

ByDESIGN

An Online Journal of Exceptional Achievement

Jennifer Wolch, Ph.D.

First Woman Dean of CED
in 50 Years Talks
Sustainable Urbanism,
Diversity and
Design



**Becoming a Design
Professional**
“The Work’s the Thing”
Shakespeare and Your
Portfolio

Diana Marquez,
**Home Sweet Firm:
CSDA Design Group**

VOLUME 8 SPRING MAY 2013

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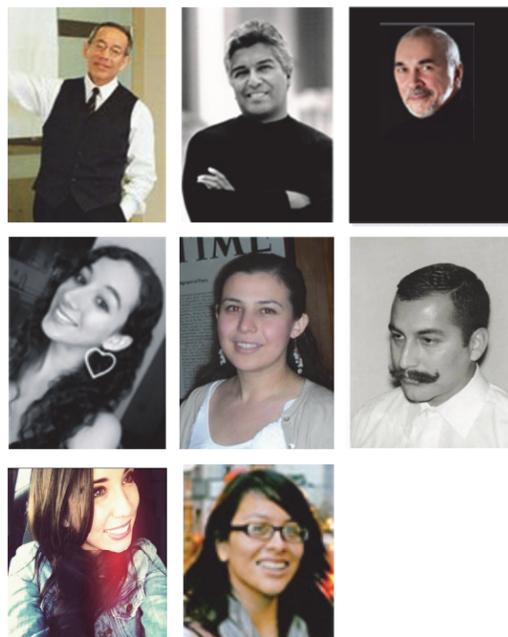
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ByDESIGN is published by: CASAalumni

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ANNOUNCEMENTS

CED Printing Credit Available

Happy summer everyone!

CED has a limited amount of funding for printing credit for the coming semester for CED students who are eligible to receive either a Pell Grant or Dream Act Scholarship. The amount of credit will be determined by the number of students who apply.

Applications will be accepted from June 18 until July 1 or funding is exhausted, whichever comes first. As funds are limited, qualified applications that meet the waiver criteria will be approved in the order date stamped on the on-line form. There are only two criteria: 1) Pell Grant or Dream Act Scholarship eligibility for the Fall 2013 semester and 2) the order in which the application was received. Complete this application on-line <http://tinyurl.com/CEDPrintCredit2013>

Questions can be directed to Susan Hagstrom: hagstrom@berkeley.edu.

Community Design Section Added to ByDESIGN

A new section is being added to ByDESIGN for those practicing Community Design! If you are in a practice that focuses on restoring, rebuilding or revitalized inner city communities ByDESIGN can be your publishing platform. Use this ezine to communicate your community design scholarly theories, working strategies and accomplishments. We welcome your stories! *BD*

Would you like to publish an article in ByDESIGN?

ByDESIGN invites students, faculty from other universities, design professionals and business persons to contact us if you would like to publish an article in ByDESIGN.

ByDESIGN is the first online publication dedicated to showcasing the academic and professional accomplishments of minority and women professionals in various fields.

MEMO from the Editor

The Course of Education

By D. Oswaldo Lopez, AIA, LEED GA

ByDESIGN[®]
a quarterly e-zine

Volume 8

June 7, 2013



The course of education encompasses a large range of things. It's by and large an opportunity for students and educators to forge new ideas of innovation thru debate and experimentation.

As we embark on this next edition of ByDesign I find myself writing about what I would term a major new course in education. This new course I am speaking of is the appointment of Jennifer Wolch as the first female Dean of the College in Environmental Design UC Berkeley. This isn't a milestone that should be taken lightly, for without question it marks another significant step in the long tradition of the College in continuing to recognize the importance and contribution of women in the professions both academically and professionally (think Catherine Bauer Wurster).

When I first met Jennifer (as she insists people call her) I was pretty curious as to whom I would be meeting.

I have been fortunate to meet a lot of significant people in my life including of all things having a golf conversation with a former U.S. President, with Jennifer, I learned pretty quickly (aside from her tremendous volume of scholarship) as to why she was chosen to lead the College. There was a refreshing sense of change and openness in her conversation that I believe is critical to design and planning and long term assures that our professions continue to lead, contribute and solve much of the problems that only our professions can solve.



