

# ARCH 483ST: Architect as Influencer

## Course Syllabus

NJIT Fall 2024

Instructor:

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Thursday, 6:00 – 8:50 PM

New Jersey Institute of Technology  
Hillier College of  
Architecture + Design

Type of Course:

Elective, Face-to-Face  
Seminar Format, 3 credits  
3 contact hours per week  
meets once a week

Prerequisites:

ARCH 224, 304 & 314  
OR  
ARCH 323, 304 & 327



@architectangie, Angie Lane, Instagram, 2022

### Course Description:

The evolving digital geographies of the nascent social media age are swiftly rendering the traditional architectural portfolio obsolete. Be they electronic or hard copy, the “artifact” portfolios of the past are neither agile nor dynamic enough to represent professionals and their work in the 21st century. It is critical that emerging architects have a polished digital and social media presence to enter the profession. This seminar will utilize rigorous critique of conventional architectural representation and analyses of successful online presences in a variety of fields. Through this research, students will redefine “portfolio” as a digital strategy and create a well-curated, cross-platform presence that represents and promotes their architectural work and professional persona.

With a foundation in architectural history, theory, and criticism, this seminar will seek to reformat architectural representation for the 21<sup>st</sup> Century. Through readings, case studies, statistical analysis, and rigorous internet/social media posting, students will develop revolutionary palettes, methodologies, and strategies for representing themselves and their work within the digital contexts their future employers and clients currently occupy.

### Learning Objectives:

The course seeks to simultaneously place students in 2 representational contexts: the historical context of architectural practice and the emerging, perpetual now of the 21<sup>st</sup> Century digital communities they and their end users unavoidably occupy. By embracing both their professional predecessors and their current societal

contexts, students will develop personalized processes for analyzing, critiquing, and representing their work within the emerging artistic formats and technologies of their own time.

### **NAAB Shared Values:**

The National Architectural Accrediting Board accredits NJIT's architecture program. The NAAB has Shared Values of the Discipline and the Profession that must be covered by any architectural curriculum to attain their approval. This course satisfies the following shared values:

*Equity, Diversity, and Inclusion:* Architects commit to equity and inclusion in the environments we design, the policies we adopt, the words we speak, the actions we take, and the respectful learning, teaching, and working environments we create. Architects seek fairness, diversity, and social justice in the profession and in society and support a range of pathways for students seeking access to an architecture education.

*Knowledge and Innovation:* Architects create and disseminate knowledge focused on design and the built environment in response to ever-changing conditions. New knowledge advances architecture as a cultural force, drives innovation, and prompts the continuous improvement of the discipline.

*Leadership, Collaboration, and Community Engagement:* Architects practice design as a collaborative, inclusive, creative, and empathetic enterprise with other disciplines, the communities we serve, and the clients for whom we work.

*Lifelong Learning:* Architects value educational breadth and depth, including a thorough understanding of the discipline's body of knowledge, histories and theories, and architecture's role in cultural, social, environmental, economic, and built contexts. The practice of architecture demands lifelong learning, which is a shared responsibility between academic and practice settings.

### **Learning and Teaching Culture Policy:**

In addition to the overarching values and ethics of the university, the New Jersey School of Architecture (NJSoA) is dedicated to optimism, diversity and solidarity, professional conduct, constructive evaluation and instruction, collaborative community, health and well being, time management and school-life-work balance, respectful stewardship and space management, and well-rounded enrichment. The pedagogy of architecture and design is as complex as it is rewarding, and as dynamically evolving as the people who learn and teach it. This understanding resides at the core of the NJSoA Learning and Teaching Culture Policy:

<https://design.njit.edu/learning-and-teaching-culture-policy>

### **Format:**

Seminar classes utilize a framework of discussion with colleagues. Perspectives and observations shall not be dismissed out of hand, but must be debated and examined through collaborative research. Course readings are intended to be interrogated and tested thoroughly, not necessarily as predetermined answers, but as a context and origin for questions to be answered through ongoing design endeavors. There shall be no wrong questions nor right answers. Course requirements will be comprised of discussion participation, class discussion leadership, website and social media case studies, website and social media presence development/statistical analysis, and periodic **Followings**.<sup>\*</sup> Investigations are meant to contribute to further development of architectural thinking and continued development of students' architectural and professional representation processes in the future. Successful course completion shall depend on the individual student's ability to apply applicable concepts, media, and methodologies, while developing their ability to draw and speak critically regarding key elements of their own work.

