Empowering Visualization at Rutgers

Evolving technologies are continuously transforming landscape architecture. Just keeping up with the trend is not enough for high quality education. The Rutgers Department of Landscape Architecture aspires to be at the forefront of emerging design approaches. Help us create a new Visualization Lab that will enable our students to be leaders in the nexus among creative design process, data-driven responsible design, and community outreach.

Rich history – innovative future

Dating back to the 1930s, the Landscape Architecture program at Rutgers has a rich history and role in the evolving profession and discipline. The formal program emerged initially within a Department of Horticulture (1960-70s), developed an increased strength in professional areas (1980-90s), embraced its environmental role in a newly reconstituted science school (2000s), and most recently has begun a new era integrating social and ecological issues framing the landscape architecture into the 21st century.
The School keeps on investing

Assessment of Rutgers Landscape Architecture has been ongoing based on student growth and changes to the industry because of evolving technologies, software, and equipment. The School of Environmental and Biological Sciences (SEBS) on the George H. Cook Campus has committed to creating a new Visualization Lab to support greater technological infusion into design studios and representation. SEBS will remodel a portion of the second floor in Blake Hall for the Viz Lab. Landscape Architecture will gain additional office space, too.

SEBS has also made a commitment to expand its scholarly and outreach activities regarding data-driven responsible design through funding a new tenure track professor for Digital Design within the Department of Landscape Architecture. The search for this position is well under way. We expect the new professor will start by August 2019.

Donors to the Visualization Lab will also be acknowledged at Rutgers.

Your help is welcomed to make the Visualization Lab top notch

The Viz Lab will include new equipment and software that will be dedicated to Landscape Architecture students, faculty, and projects. This will help ensure our students learn the necessary skills to be prepared to pursue a career in landscape architecture and environmental planning. Support for the Visualization Lab can include:

**Visualization Lab Endowment for Technology and Software** – An investment by creating living legacies that span generations. This is a long-term source of funding to make certain Rutgers Landscape Architecture students have access to the most up to date software, design programs, and instruments. **Minimum investment – $50,000**

**Laser Cutter** – A tool used daily by Landscape Architecture students. The curriculum requires students to learn how to etch patterns and cut virtually any 2-dimensional shape from a wide variety of materials. **Investment – $20,000**

**Computer Power** – A new cluster of high-end computers in the teaching and research Visualization Lab. New and additional work stations will allow greater student access and ability to teach important advanced tools and technologies, such as LiDAR point cloud analysis, 3-D solid rendering, and 4K 360º video processing. **Investment – $15,000**

**Large-format Printer** – A new 42” large-format print will complement our single, older large-format printer. With only one large-format printer in the department currently, during final reviews and other high-output times this machine is a major bottleneck to students pinning up their design sheets. **Investment – $6,000**

**Large-format Scanner** – The new flat-bed scanner will provide the ability to scan in large sheets to allow easy digitalization of work that has been hand rendered or altered. **Investment – $3,000**

**4K 360º Video Camera** – As video has replaced photography for representing landscape, basic video now is being replaced by 360º interactive video. This technique of seeing (and hearing) spaces within Landscape Architecture design is just starting to be explored. **Investment – $3,500**

**Aerial Imaging** – Using unmanned aerial vehicles (drones) to produce complete views of sites has obvious benefits to Landscape Architects. It is the modern-day axonometric. **Investment – $3,500**

**Long Range Aerial LiDAR** – To be able to spatially map a site quickly and completely using point cloud data from a LiDAR equipped UAV (drone) is a powerful design tool. This technology is the future of land surveying. **Investment – $5,000**

**Adobe CC** – Every Landscape Architecture student must learn and use the industry-standard software suite, Adobe Creative Cloud. Licenses must be maintained for each of the Viz Lab’s computers. **Investment – $250-$7,000**

This investment is not only in technology, but in preparing students for a successful career.

– Timothy Marshall, FASLA, class of 1983

I am very much looking forward to improving my digital skills with the new visualization lab.

– Nina Petracca, junior, class of 2020

For more information regarding how you can support the Visualization Lab, contact Melissa McKillip, Associate Dean of Philanthropy & Strategic Partnerships, at melissa.mckillip@rutgers.edu or 848-932-4214

Or link directly to the department's giving page here.