

PORTFOLIO
M. Saleh Uddin, Ph.D.
DESIGN WORK & STUDIO TEACHING

Published Scholarly Work

Published Text and Reference Books

Journal and Conference papers

Professional Design Work

Architecture

Interior

Product design

Graphics, Web, Installation

Painting

Studio and Design Communication Teaching

5th Year Thesis Studio

Applied Visual Graphics and Product Design

Digital Animation

4th Year Studio

2nd Year Studio

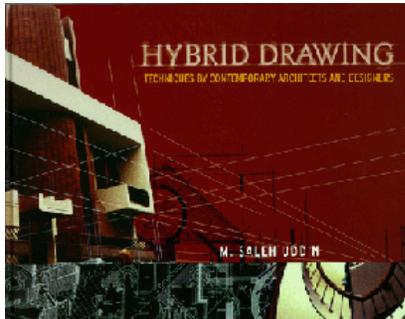
Foundation Summer Workshop

Design Communication

Graduate Teaching in design with Digital Media

Published Scholarly Work

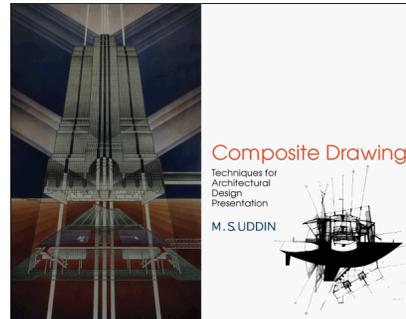
Published Text and Reference Books



HYBRID DRAWING Techniques by Contemporary Architects and Designers

Author: M Saleh Uddin
Publisher: John Wiley & Sons • March,
1999 • ISBN: 047129745
Hard Cover, 192 Pages (color and B&V)

Hybrid drawings offer limitless possibilities for the fusion and superimposition of ideas, media, and techniques- powerful creative tools for effective and innovative architectural graphic presentation. This unique guide offers a dynamic introduction to these drawings and how they are created, with a stunning color portfolio of presentation-quality examples that give full visual expression to the power and potential of hybrid drawing techniques. This book provides a step-by-step introduction to the creation of hybrid drawings, along with a full portfolio of the best hybrid drawings from dozens of internationally-recognized architects and firms. Each visual example is accompanied by helpful descriptive and analytical commentary explaining how and why it was created.

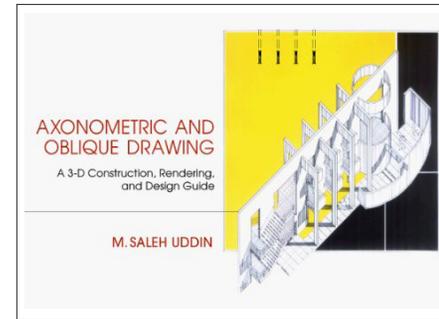


Composite Drawing: Techniques for Architectural Design Presentation

(5-star rating by amazon.com internet review)

Author: M. Saleh Uddin
Publisher: McGraw-Hill • ISBN: 0070657491
Hardcover • 208 pages • January 1997

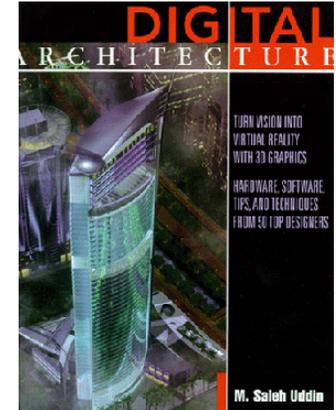
Filled with techniques, this studio companion features an international portfolio of award-winning composite drawings by more than 64 renowned design professionals and academicians including Tadao Ando, Neil Denari, Douglas Darden, Ellerbe Becket, Steven Holl, Frnaklin Israel, Helmut Jahn, Machado and Silvetti, Morphosis, Eric Owen Moss, Polshek and Partners, Scogin Elam Bray, Smith-Miller+Hawkinson, Shin Takamatsu, Tod Williams Billie Tsien, Bernard Tschumi, Riken Yamamoto, Mehrdad Yazdani, and Ken Yeang. Filled with exquisite graphics, including many four-color images, and featuring extensive coverage of composition and layout ideas, current reprographic techniques and equipment, nonconventional drawing media and exploratory drawing, this book provides you with all the information and guidance you need to produce composite drawings that are as fine as any being done today!



Axonometric and Oblique Drawing: A 3-D Construction, Rendering, and Design Guide

Author: M. Saleh Uddin
McGraw-Hill • ISBN: 0070657556
Hardcover • 212 pages • April 1997

Over 400 illustrations demonstrate a guide to the technique of constructing 3D drawings without the use of perspective. Vantage points shown range from a straight-on oblique angle through cut-away, exploded, layered, and transparent perspectives-to "birds-eye" and "worm's-eye" views. Chapters progress from construction of basic paraline drawing through shadow casting, rendering techniques, exploration of point-of-view, axonometric in design analysis, axonometric in design process, layout, composition, reprographic techniques, and fully integrated presentations. The only complete guide to axonometric and oblique drawing ever produced, this ideal studio companion offers not only instruction, but inspiration. In addition to its wealth of practical techniques and useful tips, it also features an international portfolio of award-winning axonometric drawings by renowned design professionals, including works of Takefumi Aida (Japan), Anthony Ames, Tadao Ando, David Baker, R.L. Binder, Ellerbe Becket, Steven Holl, Mark English, Murphy/Jahn, Alexis Pontvik Arkitekt (Sweden), Resolution: 4 Architecture, Shin Takamatsu (Japan), House + House, Ventruic Scott Brown and Associates, and others.



Digital Architecture Turn Vision into Virtual Reality with 3D Graphics Hardware, Software, Tips, and Techniques from 50 Top Designers

(5-sar rating by amazon.com
internet review)

Author: M Saleh Uddin
Publisher: McGraw-Hill
May, 1999 • ISBN: 0070648145
Paperback, 212 color pages

Digital Architecture not only presents the best new work from more than 50 top international architects but also explains how the work was created--the concept, the process, the software and hardware, the input and output devices, and the exploration of the media itself. Also provided are concise overviews of digital media (with illustrative examples) for architectural design presentation divided into conceptual studies, dimensional orthographics, 3D modeling and rendering, desktop formats, digital analysis, digital hybrids, and multimedia. Featuring an easy-to-use format, Digital Architecture is an ongoing reference on hybrid digital presentation and an endless source of ideas and inspiration.

