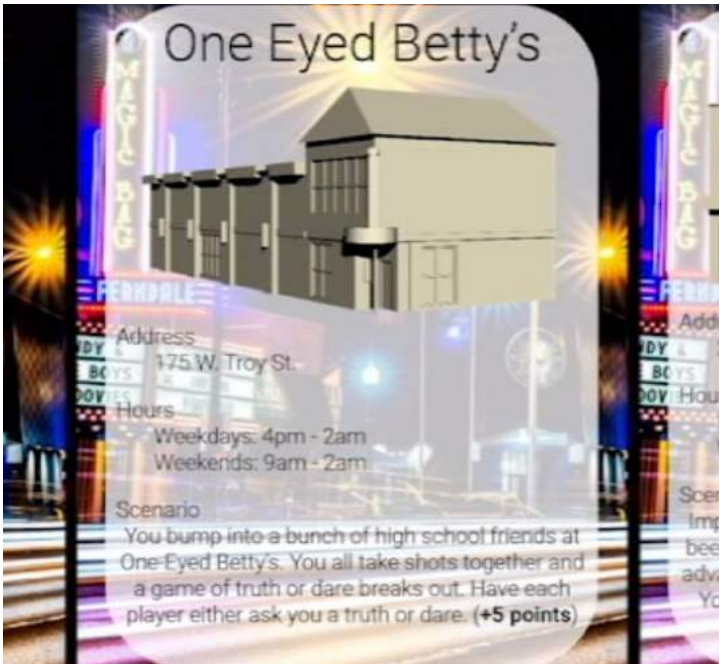
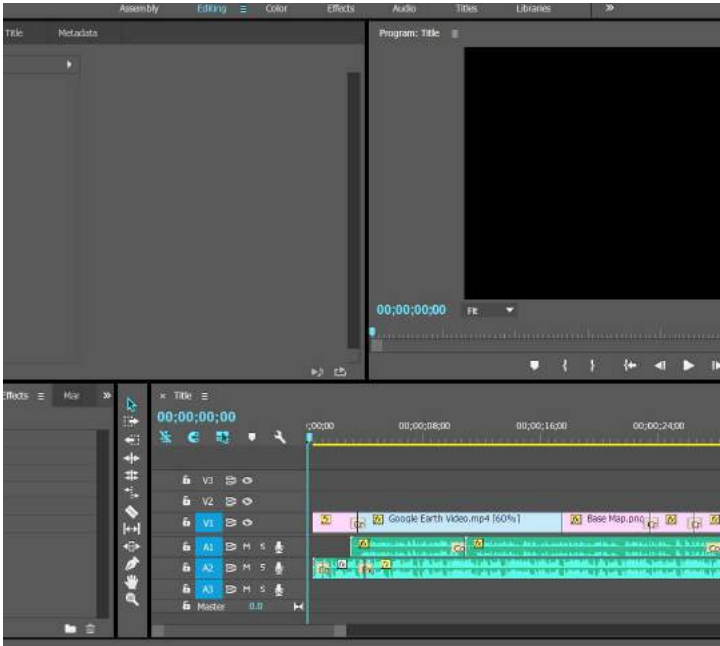
# Animating

**Objective:**

As both an exercise in time-based editing software and in presentation distillation, we will produce 5-10 min video narrations of our Case Study Networks. The intent is not to produce more architectural work, but to re-contextualize the work produce in deliverables 1-6 into an intense, distilled overview of the coursework. Elements from each of the completed deliverables (sketching, massings, rendering, diagramming, modeling) should be represented in this short film. This exercise, in many ways, is an abstract (overview) of the investigations pursued in this course.

**Process:**

For this deliverable our group split up to further showcase our individual work about Ferndale's nightlife. Utilizing Premier Pro, our films were assembled to walk the viewer through not only our class deliverables but also Ferndale's nightlife scene.



Deliverable / #Six

Deliverable / #Seven

FIN.



# Concluding

*Ferndale, Michigan's nightlife was the perfect subject to study for Visual Communications Four. The various programs our Meghan Lawlor, Lilly Zielinski, and I utilized throughout the course poised us to fully showcase the nightlife scene of downtown Ferndale.*



Deliverable / #Seven

FIN.