Photo: STEPHANIE SECREST

Jennifer Wolch
Dean, College of
Environmental Design
UC Berkeley

For my part, I left the meeting with thoughts that the course of education also encompasses the interaction of people to learn from one another and share perspectives as we all collectively venture into the future. The course of education at the College is in good hands.

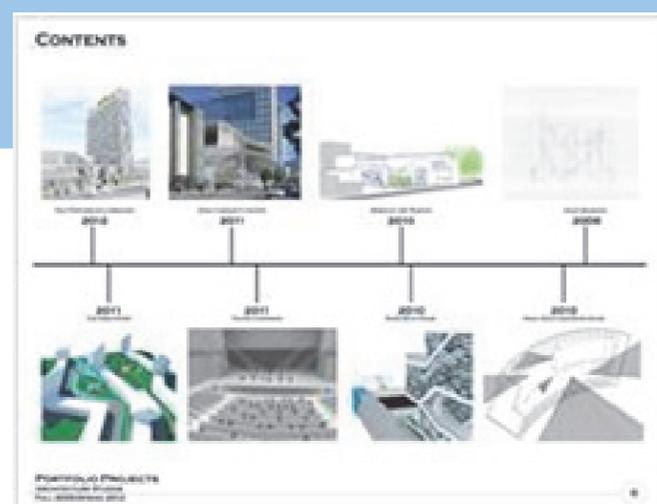
On the Boards

CED Student Work posted in the CASAalumni Website

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COVER STORY: Jennifer Wolch, Ph. D.

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First Woman Dean of CED in 50 Years Talks Sustainable Urbanism, Diversity and Design

By Lauren E. Hernández, Staff Writer



Jennifer Wolch: Recognized scholar, executive leader, proponent for sustainable urbanism and social justice, and an advocate for diversity at UC Berkeley's prestigious College of Environmental Design.

A lifetime of achievement has culminated in a leadership position to affect innovative design, emerging technologies, high-quality multidisciplinary research, pragmatic training and community engagement, all focused on the built environment.

The Richmond, CA native embarked on her extensive educational career at California State University Hayward, where she earned a Bachelor's in Anthropology in 1975. Wolch's parents insisted she study subjects that intrigued her, so she broadened her educational resume, going on to complete a Master's in Geography from California State University Hayward and a Ph.D. in Urban Planning from Princeton University in 1978.

"I thought I would be an anthropologist, but ended up getting interested in cities and urban planning," said Wolch. After completing her doctoral degree, she spent a year as a post-doctoral associate at UC Berkeley's Center for Real Estate and Urban Economics, and then took up an assistant professorship in urban and regional planning at the University of Southern California.

According to Wolch, one of her most memorable experiences in urban planning practice transpired during the development of a strategic plan for downtown Los Angeles. Her task was to figure out how to help Skid Row, a community commonly known for its homeless population (the largest single concentration in the LA region). Her policy proposals resulted in recognition from the American Planning Association's California Chapter, one of several awards that Wolch has received throughout her broad professional career.

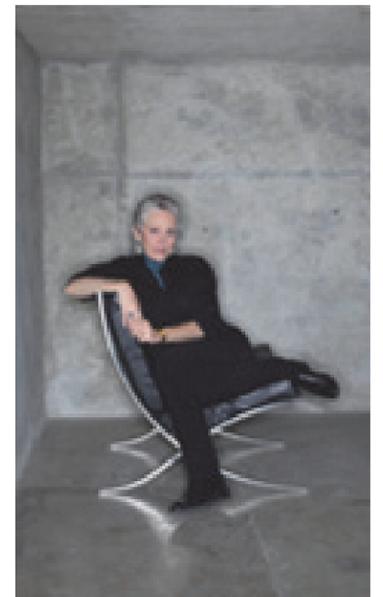
Through the course of her analysis of Skid Row, set within the larger area of downtown Los Angeles, which had many vacant historic commercial and institutional buildings, Wolch had one major concern: How do you bring back residents and services to downtown, at the same time as protecting Skid Row and its service resources, and giving this marginalized community legibility, livability and identity?

"One of the things that we recommended, and that eventually happened, was that a variety of planning codes got reconsidered," said Wolch, "and that opened the way for a lot more housing, retail, and commercial activity in what was either unused or underutilized older commercial and industrial space."