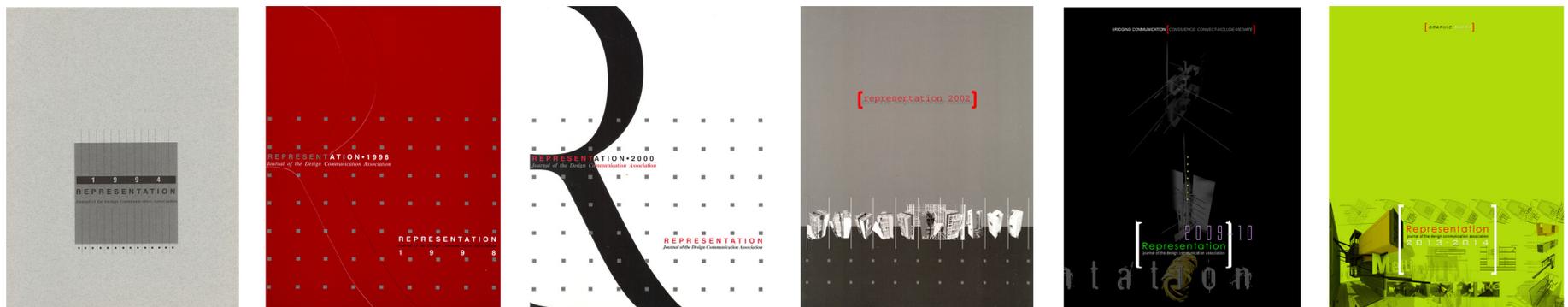
All four books are translated and published in Chinese, Spanish, and Korean languagess

Published Scholarly Work

Editor of Journal and Conference papers



Chief Editor. DCA Conference Proceedings of 2014, 2016, and 2018 DCA Conference



DCA Biannual Journal. About 10% acceptance rate. Top 10 to 12 papers selected from the conference Proceedings by an editorial board

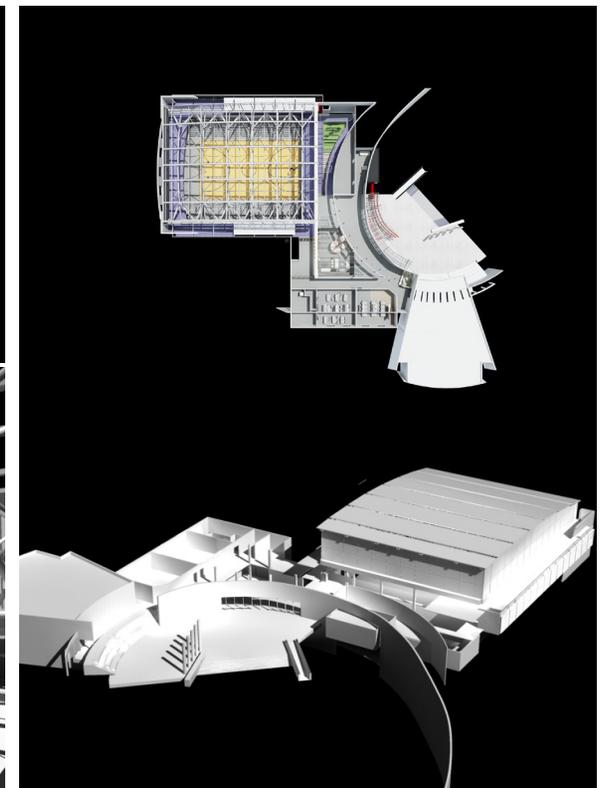
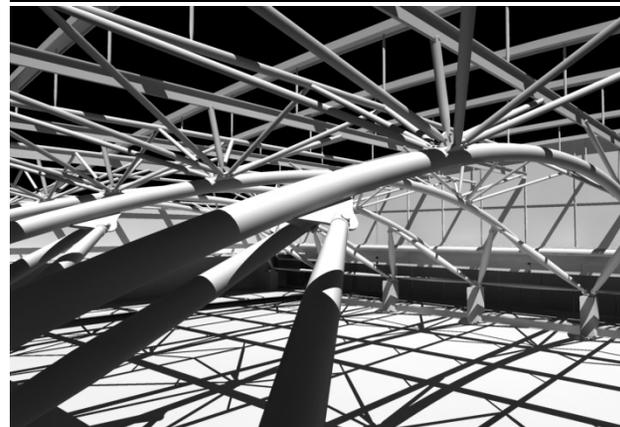
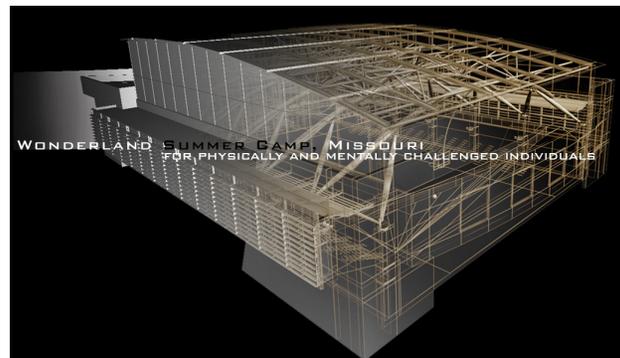


Wonderland Summer Camp for Mentally Challenged Individuals | **Missouri, USA**
AIA Design Award, Missouri, 2005 | Honorable mention

The design scheme is meant to connect, respond, and merge the new facilities with the existing Wonderland site fabric and characteristics. Keeping in mind that it is essential to make the entire site cater to all ages and disabilities the design creates a thin curved wall that wraps all the individual facilities and thus both connects and separates buildings and nature at the same time. A sense of central plaza is accentuated by arranging various functions around this curved wall. This wall enables the campers to relate themselves with the natural setting both inside and outside.

The new design comprises of six primary elements:
Plaza and ampetheatre, Gymnasium, Auditorium, Office, Classrooms and lobby, and Covered swimming pool.

All linked together with a sweeping curved wall as an anchoring architectural element to tie people and make them feel as they belong to one big family under a wonderful year-around structure.



Wonderland Summer Camp for Mentally Challenged Individuals | **Missouri, USA**

02

IDENTITY | Carve Wall | Plaza | Golden Point |

A **Carve wall** is used for the design to unify two different functions: Gym and Swimming pool. It generates from a **Golden point** where lies the Plaza and the Columns - **core** of design.

Carve wall:
Contemporary new structure needs to be merged with the Nature and existing structure. That's why a connector came in place - "a wall" - A wall to tie all them up. At the Golden Point of the curve lies the Plaza and the Columns - the focus of design.

The wall integrates the gym, swimming pool, chapel and the playground with the plaza, which is visualized in the space to serve as a structural sculpture. The wall will serve as the main structural element as all the structural frames rest on it. The wall is an active component of the built environment within the plaza serving as a definitive boundary differentiating the spaces within and the spaces beyond. It is treated as a point of interface to exchange the visual variation between the two spaces creating numerous vistas from both sides. The wall is no longer like a free-standing object distancing from its surrounds. The visual intention of the wall gets highlighted by its functionality and the inviting spaces that are located on its foreground.

A short fleet of steps leads the visitor from the plaza into the entry of the recreational building. The platform houses the amphitheater on one side which makes it feasible for conducting shows and performances and a rich landscape on the other side slowly losing the exterior to the contemporary concrete building.

DESIGN CONCEPT

02

PLAN
Aerial View

GYMNASIUM | AMPHITHEATER | PLAZA | SWIMMING POOL

05

GYMNASIUM

RUNNING TRACK-BASKETBALL-AUDITORIUM

STRUCTURE

EXTERIOR

INTERIOR

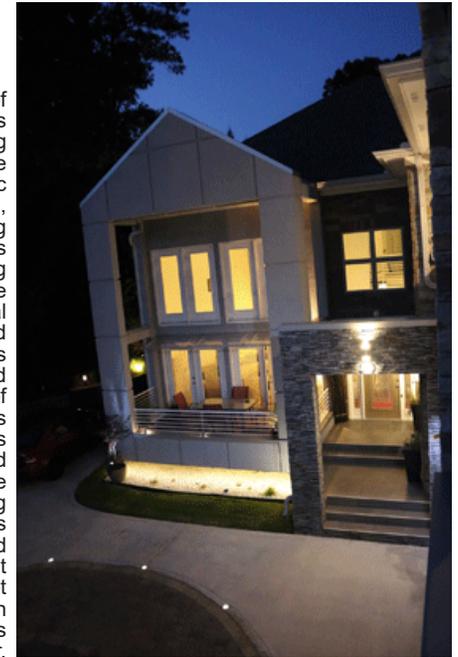
Professional **Design Work**

Architecture
Built

Own Residence, **Marietta, Atlanta, Georgia, USA**
Design & Construction | Completed in 2016



Addressing the constraints of the linear site, two rectangles reacts with each other by sliding their two linear masses, one containing open volumetric spaces such as living, dining, etc., and the other containing more personal spaces such as bedrooms, kitchen, etc. Taking advantage of the moderate Atlanta climate transitional spaces between interior and exterior spaces create decks and patios both at ground and upper level. Creation of frames out from the house as reflection of main masses helps create threshold of decks and exterior spaces. The house demonstrates that maintaining the architectural guidelines of a traditional neighborhood a modern house can be built without increase of square foot cost. It is a statement of modern living with transitional spaces between the interior and exterior.