**\*Following** – a course work presentation & review where students, instructor, and/or guests gather in person to critique and workshop the student work through smart phone or tablet. While the class will be held in person, the pivotal element is that all deliverables will be discussed as they are viewed through a mobile app.

## **Evaluation and Grading Criteria:** (subject to change during semester)

NJIT Undergraduate grading scale:

- A 4.0 Superior
- B+ 3.5 Excellent
- B 3.0 Very Good
- C+ 2.5 Good
- C 2.0 Acceptable
- D 1.0 Minimum
- F 0.0 Inadequate

Incompletes are only granted in the event of a documented medical or family emergency, and must be approved by the instructor and administration.

NJIT has a policy of issuing mid-term warnings for students who are not performing at a satisfactory level. Any student issued a warning will be required to have a conference with the instructor to evaluate satisfactory completion of the work for the remainder of the semester. At any point during the semester students can arrange to meet with the instructor to inquire how their performance of the assignments is progressing and how they may improve. Final grades may be discussed in person at the end of the semester by student or instructor request.

### **Office Hours:**

Instructor is available in person, on campus, by appointment, Thursday from 9-12 AM or remotely by appointment Friday from 9AM- 5PM.

### **Academic Integrity:**

Academic integrity and honesty are of paramount importance. Cheating and plagiarism will not be tolerated. The NJIT Honor Code will be upheld, and any violations will be brought to the immediate attention of the Dean of Students. All students are responsible for upholding the integrity of NJIT by reporting any violation of academic integrity to the Office of the Dean of Students. The identity of the student filing the report will remain anonymous. All students are expected to adhere to:

The University Code on Academic Integrity: <https://www.njit.edu/dos/academic-integrity>

The Code of Student Conduct: <https://www.njit.edu/dos/policies/conductcode/index.php>

HCAD librarian Maya Gervits has assembled excellent resources for a students use on using images, citing, and plagiarism: <https://researchguides.njit.edu/c.php?g=671665&p=4727920>

### **Use of Generative Artificial Intelligence:**

Student use of artificial intelligence (AI) is permitted in this course for certain activities. It is not permitted to be used for the enhancement of prior design work being represented in the required Digital Media Presences as it would be a dishonest representation of that work. However, AI may be used to generate Digital Media content, if and when it benefits Digital Media Presence in a way that can not be otherwise replicated and enhances the learning experience of the student. If and when students use AI in this course, it must be cleared with the instructor prior to the assignment submission. AI must be cited as is shown within the [NJIT Library AI citation page](#) for AI. If you have any further questions or concerns about AI technology use in this class, please reach out to your instructor.

## **Class Attendance Policy:**

Class will meet once a week: Thursday, 6:00 – 8:50 PM (subject to change)

ON TIME attendance is required at all class meetings.

Failure to be on time may result in students not being permitted to present their assignments and receiving a reduced or failing grade on the assignment.

Habitual lateness and/or absences WILL result in such penalties. Unexcused absences can result in the lowering of final grades or failure.

Three or more unexcused absences will require a meeting with the instructor.

## **Assignments:**

Each assignment will constitute a percentage of the overall grade as follows:

Discussion Participation: 10% of final grade

Will be issued as 2 grades: 5% at Midterm, 5% at End of Term

Discussion Leadership: 10% of final grade

Each Student will co-lead class discussion once during the term

Case Studies: 20% of final grade

Case Study of cross-platform digital presence of a business or person who is not an architect: 10%

Case Study of cross-platform digital presence of an architecture firm: 10%

Professional Website: 25%

Student will create and maintain a website to represent their work and professional persona.

Periodic presentation and documentation of progress will be required.