The real challenge however, confronted Wolch when considering various homeless programs and Single Room Occupancy (SRO) hotels in Skid Row.

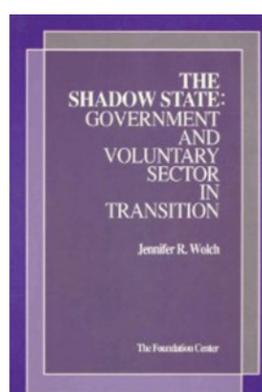
"Part of what we did was to think through the kinds of services that homeless people need and how Skid Row could become a real community with basic urban services and retail, and thus become more supportive and livable," said Wolch. "We also thought about how to deal with people living on the street. More SRO hotel and shelter opportunities were critical, but because so many homeless people are suspicious of the shelter/service system, we also worked on how to provide basic services such as showers, lockers, and so on, as well as critical social supports and comprehensive services, including housing."

When Wolch emerged as CED's dean in 2009, it was not the first interaction she had with the illustrious college. She had been short-listed for the deanship in the mid-1990s. The job was ultimately offered to Harrison Fraker, a decision she applauded. "Dean Fraker did a brilliant job, especially his direction of the challenging seismic retrofit of Wurster Hall," says Wolch. She stayed at USC, where she served as a department chair, head of a research center focused on sustainable urbanism, and also the Dean of Graduate Programs in the College of Letters, Arts and Sciences.



"Serving as one of the college deans was a great preparation for leading UC Berkeley's College of Environmental Design," says Wolch. She is the first woman dean to lead CED in its 50-year history.

“ Even though I walked into a college that had just received very significant budget cuts, I also arrived with ideas about how to cope. ”



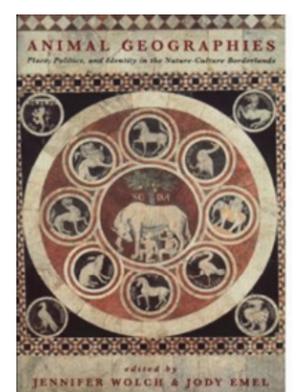
The Shadow State: Government and Voluntary Sector in Transition (1990)



Malign Neglect: Homelessness in an American City (1993)



Up Against the Sprawl: Public Policy and the Making of Southern California (2004)



Animal Geographies: Place, Politics and Identity in the Nature-Culture Borderlands (1998)

Extraordinary scholar: Jennifer Wolch has authored and co-authored over 100 academic journal articles and has written, co-authored or co-edited six books, some of which are shown at the right.

COVER STORY: Jennifer Wolch, Ph. D.

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First Woman Dean of CED in 50 Years Talks Sustainable Urbanism, Diversity and Design

Continued:

Wolch arrived at CED equipped with an arsenal of compelling plans and propositions for one of the country's most renowned design schools. "Even though I walked into a college that had just received very significant budget cut, I also arrived with ideas about how to cope," recalled Wolch.

Armed with her experience in the entrepreneurial environment of USC, Wolch was ready to launch into new revenue generating initiatives and to ramp up the fundraising efforts in the college. She enjoys talking with CED's alumni, friends and supporters, giving them updates about the college's activities. She is particularly proud to represent a college with such a significant and important public service focus.

During the first year of her deanship, Wolch helped establish a gallery located in the heart of Wurster Hall.

"I carved out some space on the first floor of the building to create a gallery where we could have exhibits, receptions, presentations and meetings," said Wolch, "and that's been very successful and heavily utilized." Other ongoing building projects include the CAD/CAM lab and the cafe.

According to Wolch, the state of California system has withdrawn financial support from the UC system over the past twenty years, Berkeley included. This has forced the administration to develop new ways to engage alumni and others interested in educational philanthropy, develop fee-based programs, and even overhaul administration services to increase efficiency.

"This was a new way of doing things at Berkeley, but coming from USC I was used to this kind of environment, and those imperatives, and used my previous experience and expertise to benefit the college" said Wolch.

Recently, Wolch has worked along with faculty, staff, students and alumni this past year to develop a new Strategic Plan for CED, a process that encompasses contemplating the college's legacy, improving the curriculum for its evolving fields, and sustaining its core values.

You interviewed at CED, but you did not initially get the job. What lessons did you walk away with?