Institute of Architects Bangladesh Design Award

Gulshan Club | **Dhaka, Bangladesh** | 2011 - On-going
Institute of Architects Bangladesh 1st Place Design Competition Award
(Design Principal, with Form 3 Architects) under construction

With the picturesque panoramic view of surroundings, two urban apertures were designed for view as well as cross ventilation. The east-west urban aperture of 75'X60' and north-south urban aperture of 100'X60' modify the site geography by linking physically the building and visually the elements of the site. The cooling load is reduced by introducing 'Light and Water garden', 'UV Infrared Protective Glass Screen' and glass shade on south.

Gulshan Club Limited shows lightness and fragility in structure while reveals its complexity to both the passing spectators and distant viewers. GCL would become a new symbol of cultural energy for the members and for the city, forming a vector to the future by its emblematic appearance and contents.



Ref: 18/2011/AB/Result/OADCG/14/592
Date: 14 February 2011

Sub.: Result of Open Architectural Design Competition for Design of Gulshan Club, organized by Gulshan Club in association with Institute of Architects Bangladesh.

Dear Architects,

It is my pleasure to inform the results of the Open Architectural Design Competition for Design of Gulshan Club, organized by Gulshan Club Ltd. in association with Institute of Architects Bangladesh.

- The winners are as follows-
1. First Prize:
Ar. Md. Saleh Uddin & Team
 2. Second Prize:
Ar. Nazmul Ahsan & Team
 3. Third Prize:
JV of Tarique Hasan and Associates Ltd. and Morphosis Developments Ltd.

The honorable members of the Jury were Ar. Prof. Shamsul Wares, Ar. Dr. Khandker Shabbir Ahmed, Ar. Mohammed Foyez Ullah, Engr. Zahir Ahmed and Engr. Nashid Islam.

The prizes were handed over to the winners on 12 February 2011.

With regards from your partner in the profession.

Ar. Mamnoon Murshed Chowdhury [C-031]
Member, Professional Affairs
18th Executive Committee
Institute of Architects Bangladesh
&
Competition Coordinator

MAILING ADDRESS
HOUSE NO. 11
ROAD 6
DHAKA-1215
BANGLADESH
GPO BOX NO. 1391
DHAKA-1000
BANGLADESH
TEL: +880 2 958888
FAX: +880 2 951485
EMAIL: iam@iaab.org.bd
WEB: www.iaab.org.bd

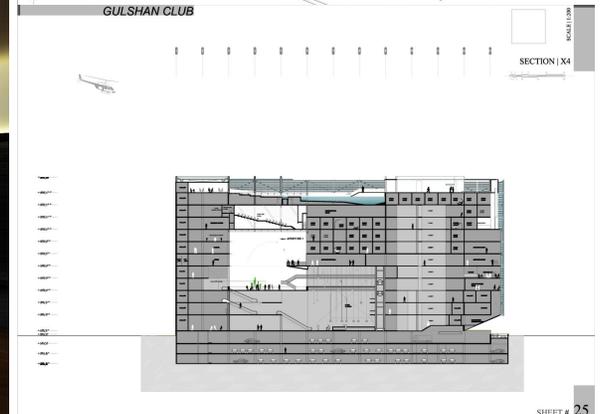
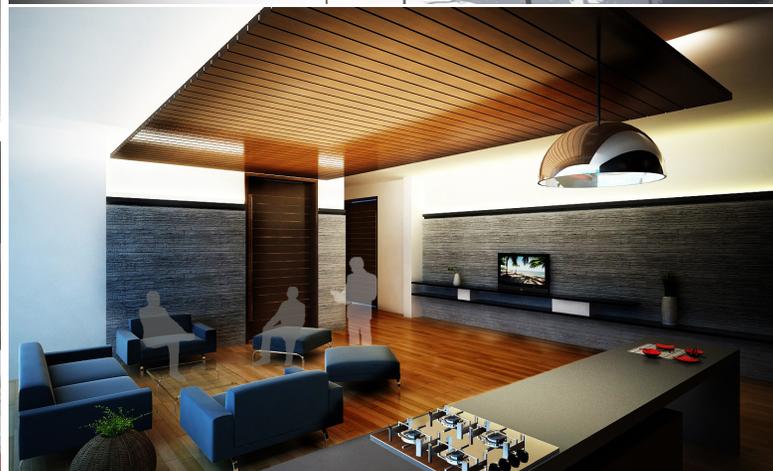
MEMBER INSTITUTE
BAARCH
ICADA
FPA REGIONAL
COUNCIL OF
FOR ARCHITECTS

MEMBER INSTITUTE
CAA
CONCRETE
ARCHITECTS
MEMBER INSTITUTE
ARCASIA
ARCHITECTS REGIONAL
COUNCIL OF AREA
NATIONAL SECTOR
IAAB INTERNATIONAL
FOR ARCHITECTS



Images of the First Prize winning entry by **Ar. Md. Saleh Uddin & Team**

Gulshan Club | Dhaka, Bangladesh | 2011 - On-going
Open Design Competition | 1st Place Winner | Competition Coordinated by the Institute of Architects, Bangladesh

