



PHASE 4 DEVELOPMENT & COMMUNICATION

STARTS Monday 31 October
DUE Tuesday 5 December (graphics on the evening – time TBD) for 401 students
JURY 1 Wednesday 6 December (2:00-6:00pm) for 401 students
JURY 2 Monday 11 December (2:00-6:00pm) for graduate students

OBJECTIVE To develop and communicate the architectural scheme reached in Phase 3.

PROCESS Without losing the focus on your IDEA/POSITION regarding *clarity* and *experiential nature*, use the criticism your Phase 3 proposal received as the platform and criteria to improve and advance your work. Produce a list of items and issues that need attention and discuss them with your critic. Establish a plan of operation.

Of particular importance will be the development of the project in terms of *connection to the land, programmatic specificity, tectonics (i.e., materiality, light, and structure), detail and experiential definition*. Much of these decisions will be expressed in large scale renderings although this may not apply to everyone. Quality of your graphic and model communication will be VERY important.

GRADE 30 % of the course grade. As in the past, a better grade in this phase writes over lower grades in prior phases.

PRESENTATION REQUIREMENTS (for 401 students)

Design Process Record

- This part of the presentation is a summary of your design process as you define it. It should help you give conceptual, experiential, process and analytical foundation to your design decision making.
- In terms of what design process images/models to include, include only those RELEVANT to your FINAL project (do NOT present things that don't serve or confuse your point).
- *Issues: learning process, insight, conceptual and experiential context, design foundation, design methodology.*

Model

- **Site/Building model at 1/16"=1'**. This model should fit our site model well. No excuses. This is CENTRAL to your work. The model should have a good tectonic (solid-void, some sense of materiality/structure) and spatial sense. Please make sure that you address the topography, access, orientation, and other relevant natural features related to your parti. Remember that you should be able to put it in and out of the big model relatively fast.
- *Issues: immediate grasp of your house parti and siting strategy.*

Orthographics

- **Contextual site plan** (depending on where your project is located, it could be at 1/64" or 1/32" scale) that shows your intervention in the larger surrounding: indicating approach, access, parking, and path toward your home/developed site. Please, keep the plans orientation always the same (i.e., North up, left, whatever, but always the same directions in your boards).
- **Plans, two Sections, and most important Elevation at 1/8"=1' scale.** Now since there is a great variety of projects, each individual is invited to propose alternatives if these scales don't respond to the realities of the designed scheme. Alternatively, an axonometric or similar drawing may be best suited.
- Make sure that your MAIN Level Plan is well depicted and clearly readable (i.e., circulation, structure, line weights, indoor-outdoor spaces, program, etc.). It should include immediate site and context information. If appropriate to your project, you may consider other types of visualizations (e.g., axonometrics, planometrics, even special physical models) to replace conventional plan-section-elevation drawings if they better communicate your intention.
- **Program and building use:** since you developed the building program based on defining your family, you will need to make sure you communicate (1) a well-functioning and complete (and realistic) program and (2) a clear placing and approaching strategy in relation to the site. Usually, orthographic drawings and vignettes are the best ways to convey such information.
- *Issues: composition, design adjustments, materiality, formal articulation and order, programmatic definition, function and circulation, structure, sectional development, site development, overall materiality, relation to the land, etc.*

Experiential Vignettes

- Include the **STORYBOARD** you prepared for the Oct.27 Jury (adjust if necessary)
- Produce at least **TWO VIEWS** that immerse people into your project. Consider the narrative order of your project (i.e., storyboard, key moments in a user's ritual or visitor's journey, etc.). Sometimes, hybrid representations may be very useful (e.g., section perspective). The vignettes should be large (i.e., 18"x 18" or bigger), beautiful, impressive, and summarize in themselves the spirit, quality, and experience of your building. At this size, you must show materiality, light, wind, snow, views, site, people ... Consider the emotional and inspirational impact of these

images and MAKE THEM A VERY IMPORTANT PIECE of your presentation. Where do you cry in your building? Show the important places that define how your house is helping its family find (spiritual, loving, relationship, etc.) depth in nature and/or themselves. Demonstrate the *emotional poetics* of your project. (*Do you know any great project of architecture because of their plans/sections or because of how they appear in experience, i.e.: photography?*)

- **Materiality, Technology, and Structure.** Address the essential tectonic considerations of your project and make sure that they are visible in your graphic presentation. Usually, experientials become great opportunities to discuss this matter. However, make sure that your structural scheme is easily visible in your plans and sections.
- *Issues: experiential and narrative qualities, character of the building, beauty, emotion, embodiment, tectonics, ritual, and programmatic appropriateness.*

Oral Presentation Rationale

- Write up a one page (around 400 word) summary of the conceptual, experiential, functional, natural, formal, spatial, and tectonic rationale supporting your project. What are your essential ideas and strategy? What is your parti? How is architecture helping you to create a home? How is your graphics/models helping you to show them? Include a *thumb-nail diagram*.
- This text should help *you* clarify your overall communication. Write it as you'd be telling your story to the jury.