"I learned that such appointments were complex and involved a wide range of people. The only strategy is to do the very best you can! When I did take the deanship, in 2009, I was very glad that I had had substantial administrative experience in the intervening years, and I felt ready to take on the challenges associated with the deanship."

About the Author: Lauren Hernández is a Senior Journalism Major at San Jose State University. Beyond being a staff writer for ByDESIGN, her articles have been published in the Mountain View Patch, Los Altos Patch, San Jose State Spartan Daily, and the Santa Monica Mirror. dearlhernandez@gmail.com

"Those values are about design activism, they're about social justice, they're about diversity," said Wolch, "and so those are the things that we want to highlight as we move forward."

True to her word, Wolch has been an ongoing supporter of the Chicano Architectural Student Association (CASA) Alumni, and even wrote a "Commentary Message from the Dean" in ByDesign's second issue (Volume 2 Fall 2011). Wolch has also been engaged in the CASA Alumni Awards, an event that celebrates exceptional work and provides prizes to CED students of color.



Dean Wolch serves students pizza and refreshments at a CASA Alumni Awards Ceremony. April 20, 2011

In addition, Wolch also intends to increase collaboration within CED through the use of cross-college courses, which would give students the opportunity to work alongside their departmental peers as well as architecture, landscape and planning majors.

"Another area that is increasingly important is not only planning and designing new buildings or communities or landscapes, but understanding how they actually perform," said Wolch, "If you think about it, climate change and all the things that we have to deal with, sea level rise, flooding, extreme weather events etc., - we not only have to make places that look great, but that also work well in terms of protecting us and making cities more resilient."

In her latest role as an executive of a world-renowned design school, Wolch continues her work to prepare innovative designers and thought leaders able to address a set of highly complex challenges involved in planning, designing and building a better future. Her vision of CED is formed by her ongoing quest for social and environmental justice, transformational change, and a sustainable planet:

"What drives me is a vision in my mind's eye, of a college whose faculty and students take intellectual risks, that has a supportive and dynamic culture, that is engaged with the world, where people actually enjoy each other and have fun, a place that's diverse and challenging and probably above all, where we imagine and develop new ideas, new places, new solutions that have the potential to transform the world."

Did you ever dream you would be Dean of a world renowned design school? What do you dream of now?

"I thought I would be an anthropologist, but ended up getting interested in cities and urban planning. I never thought about being a dean, that's for sure. I dream about world peace, social and environmental justice, and a sustainable planet - and getting some exercise in between all of my meetings!"

“The Work’s the Thing” Shakespeare and Your Portfolio

By Charles A. Higuera, FAIA



“The play’s the thing wherein I’ll catch the conscience of the king.”

Hamlet, Act 2, Scene 2
William Shakespeare

Just like the Bard says, except in our profession's case, the work's the thing - and it's your portfolio that establishes your passion and your skill - effectively, your commitment to the work. The portfolio is the culmination of your years in school and subsequently during your career, the products of your professional life. It is uniquely your story, so its importance and value to your professional progression is paramount. Awareness of this from the very start is essential, because how you apply yourself to this duty is the underpinning of a great portfolio and a great career.

“When you arrive in the professional setting you will be at disadvantage without reasonable proficiency in these two areas, those who can write well and speak with confidence will be the ones who progress more successfully.”

So let's examine these two key attributes - passion and skill. Passion is the spirit that drives you to pursue what you ostensibly believe is your calling. It is informed by not just a visceral sense of where you believe you'll find your bliss, but the increasing awareness of what it means to be involved in this particular endeavor and then becoming relentless in your pursuit of the knowledge you must earn to live and breathe it.

Avoid the romantic sensibility that too often drives our interest and can become a impediment to genuine passion; we can become overly enamored of all the surface characteristics that signal the chic of being an Architect.

You'll know you have the passion for being an architect when you'll do (just about) anything to acquire the deep intellectual awareness needed to succeed. To do this you have to more than double down on what the university/college experience provides you.

The four or five years you'll spend in school is but a framework upon which you need to build - by becoming a voracious consumer of all things design. Exploring places, people, books - wherever design is available (and it's everywhere) - on your own time and at your own expense.



The practice of architecture is unlike most - it DEMANDS that we have broad, deep insights into the larger world, in addition to the specific insights we need to serve our unique interests.