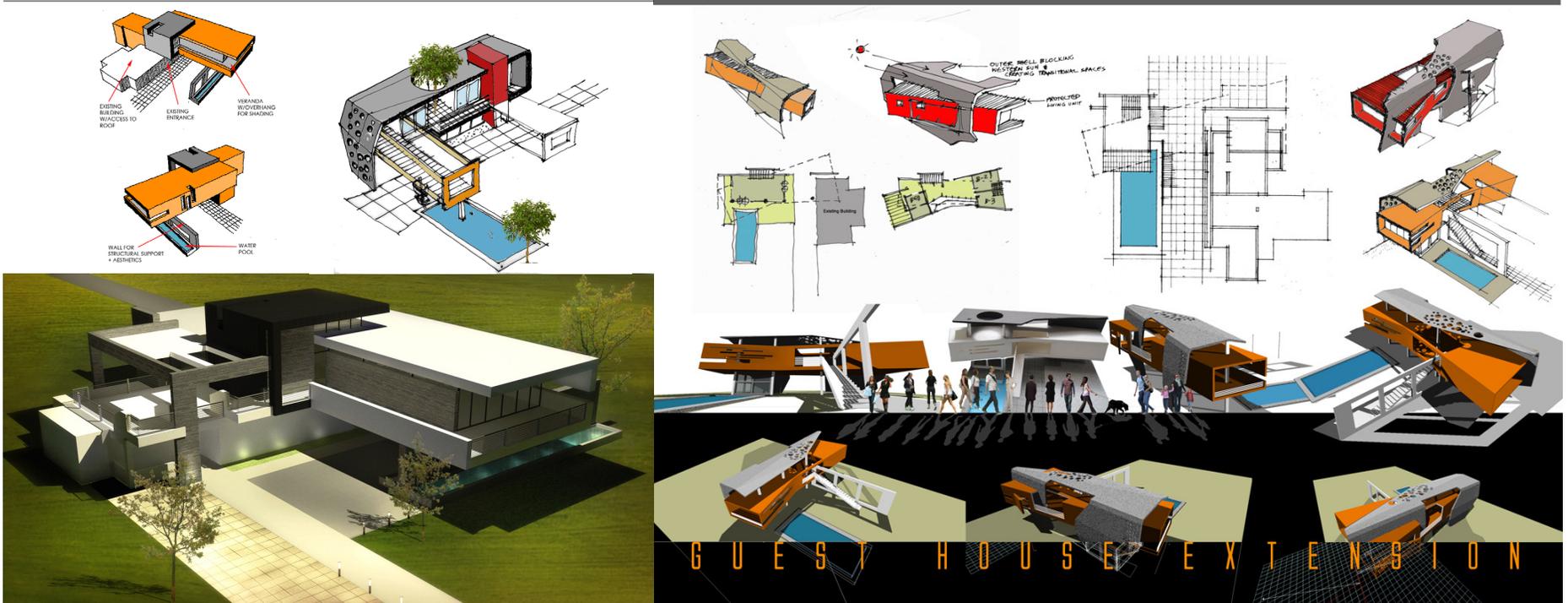


Architecture
Commissioned

Guest House Extension, **Jabbar Jute Mill, Bangladesh | 2014**
Two design schemes

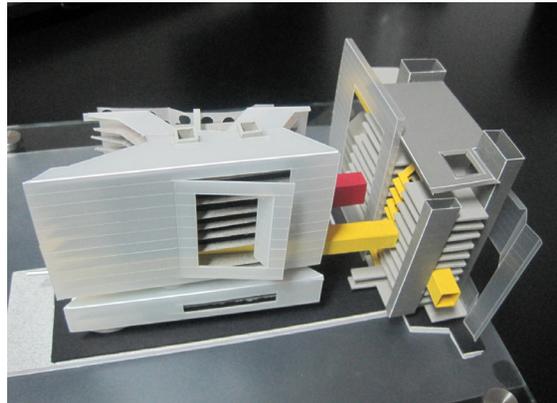
Situated on the edge of a river the 2400 sft new extension becomes an apparatus to capture the ever changing scenic views of the river. The building itself becomes a telescope by nesting the main spaces in a tube carefully wrapped by an outer shell to block the western sun.

The tube extends to the river to take full advantage of the of the river views. An upper level courtyard is formed in the middle of the tube where guests can gather or relax under changing shadows cast from the overhead roof.



Architecture
Main Structure Built

250-Bed General Hospital for Bangladesh Medical Science & Technology Ltd, **Dhaka, Bangladesh** | On-Going



Architecture Design Team:
M. Saleh Uddin with Arefeen Ibrahim and Ashik Vaskor Mannan

Structural & Electro-Mechanical: Inter Space Limited

The design concept takes lessons from organizational strategies of human body and schematically diagrams those on functions of hospital facilities.

Total floor area: 452,432 sft
Total Number of Beds: 267 or Less
Hospital Floor Footprint Area Coverage: 16,391 sft per floor
Medical College Floor Footprint Area Coverage: 11,886 sft per floor
Total Area per floor: 28, 277 sft x 13 floors and 3 basements



Professional **Design Work**

Architecture
Main Structure Built

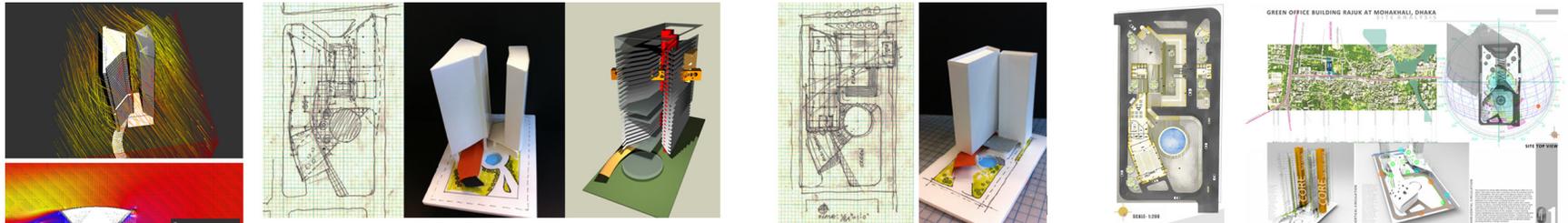
250-Bed General Hospital for Bangladesh Medical Science & Technology Ltd, **Dhaka, Bangladesh** | **On-Going**



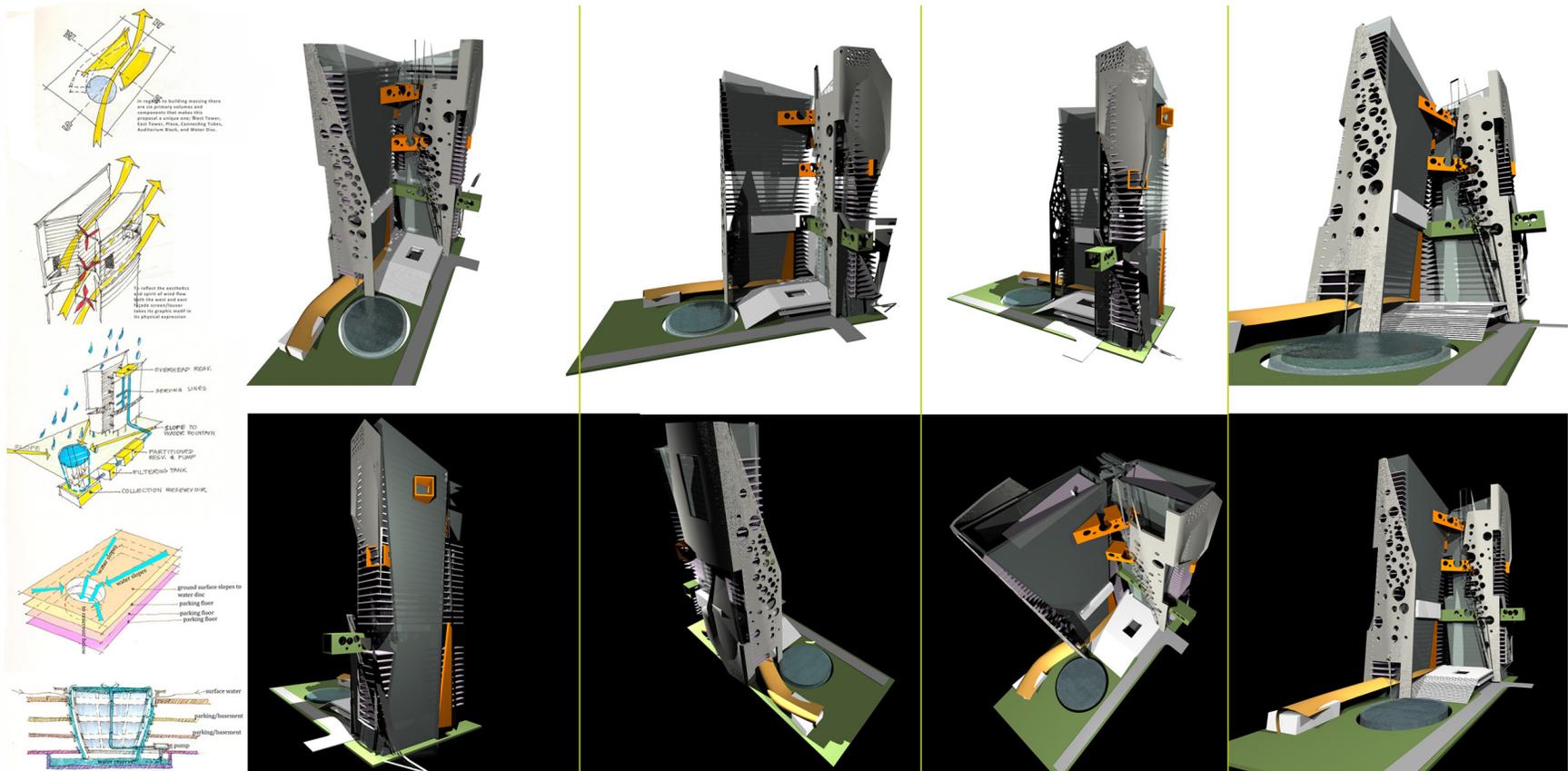
Computer model and construction images, 250-Bed General Hospital, **Dhaka**



