HYPERIMAGE   PROTOCOLS

Hyperimage Protocols is a class about architectural representation on, and through, the web.

Web design is, of course, a valuable skill for the specific and intentional online presentation of designers and their projects. Through tides of algorithmic platforms and proprietary app ecosystems, the protean website remains an open, robust, and flexible *lingua franca* for collecting, organizing and cross-referencing whatever can be expressed in code: text, image, video, audio, and beyond.

Hyperimage Protocols will familiarize students with web development fundamentals such as HTML, CSS, JavaScript, VS Code and GitHub. Previous experience with these tools is welcome, but by no means assumed or necessary. In the first half of the semester, each student will deploy these protocols for the online publication of a project produced in a prior design studio. ☞

☞ In the second half of the semester, they will be challenged to move beyond this (deceptively) straightforward act of translation to consider the webpage seriously and critically as a site of architectural representation in its own right, transcending its utility as a passive carrier of conventional architectural content.

Students will work in pairs to marshall the tools of web development towards the documentation of a specific site, and a proposed intervention into it, entirely conceived and executed natively for the web.

How can digital affordances—interactivity, collaboration, layering and juxtaposition, multimedia, procedural generation—inform the conception and communication of an architectural project? And how can emerging tools for generative code creation further this exploration without diluting its results? †

† In considering these questions, *Hyperimage Protocols* will invite students to imagine potential futures for architectural representation as it overflows the media of the second millenium and adapts to those of the third.