We are by necessity aggregators and synthesizers and we cannot rise to the challenge this represents without that appetite for collecting this knowledge. Developing this intellectual content begins no later than college/university and its evidence is in the critical thinking skills you develop that emerge in your design work.

Shallow insights = underwhelming work = weak portfolio.

The second factor, Skill, is no less important and requires a comparable dedication. Effective and persuasive design skill is the sum total of a sub-set of skills: drawing, writing, and verbal. We all have capacity in each regard, but it is the truly exceptional individual who has nothing to learn to improve in each regard.

Design school certainly offers instruction on computer-based graphic drawing skills, but generally doesn't instruct (or insist) on hand-drawing skills.



The immediacy of pen or pencil to paper allows for an intimate embrace of the thing sketched and demands attention to depicting the value of the things seen - light, form, texture. Drawing skill gives us an enhanced appreciation and ability for what matters when developing design.

“The Work’s the Thing” Shakespeare and Your Portfolio

Conitnued:

Writing and speaking are skills too often under-developed among design professionals since we place so much value in the drawing/rendering. Seek out courses and/or training in these areas during school because they are evident in a portfolio and when you articulate your work to an audience or a prospective employer.

“Far and away the best prize that life offers is the chance to work hard at work worth doing.”

Thomas Jefferson

About the Author

Charles A. Higuera, FAIA is a Project Manager for the City and County of San Francisco, Department of Public Works and is currently responsible for the City’s Justice Facilities Improvement Program. He received a M Architecture in '81 from the College of Environmental Design, UC Berkeley and a BA Architecture in '79 CED, UC Berkeley.

When you arrive in the professional setting you will be at disadvantage without reasonable proficiency in these two areas.



Those who can write well and speak with confidence will be the ones who progress more successfully.

Hey, if it was easy, anyone could do it!

Supporting the Dream

The Conviction of Giving Back

By Roy R. Hernandez, Editor



September 2011; times were tough, the economic challenges grave, and CED students of color needed help.

CED alumni with a shared conviction to give back identified a number of key objectives: level the financial playing field, mentor students, assist with grad school applications, and promote employment opportunities upon graduation.

In 14 months CASA alumni awarded scholarships to 19 CED undergraduates and 4 Masters students at CED UC Berkeley, UCLA, USC and Columbia. This would not have been possible without our donors, volunteer staff and Dean Wolch. Our unending gratitude to everyone!

So 21 months later (and a website, online magazine, and scholarship program in our portfolio) our belief that a world-class education should not be the privilege of a few remains unshakable. Our collaboration with CED, Alumni of Color, CASA, colleagues and friends will continue. We are reviewing our business model this summer in order to enhance our results in the coming year - and sustain our conviction of giving back!

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Ramon Ramirez
Susan Hagstrom
Babette Gee
Celeste Rodriguez
Dionisio Marquez
Jeannie Gomez

Recipients

Martin Del Campo Prize: \$3,400

11/2/2012	Casena Campbell	\$600	M L Arch 15 CED
11/2/2012	Lisbeth Mora	\$600	M Arch 13 Columbia / BA Arch 09 CED
4/20/2012	Ivan Rodriguez	\$600	MA Arch UCLA / BA Arch 13 CED
4/20/2012	Celeste Rodriguez	\$600	MA Arch USC / BA Arch 12 CED
9/19/2011	Albert Orozco	\$500	BA Arch 11 CED
9/19/2011	Carla Arechar	\$500	BA Arch 11 CED

Bob Esparza Prize: \$3,400

11/2/2012	Ana Tenorio	\$600	BA L Arch 14 CED
11/2/2012	Abigail Muñoz	\$600	BA Urban S 13 CED
4/20/2012	Ivan Cisneros	\$600	BA Arch 13 CED
4/20/2012	Cecilia Cardenas	\$600	BA Arch 12 CED
9/19/2011	Cecilia Cardenas	\$500	BA Arch 12 CED
9/19/2011	Luis Ochoa	\$500	BA Arch 11 CED

Antonia Escobar Prize : \$1,000

11/2/2012	Isvet Paz	\$500	BA Arch 13 CED
4/20/2012	Leslie Valencia	\$500	BA Arch 12 CED