Design Competition | Schematics | Green Office Building of Rajuk at Mohakhali, Dhaka, 2015



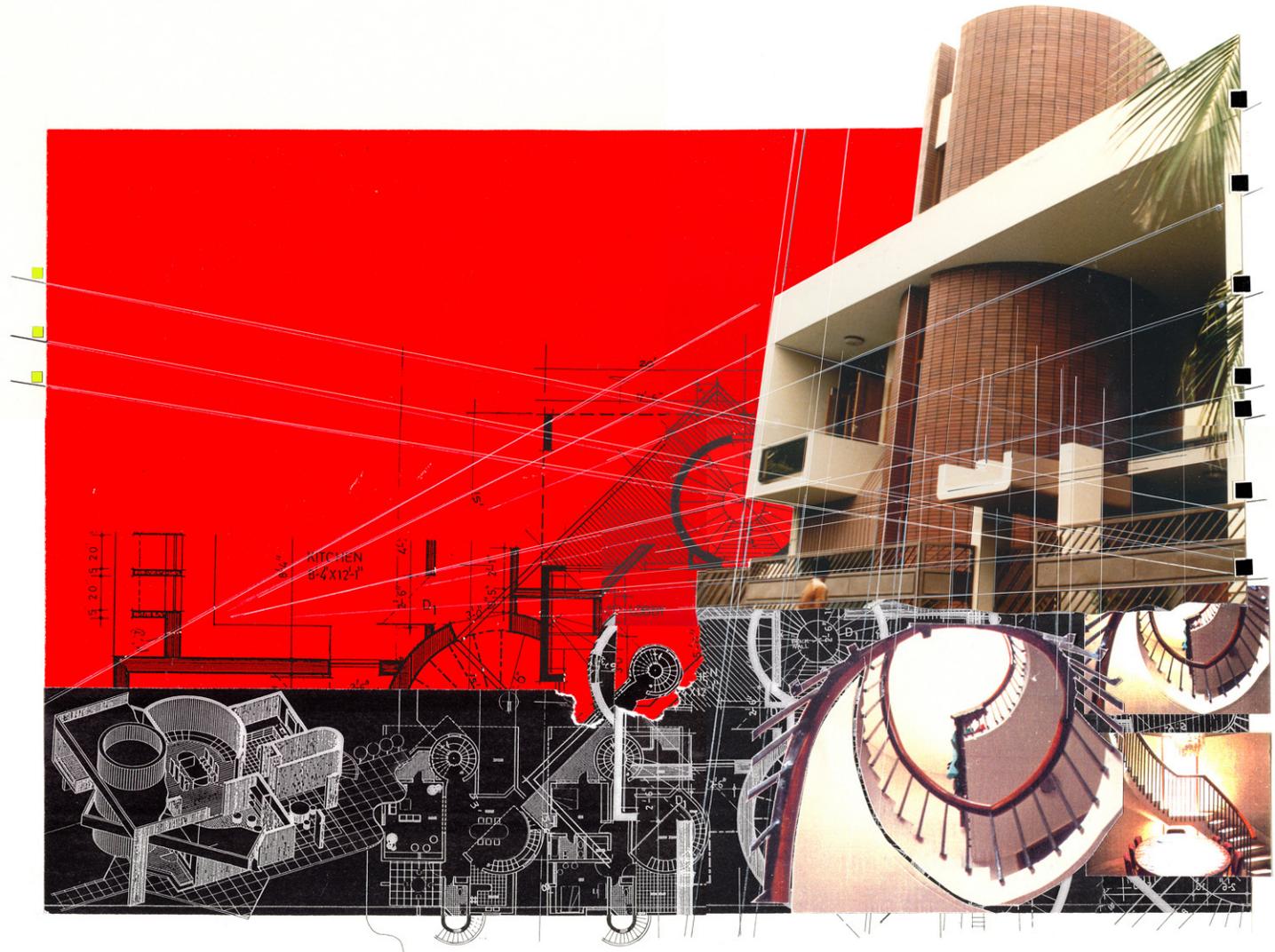
The design for Rajuk Green Office Building is conceptually generated from four specific thrusts of sustainability. 1. Prevailing wind flow for consideration and logical generation of the building form and its orientation. 2. Geothermal energy to complement HVAC systems, in particular cooling load by saving 60% energy cost. 3. Water recycling scheme as a central landscape design feature, creating a large water fountain that becomes the heart of the total recycling scheme. 4. Use of available translucent Photovoltaic panels as an integrated screen system that not only generates solar energy, but, also works as a buffer to reduce heat gain, still allowing views through them.



Professional **Design Work**

Architecture
Built

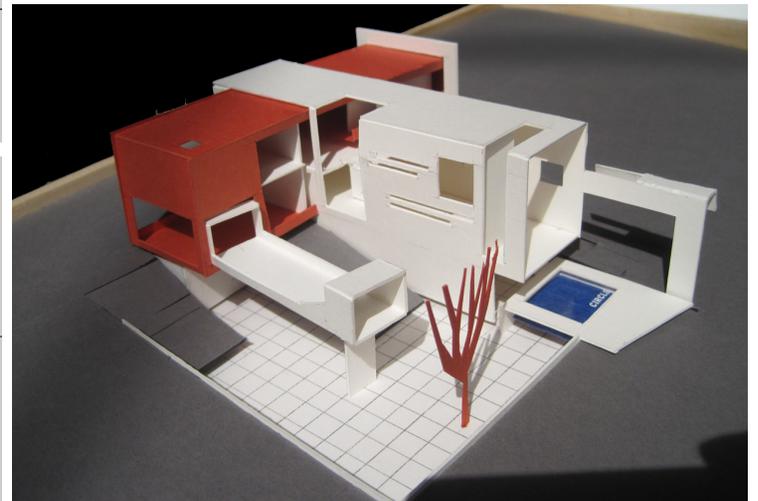
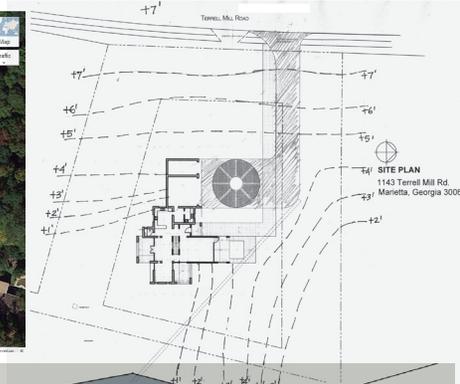
Rahman House, Dhaka, Bangladesh, **Design and Construction, 1982**