Integration of 3 major social media platforms into their professional digital presence: 30% of final grade

Students will pick 3 of these 5: Instagram, Facebook, X, TikTok, LinkedIn

Their professional, digital presence on each platform will each constitute 10% of their grade

Periodic presentation and documentation of progress will be required.

Self-Critique/Analysis of professional digital presence: 5%

Extra Credit: 10% maximum

Students will integrate any other platforms (include the 2 not selected above) they deem appropriate.

Each additional integrated platform will be worth up to a 2.5% grade increase.

Honors Course Enhancement\*

Students seeking Honors Course Enhancement will complete a Digital Media Presence Strategic Plan

The plan should include, but not be limited to:

Future Posting Framework(s) & Schedule(s)

Proposed Statistical Analysis Integration

Future Platform Expansion(s) Plan

Other Future Action Items

Evidence Implementation of the Above has begun.

*\*NB: Students seeking Honors Course Enhancement must obtain instructor permission **prior** to filing **and** submit all necessary forms by the required university deadlines.*

Students should upload deliverables and evidence of digital assignments to the appropriate Assignment folders on Canvas\* and Kepler\* in pdf format at the page/image size and quality they are created/presented. Additional requirements and instructions will be forthcoming.

\*NB: Kepler is now connected to Canvas, however, work uploaded to Canvas for grading will not automatically be uploaded to Kepler. Students should access Kepler through Canvas and upload work to the appropriate folder for archiving by HCAD.

**Preliminary Schedule:** (Subject to Change)

24.09.05      Week 1

Course Framework & Assignments Discussions  
Topic Schedule & Discussion Leadership Selections  
Discussion of individual goals, investigations, and website names.

Media:

*Arrival* (S1E1)

McGoohan, Patrick (Show Runner). (1967, Sept. 29). *The Prisoner* [TV Series].  
Everyman Films

**Assignments: Purchasing of Web Address and Setting Up Profiles, Due 24.09.12**  
**Case Study I: Architecture Digital Presence, Due 24.09.26**

24.09.12      Week 2

**Assignment Due: Website & Social Media Profiles Set Up**

Reading:

*Noah's Ark in Twelfth Century Paris*

Kinsella, Karl. *God's Own Language: Architectural Drawing in the Twelfth Century*. Boston: MIT Press. 2023

Media:

*The Schizoid Man* (S1E5)

McGoohan, Patrick (Show Runner). (1967, Oct. 27). *The Prisoner* [TV Series].  
Everyman Films

**Assignments: Case Study I: Non-Architecture Digital Presence, Due 24.09.26**  
**Following I, Due 24.10.03**

24.09.19      Week 3

Readings:

*Space, Time and Architecture*, Excerpts from Parts II & VI

Giedion, Sigfried. *Space, Time and Architecture*. Fifth Edition  
Cambridge: Harvard, 1941, 1949, 1954, 1962, 1967

Media:

*First Person Shooter* (S7E13)

Carter, Chris (Show Runner). 2000, February 27). *The X-Files* [TV Series].  
Ten Thirteen Productions