Merit Awards: \$1,500

11/2/2012	Silvia Perez	\$200	BA Arch 13 CED
4/20/2012	Joaquin Ulgalde	\$200	BA Arch 13 CED
4/20/2012	Albert Orozco	\$200	BA Arch 12 CED
4/20/2012	Jesus Barajas	\$200	BA Arch 12 CED
9/19/2011	Issac Alcantar	\$300	BA Arch 12 CED
9/19/2011	Leslie Valencia	\$300	BA Arch 12 CED
9/19/2011	Matt Mojica	\$100	BA Arch 11 CED

Total Scholarships \$9,300

About the Author

Roy Hernandez is the Founder, President and CEO of ThirdWave Corporation (Los Angeles), a Technology Consulting / Systems Integration firm with a 25 year legacy of thought leadership and innovation. He received a M Architecture in '78 from the College of Environmental Design, UC Berkeley and a BA Architecture with Honors in '76 CED, UC Berkeley.

Home Sweet Firm: CSDA Design Group

By Diana B. Marquez, Staff Writer



When a firm is a good fit, you know it from the start. I knew I belonged at CSDA during my job interview. I met Jeffery M. Fuller, President of the LA Office, and Associate Mike Schoen, two people with different personalities, but the same goals for success. Jeff spoke about his team with lots of energy and enthusiasm, while Mike was relaxed and positive.

What really impressed me was how much they cared about my ability to relate to their team and their clients. They were not just looking for a worker, but rather someone to join their team. Jeff explained that CSDA's main priority was its team, and the quality of the relationships between the team members.

Now, three years later, I am a Job Captain in the Educational team. Most of my responsibilities include putting together Construction Documents and obtaining approval from the Division of State Architect (the regulating agency for all California public educational facilities). Our firm has years of experience working with DSA, so seamless coordination with them is crucial.

“When a firm is a good fit, you know it from the start. Now, three years later, I am a Job Captain in the Educational team.”

My daily activities include: drafting, reviewing consultants' drawings, coordinating client meetings, color material boards and code research.

However, I am always encouraged to take charge: Whether it's leading a meeting or tackling a new design idea, I am free to assume leadership roles. This is crucial for a young professional like me to become a well-rounded Architect.

Also, CSDA's projects match my interests. We do educational modernizations, new construction and master planning for clients such as:

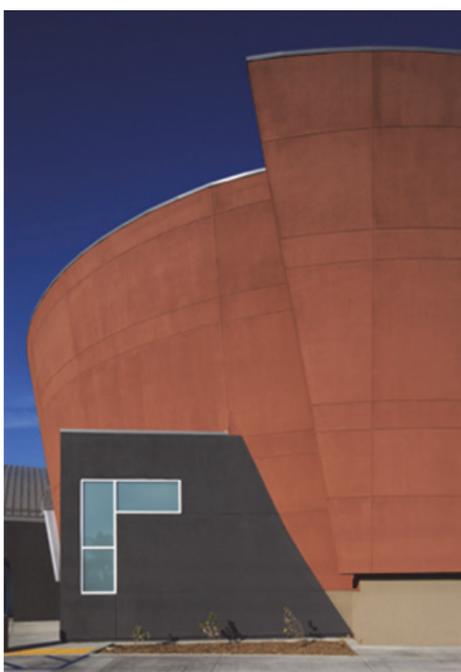
- Los Angeles Unified School District,
- San Francisco Unified School District,
- Victor Valley Union High School District,
- Long Beach Unified School District and many others.

I have a passion for education, so these projects always feel a bit personal to me. When we design, we keep the users of these facilities, the students, in mind.

“CSDA's projects match my interests. . . I have a passion for education, so these projects always feel a bit personal to me.”

Global Green Generation (G3) Charter School - Pacoima-CA

Project Type: New Design
Client: Los Angeles USD
Construction Year: 2012
Project Cost: \$15,050,000



About CSDA Design Group <http://csdadesigngroup.com>

“Founded in 1952, CSDA is most proud of its six decades of quality design. Under the leadership of Bill Corlett and Peter Skaer, the firm rose to distinction for such unique projects as the 1960 Winter Olympic facilities at Squaw Valley, numerous technologically sophisticated projects for the Department of Defense and educational facilities for all levels of instruction. CSDA has served as consultants to educational facilities planners worldwide. Our current president, Randy DeVoto, joined the firm in 1975. CSDA Design Group is a network of 45 professionals located in San Francisco, Los Angeles, San Diego and Milwaukee. To support our client markets and their service needs we are organized into two primary practice areas: Education and Acoustics. Our work reflects a commitment to sustainability and enriching our expertise in the markets we serve. We view each project as a unique opportunity to create planning and design solutions that advance the well-being of our team, our community and our world.”