Professional **Design Work**

Architecture

Residence in Marietta, **Atlanta, Georgia**
on-going

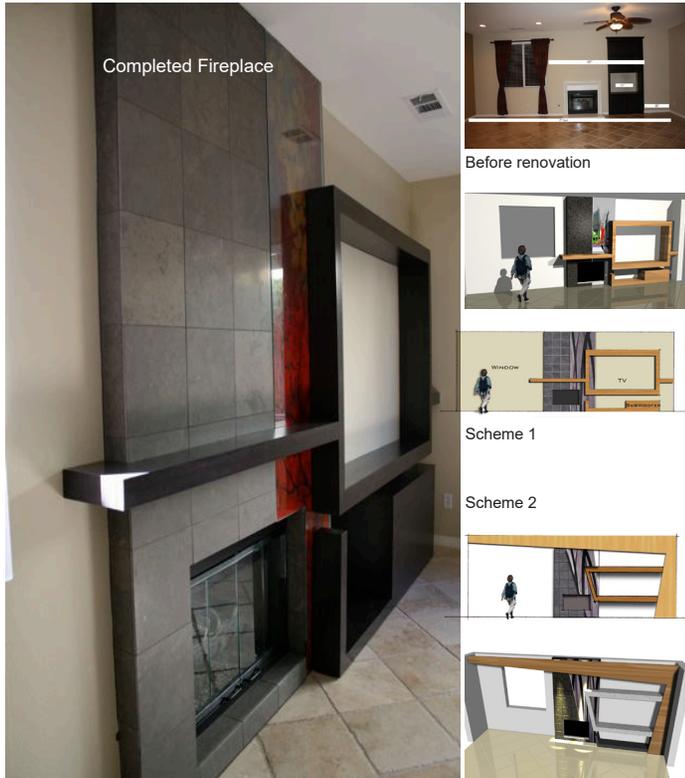


Fireplace | Interior, San Diego, California
Built, 2011

Jenyn and Pulak are both Electrical Enginners and purchased their first home in San Diego, California with a Living Room Fire Place wall that they did not like from the beginning. They did not want to move in to the house unless they had the wall redesigned.

The primary criteria provided by them was to highlight the Fire Place, and make room for a 52" flat panel TV, and most importantly to hide the large subwoofer of the entertainment center.

The design focussed in to creating three basic elements; a solid Fire Place Wall that wraps the existing Fire Place vertically, a hollow framed shelving system that holds the large-screen Flat Panel TV, and a movable solid-void holder that contains the AV system and hides the subwoofer. All three elements were framed appropriately to hold their respective responsibilities, but also together become an identity of an unique wall.



Professional Design Work
Interior

Department of Architecture
American International University-Bangladesh, Dhaka 2006



The new Department of Architecture was housed in two top floors of the existing Engineering School between the years of 2006 and 2008. That was the beginning of the department's new identity. The department clearly marked its impression of a design discipline through its articulated interior spaces, studios, display surfaces, computer labs, classrooms and the total environment created through them. Smaller classrooms of the existing facilities were modified to create larger studio spaces and all wall surfaces were wrapped with new layers of materials and graphics. Entry lobby was highlighted with graphics of Modular Man.



6-Storeyed Apartment, **Dhaka, Bangladesh**

Baridhara Block J, Rd 8, House 9

Design: Saleh Uddin with Shehreen Saleh. Architecture & Interior
Construction Completed in 2013



To provide maximum flexibility of space arrangement almost half of the floor (2400 sft per floor) is kept open for semi-public activities, such as living, dining, kitchen and family spaces. With large picture windows the southern facade captures views of the surrounding urban landscape with ample sunlight. The other half of the floor arranges all bed rooms in one zone to provide maximum privacy to residents.

Interior Renovation, **Dhaka, Bangladesh**

Baridhara Rd. 06, Building 06

Design: Saleh Uddin with Arefeen Ibrahim. 2400 sft Floor Renovation
Construction Completed in 2015



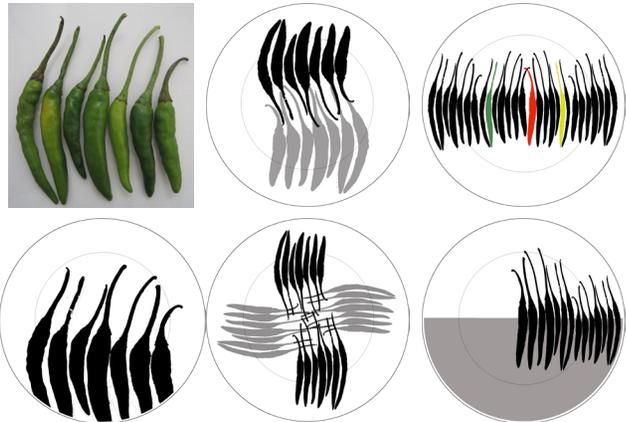
Scheme 01

Scheme 02

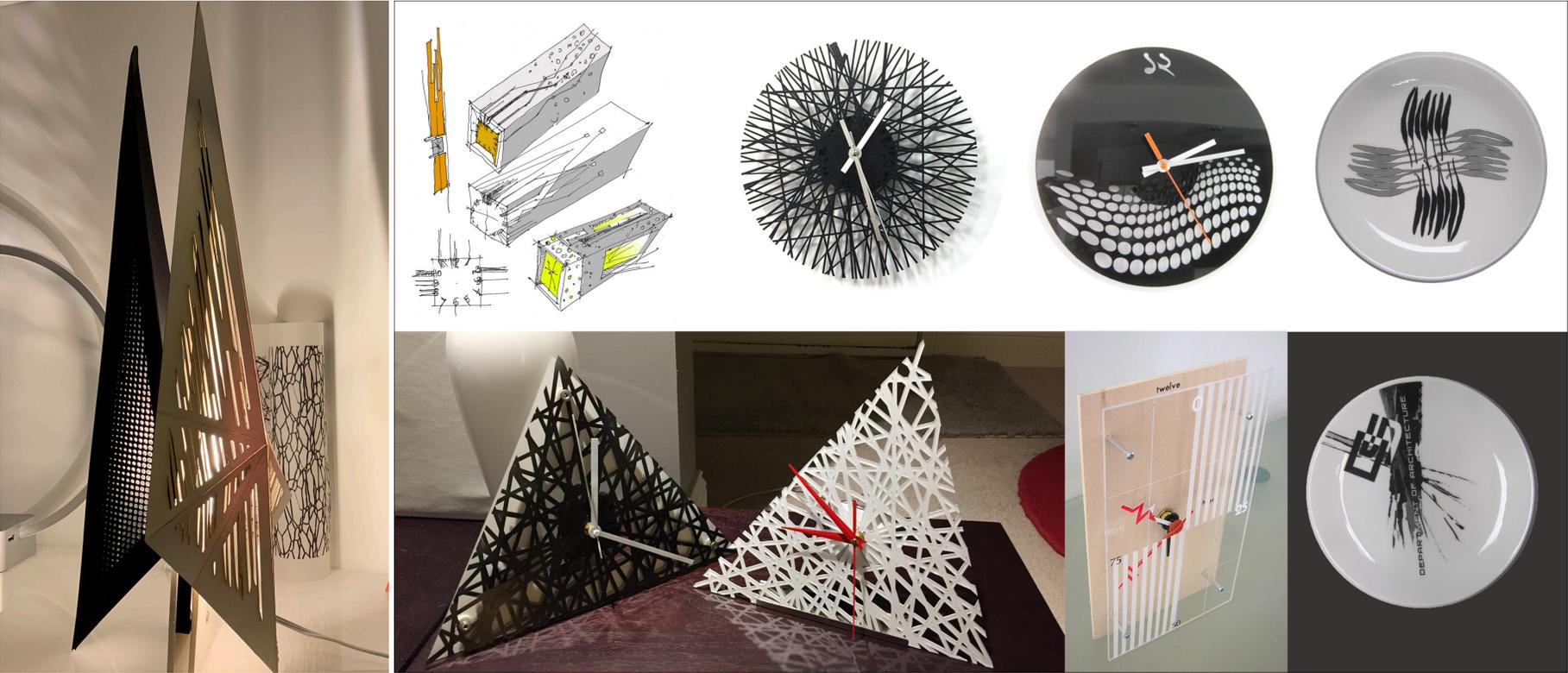
Product Design, Lamp, Clock, Dinner Plate