General:

- Format: 36"x36" sheets (viewable one by one, not bleeding horizontally/vertically).
- Consult examples of good presentation from past studios and thesis.
- The way you put all this information together is very important. Please, give thought, time, and effort to design your graphic presentation. Your goal is to make your case as clear as possible. Prepare for the oral presentation. Do a few trials. Try to find weakness and address them! Do the best you can to have the best presentation/communication of architecture you have ever done. Aim high, very very high! *This is IT* ...

Due & Review Dates, Exit Interview & Other Considerations:

- Submission deadline (graphic part): Tuesday 5 Dec in the evening (exact time TBD)
- Final Review with guest jurors and faculty: Wednesday 6 December (2:00pm-6:00pm) in one of the WAILING WALLS. Schedule will be available a week before presentation.
- Presentation Total Time: 30 minutes. Oral presentation: 10-15 minute max.
- Late or incomplete submission will imply in significant grade reduction.
- Exit Interviews will be on Wednesday 13 December (2:00-6:00pm).

NOTE

Any change in these requirements must be approved by the instructor PRIOR to presentation.

PRESENTATION REQUIREMENTS (for graduate students)

Design Process Record

- This part of the presentation is a summary of your design process as you define it. It should help you give conceptual, experiential, process and analytical foundation to your design decision making.
- In terms of what design process images/models to include, include only those RELEVANT to your FINAL project (do NOT present things that don't serve or confuse your point).
- *Issues: learning process, insight, conceptual and experiential context, design foundation, design methodology.*

Model

- **Site/Building model at 1/16"=1'**. This model should fit our site model well. No excuses. This is CENTRAL to your work. The model should have a good tectonic (solid-void, some sense of materiality/structure) and spatial sense. Please make sure that you address the topography, access, orientation, and other relevant natural features related to your parti. Remember that you should be able to put it in and out of the big model relatively fast.
- **Section model at 1/4"=1'**. Select a very important area of your home and proceed how you architecturally (i.e., formally, materially, structurally, etc.) resolve it. The depth of your section ought to be around 25-35 ft. depending on your project. In order to make this model right, you'll need to conduct a serious study of materials and assemblies. Please, consider that it is likeable to take you a couple of iterations to produce a good final model.
- *Issues: immediate grasp of your house parti and siting strategy, design development vis-à-vis tectonics, experience and IDEA.*

Orthographics

- **Contextual site plan** (depending on where your project is located, it could be at 1/64" or 1/32" scale) that shows your intervention in the larger surrounding: indicating approach, access, parking, and path toward your home/developed site. Please, keep the plans orientation always the same (i.e., North up, left, whatever, but always the same directions in your boards).
- **Plans, one longitudinal (or other) Section, and most important Elevation at 1/8"=1' scale.** Now since there is a great variety of projects, each individual is invited to propose alternatives if these scales don't respond to the realities of the designed scheme. Alternatively, an axonometric or similar drawing may be best suited. Regarding Section, coordinate your choice with the 1/4" scale Section Model.
- Make sure that your MAIN Level Plan is well depicted and clearly readable (i.e., circulation, structure, line weights, indoor-outdoor spaces, program, etc.). It should include immediate site and context information. If appropriate to your project, you may consider other types of visualizations (e.g., axonometrics, planometrics, even special physical models) to replace conventional plan-section-elevation drawings if they better communicate your intention.
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Experiential Vignettes

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- **Materiality, Technology, and Structure.** Address the essential tectonic considerations of your project and make sure that they are visible in your graphic presentation. Usually, experientials become great opportunities to discuss this matter. However, make sure that your structural scheme is easily visible in your plans and sections.
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Due & Review Dates, Exit Interview & Other Considerations:

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- Presentation Total Time: 30 minutes. Oral presentation: 10-15 minute max.
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