Home Sweet Firm: CSDA Design Group

Continued

“ I encourage every young professional to find a firm that fits as well as CSDA fits me. It makes a world of a difference. ”



For me personally, it is easier to work hard when you know that the end result will benefit the students and the communities surrounding these schools.

And I agree with Jeff: Our firm's biggest asset is our team. Our staff is versatile, switching between tasks and projects seamlessly. Also, we approach work as a team, and not as individual, so the burden of deadlines gets divided between all of us.

After all this time, I have realized the importance of working for a company that promotes professional growth, prioritizes employee relationships, and whose projects match your passions. I encourage every young professional to find a firm that fits as well as CSDA fits me. It makes a world of a difference.

Augustus F Hawkins High School, Los Angeles CA

Project Type: Campus Master Plan and New Design
Client: Los Angeles USD
Construction Year: 2012
Project Cost: \$94,800,000

Photographs: © Henry Cabala/CSDA Design Group



About the Author

Diana Marquez received her BA in Architecture from CED at UC Berkeley in 2006. She is a contributing writer to ByDESIGN addressing professional development issues. While at UC Berkeley's College of Environmental Design, she was the president of CASA from 2004 - 2006. Ms. Marquez currently works as a Job Captain at CSDA Architects in Los Angeles. She also volunteers helping high school students prepare for college by reviewing and editing their college admission essays. (dbmarquez@gmail.com)

Tijuana Studios' Community Based Design, A Reminder of My Career Goals

By Elizabeth Leonardo



During my year as the Educational Awareness Coordinator of CASA (2010 – 2011) I outreached to, and invited, Professor Irma E. Ramirez from the Department of Architecture at Cal Poly Pomona (CASA Alumna '93) to present her research of “Low Cost Sustainable Housing, Tijuana

Mexico” through collaborations with Cal Poly Pomona’s Habitat 21 Sustainable Settlements Project and Corazon. She presented her design methodologies which involved a community-based design approach where students experience and serve disadvantaged communities through design-build projects in the Corazon communities of Tijuana.

Though planning and collaborating was at times a challenge, it was a rewarding experience.

Professor Irma Ramirez’ presentation was enlightening and reminded me of the reasons why I decided to major in architecture and minor in city planning: to gain the skills and knowledge to apply best practices to

“... her design methodologies involved a community-based design approach where students experience and serve disadvantaged communities through design-build projects in the Corazon communities of Tijuana.”

SIDEBAR

eIDesign: design4comunidad

Elizabeth Leonardo's passion for graphic design began during her undergraduate career studying architecture at UC Berkeley, where she utilized the skills gained from her architecture design studios to help the Raza community in designing promotional materials for their campus events. Since graduating in 2011, she has continued to be involved in her communities (Queer, Latin@, Raza, PoC, Womyn), through community organizing and graphic design; creating images that communicate the message and spirit of la comunidad.



© 2013 Elizabeth Leonardo

transform under-resourced communities in Orange County (my home county) into healthy and livable communities.

Since then I have been motivated to apply this methodology through my work as a community organizer, graphic designer, and intern at Cervantes Design Associates (San Francisco) and Livable Cities. I hope to do the same in my future career as an architect and/or city planner.

These retaining walls provide a usable space for the occupants and also help improve the general neighborhood conditions of soil loss, slides, and massive erosion

Landscaping and a retaining wall are used to provide a safe means of traveling from the entrance of the site to the house.

Earthbags are used for exterior stairs, retaining walls, and seating.



About the Author

Elizabeth Leonardo is a community organizer, graphic designer, and intern at Cervantes Design Associates (Architecture & Planning) and Livable Cities in San Francisco. She received a BA in Architecture from the College of Environmental Design at the University of California, Berkeley. She can be reached at: elizleonardo@gmail.com.