Product design created from techniques of graphics, 3D computer model, and photograph, along with laser cutter and CNC Router.

An elective course on understanding of applied graphics, visual grammar and use of technology for product design was offered to the department of architecture upper level students.



Dinner Plate graphics created from photograph of hot green peppers and modifying in Photoshop

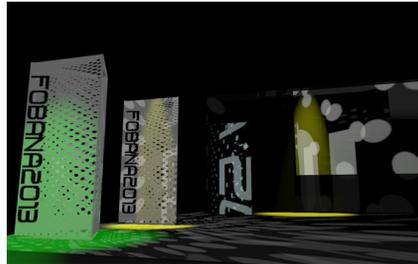


2019

2006 - 2019

Installation: Performance Stage and Lobby FOBANA Convention, Atlanta, 2013 and 2018

Community work involving design, 3D computer model, lasercut prototype model, and final full-scale CNC routing in full-scale. Transportation and installation in a 4-hour window and coordination with lighting engineers for performance stage design



Beginning 3D Model and Animation in 3D StudioMax



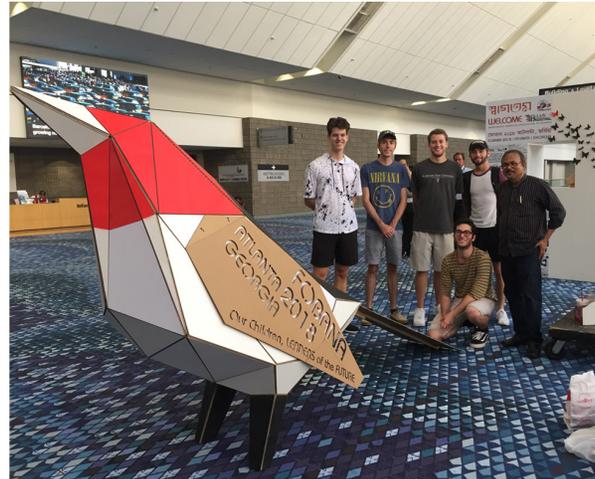
Laser Cut Prototype Model



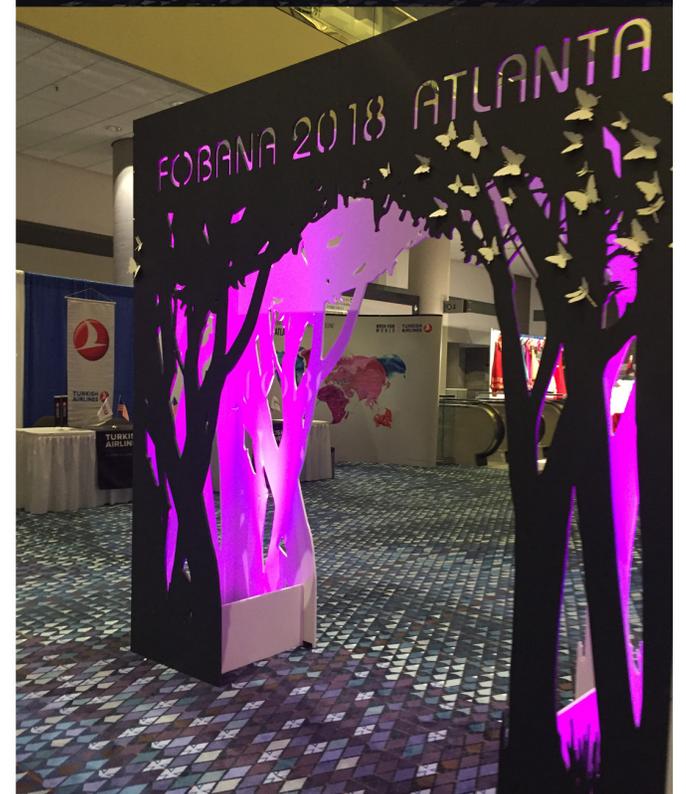
CNC Routing in Full-Scale (each component 8'x4')



Final Assembly for Transportation



Audio activated lighting from Inside and outside of each 12' Tall Unit



Professional Design Work Graphics, Web Design

Architecture Update 2006 Awards

American International University Bangladesh
department of architecture
AIUB

- B.A.R.C.H PROGRAM
- COURSE DESCRIPTION
- COURSE BY SEMESTER
- FACULTY
- FACILITIES
- ACTIVITIES
- ADMISSION
- GALLERY
- PUBLICATIONS
- LINKS

Web site design for the Department of Architecture, American International University-Bangladesh

S P S U
DEPARTMENT OF ARCHITECTURE | 1100 SOUTH MARIETTA PARKWAY | SOUTHERN POLYTECHNIC STATE UNIVERSITY | MARIETTA, GEORGIA, 30060
PH: 678-915-7252 FAX: 678-915-7252

ANNOUNCEMENTS
2011-12 Summer Design Workshop

- PROGRAM
- CURRICULUM
- FACULTY/STAFF
- FACILITIES
- ADMISSION|SCHOLARSHIPS
- EVENTS|ACTIVITIES
- BOARDS|ORGANIZATIONS
- POLICIES|PROCEDURES
- LINKS|RESOURCES
- STUDIO WORKS

Building on its strong history of excellence, the Architecture Program at SPSU continues to create an excellent reputation of collaborative and multi-disciplinary hands-on approach to learning, creativity, application, and equipment. We believe that these components are integral to a strong educational foundation, the creation of an environment that fosters our student's drive to advance education and to contribute to their profession and their community, and about encouraging a greater appreciation of architecture and good design.

Architecture Program at SPSU is a 5-Year Program fully accredited by the NAAB (The National Architectural Accreditation Board).