**Assignments: Case Study I: Non-Architecture Digital Presence, Due 24.09.26**  
**Following I, Due 24.10.03**

- 24.09.26 Week 4  
**Assignment Due: Case Study I: Non-Architecture Digital Presence**  
**Assignments: Following I, Due 24.10.03**  
**Case Study II: Architecture Digital Presence, Due 24.10.17**
- 24.10.03 Week 5:  
**Assignment Due: Following I**  
**Assignment: Case Study II: Architecture Digital Presence, Due 24.10.17**
- 24.10.10 Week 6:  
 Reading:  
*Towards Anarchitecture*  
 Evans, Robin. *Translations from Drawing to Building and Other Essays*  
 London: Architectural Association. 1997  
 Media:  
 Rm9sbG93ZXJz (0:45)  
 Carter, Chris (Show Runner). (2018, February 28). *The X-Files* [TV Series].  
 Ten Thirteen Productions
- 24.10.17 Week 7  
**Assignment Due: Case Study II: Architecture Digital Presence**  
**Assignment: Following II, Due 24.10.24**
- 24.10.24 Week 8  
**Assignment Due: Following II**
- 24.10.31 Week 9  
 Reading:  
*Forgetting and Being Forgotten in the Age of the Data Subject*  
 Eichhorn, Kate. *The End of Forgetting: Growing Up With Social Media*.  
 Cambridge, MA: Harvard University Press. 2019  
 Media:  
*The Entire History of You* (S1E3)  
 Brooker, Charlie (Show Runner). (2011, Dec. 18). *Black Mirror* [TV Series].  
 House of Tomorrow  
**Assignments: Following III, Due 24.11.14**
- 24.11.07\* Week 10:  
 Reading:  
*Defining Digital Citizenship*  
 Mossberger, Karen, Tolbert, Caroline J., & McNeal, Ramona S.  
*Digital Citizenship: The Internet, Society, and Participation*  
 Boston: MIT Press, 2008

Media:  
Nosedive (S3E1)  
Brooker, Charlie (Show Runner). (2016, October 21). *Black Mirror* [TV Series].  
House of Tomorrow

**Assignment: Following III, Due 24.11.14**

\*NB: 24.11.11 is the last day students may withdraw from class.

24.11.14 Week 11:

**Assignment Due: Following III**

24.11.21 Week 12

Reading:  
*Ceci Tuera Cela: Education of the Architect in Hyperspace*  
Ellis, Eugenia Victoria. *Ceci Tuera Cela: Education of the Architect in Hyperspace*  
*Journal of Architectural Education*, vol. 51, no. 1,  
September, 1997, 37-45.  
*Identity in the Age of Social Media*  
Akbari, Anna. *Psychology Today*, September 10, 2018  
*The Effects of Simultaneity and Modern Aesthetics on the Fragmentation of Information*  
Zhu, Ruoqian *The Effects of Simultaneity and Modern Aesthetics on the*  
*Fragmentation of Information. Advances in Social Science, Education and*  
*Humanities Research*, vol. 496, 2022.

Media:  
*When the Yogurt Took Over* (S1E6)  
Miller, Tim (Show Runner). (2019, March 15). *Love, Death & Robots* [TV Series].  
Blow Studio  
*Zima Blue* (S1E14)  
Miller, Tim (Show Runner). (2019, March 15). *Love, Death & Robots* [TV Series].  
Passion Animation Studios  
*Ice Age* (S1E16)  
Miller, Tim (Show Runner). (2019, March 15). *Love, Death & Robots* [TV Series].  
Digic Pictures & Atomic Fiction

**Assignment: Pre-Final Following, Due 24.12.05**

24.11.26\* Week 13

Reading:  
*A Blueprint for a Better Digital Society*  
Lanier, Jaron & Weyl, E. Glen. *Harvard Business Review*, September, 26, 2018

Media:  
*Automated Customer Service* (S2E1)  
Miller, Tim (Show Runner). (2021, May 14). *Love, Death & Robots* [TV Series].  
Atoll Studio  
*Ice* (S2E2)  
Miller, Tim (Show Runner). (2021, May 14). *Love, Death & Robots* [TV Series].  
Passion Animation Studios

*Pop Squad (S2E3)*

Miller, Tim (Show Runner). (2021, May 14). *Love, Death & Robots* [TV Series].  
Blur Studio

**Assignments: Pre-Final Following, Due 24.12.05**

**Digital Presence & Self-Critique w/ Statistical Analysis, Due 24.12.19**

\*NB: 24.11.26                      *Thursday classes meet Tuesday*  
24.11.28-24.12.01    *Thanksgiving Holiday*

24.12.05      Week 14:

**Assignment Due: Pre-Final Following**

**Assignments: Digital Presence & Self-Critique w/ Statistical Analysis, Due 24.12.19**

**23.12.19      FINAL FOLLOWING (Subject to Change)**

**Assignments Due:**

**Digital Presence (Website & Social Media Profiles)**

**&**

**Self-Critique with Statistical Analysis**