SOUTHERN POLYTECHNIC STATE UNIVERSITY MARIETTA GEORGIA

ARCHITECTURE PROGRAM

- HOME
- PROGRAM
- CURRICULUM
- FACULTY/STAFF
- FACILITIES
- ADMISSION|SCHOLARSHIPS
- EVENTS|ACTIVITIES
- BOARDS|ORGANIZATIONS
- POLICIES|PROCEDURES
- LINKS|RESOURCES
- STUDIO WORKS

Faculty in Architecture Program at SPSU

The Architecture Program at SPSU offers a 5-Year Professional degree in Architecture. This is the only 5-Year B. Arch Program in the State of Georgia. The Program is fully accredited by the National Architectural Accrediting Board (NAAB). Students upon completion of their professional degree are eligible to take their licensure examination after fulfilling practicum requirements.

NAAB Accreditation
B. Arch @ SPSU (102 undergraduate credits)
Next accreditation visit for the 5-Year B. Arch Program at SPSU: 2014
110000 Department of Architecture at SPSU

Vision
The guiding principle of vision for the Architecture Program at SPSU is to advance "Technological Excellence in Architecture." Fundamentally, this is a philosophical approach to design as applied to education in our current styles. The approach in the essence of what we call "making architecture" that fosters a suitable sustainable environment where theory and application become one. With this paradigm in mind, we are committed to train future architects to excel in local, regional and global markets.

Mission
The Architecture Program at SPSU is committed to be a prominent leader in providing professional architectural education. It fulfills this mission through collaborative and interdisciplinary learning, transfer of experiential promoting innovation, creativity by leading edge with technology and associated with critical thinking, feasibility and constructability. In addition, the knowledge of cultural diversity, history, theory, criticism, urbanism, visual, verbal, virtual and digital communication, professional ethics and practice are inseparable parts of the process of "making architecture".

Values
The Architecture Program holds the following three core values that are crucial to its vision and mission:
Professionalism: The Architecture Program values its strong relationship with the professional community and the active role its members play with our faculty by participating in design juries, competitions, advisory committees, and mentoring our students.
Sustaining theory and practice: The Architecture Program places great value on balancing theory and practice in its curriculum. Real-life studio and community projects stimulate intellectual dialogue regarding our students with faculty and the profession to ensure understanding of the design process at hand.
Diversity: The Architecture Program values diversity in its student body and faculty, a supportive interdisciplinary learning environment and a commitment to teamwork. A diversity collaborative encompassing faculty, students, faculty, alumni and professionals strengthens our commitment to encourage critical thinking, creativity and innovation.

Web site design for the Department of Architecture, Southern Polytechnic State University, Georgia

VIRTUAL+ACTUAL: PROCESS AND PRODUCT OF DESIGN
DESIGN COMMUNICATION CONFERENCE 2018 | OCTOBER 07 - 10, 2018 | CORNELL UNIVERSITY | ITHACA | NEW YORK

- Main Menu
- Schedule & Activities
- Abstract & Paper Submission
- Venue, Hotel, Travel
- Registration
- New York City Tour
- Contact Organizers
- Call for Abstracts

UPDATES
DCA 2018 Conference Full Schedule (updated on Oct 06, 2018)
DCA 2018 Conference Summarized Schedule (updated on Oct 06, 2018)
Workshops (updated on Oct 06, 2018)

Download Paper Abstracts Template
Open Invitational Guidelines
DCA 2018 Abstract Review Details by Title and Number
DCA 2018 Accepted Abstract for Full Paper by Title
DCA 2018 Abstract for Poster/Further Development/International Titles
Access to Reviews Feedback by Abstract Number and Title

The Design Communication Association (DCA) along with the Department of Design & Environmental Analysis at Cornell University will be hosting the 2018 Design Communication Association Conference in Ithaca, New York from October 07 - 10, 2018.
The venue is at one of the most beautiful college campuses in the US at Cornell University's main campus in Ithaca, New York. The campus features a 100-acre main campus with numerous buildings including the 18th-century Johnson Museum of Art, Blarney Hall by Renzo Piano, and the new Ithaca Commons by Richard Heery, Bill and Marinda Gates Hall by Morphosis group.

Keynotes for the conference include internationally acclaimed individuals who have contributed to current trends of design thinking and its representation.
We are happy to announce that Professor James Wines of MIT, David Lewis of JLC Architecture, and Jenny Sabin of Sabin Design Lab are our three keynote speakers.
James Wines of MIT
David Lewis of JLC Architecture
Jenny Sabin of Sabin Design Lab

Conference Chair
M. Saleh Uddin, PhD (m.uddin@kennesaw.edu)

Host School Organizing Committee
Amreen Farooq, PhD, Kennesaw State University
Arash Karamian, PhD, Kennesaw State University
Arief Soltanman, PhD, Kennesaw State University
Bronce Dufresne, Kennesaw State University
Chris Willey, AIA, Kennesaw State University
Kathryn Bissett, AIA, Kennesaw State University
Michael Carroll, Kennesaw State University
Peggy Zarnani, PhD, Kennesaw State University
Sally Blabin, PhD, Kennesaw State University
Zarina Karim, Kennesaw State University
Quaranta Gutierrez, Office Support, Arch Dept

Paper Review Committee (by country)

Web site design for 2018 Design Communication Association Conference, New York

DCA INTERNATIONAL CONFERENCE 2020



Host School: Department of Architecture | Kennesaw State University | Atlanta, Georgia, USA

- Main Menu
- Schedule & Activities
- Abstract & Paper Submission
- Venue, Hotel, Travel
- Registration
- Atlanta Attractions / Tour
- Contact Organizers
- Call for Abstracts

CALL FOR ABSTRACTS OF SHORT PAPERS
Download PDF Document

DCA (Design Communication Association) CONFERENCE 2020, Atlanta, Georgia, October 21-24, 2020
Host School: Department of Architecture, Kennesaw State University, Marietta, Atlanta, Georgia

DCA 20/20: PERCEPTION TO EXECUTION

The Design Communication Association (DCA) along with the Department of Architecture at Kennesaw State University will host the 2020 International Design Communication Association Conference in Atlanta, Georgia, USA from October 21st to the 24th, 2020.

The theme of the 2020 conference is "DCA 20/20: Perception to Execution". This theme reflects our vision to design and its interpretation as we move forward with extended notions of tools and techniques from perception to execution. In general 20/20 vision is a term used to express normal visual acuity measured at a distance of 20 feet. It is a measure of the spatial resolution of the visual processing system. 20/20 vision represents the sharpness or clarity of vision at a distance. Our overall visual acuity is dependent on peripheral awareness or side vision, eye coordination, depth perception, focusing ability and color vision. The notion of envisioning the act of design and its process can be conceptually parallel to this phenomenon of 20/20 vision.

The DCA 2020 conference theme looks at how we envision various phases of design from perception to execution. Along this line of thought the conference promotes papers and presentations that demonstrate current trends and future directions both in education and professional fields of design and allied disciplines. The theme reflects the recent emergence and inclusion of various digital, virtual, and manual targets that influence the way we envision design as well as conceptual shifts focus affecting perception and execution.

Papers and presentations that include but are not limited to approaches and applications of current trends of design and its interrelationships with allied disciplines are invited to foster and contribute to the discussion of the conference theme. These allied disciplines include architecture, digital media, environment, interior, landscape, media arts, urbanism, housing, etc. All submissions are expected to be original and have not been published previously at other scholarly venues. Specific topics may address following subjects:

- Design 2020: Changing Dynamics and Challenges

Web site design for 2020 Design Communication Association Conference, Atlanta

ARTWORK, Painting
Oil and Acrylic

