

## **Project 05: Concept Refinement & Schematic Design**

Design Iterations for Bianca and the Mid-term Review

**Good design requires an iterative process of trial, reflection, and revisions, through several stages of design.** The reflection process benefits from both peer and outside reviewers. You will have an opportunity to present your district design proposal again to Bianca, and we are lining up a diverse, expert team of professionals to comment on your work the following week at the mid-term review.

To guide you in the process of developing your projects, we suggest the following products and schedule:

### **Nov. 1 Design Concepts with Bianca**

Monday

Each team will present its overall **CONCEPT PLAN** to Bianca, with **brief visual descriptions of the current status of your individual projects** (e.g., plan 10 minutes for the concept plan presentation, 2 minutes each on the individual ideas.) Bianca will focus her comments on the overall concept plans and the relationships of the individual parts to the whole. Prepare and practice your presentations in order to give concise explanations.

#### **Products:**

##### **Existing conditions:**

**ANALYSIS DIAGRAMS** (plans and sections) that interpret relevant parts of our inventory and that drive your design proposal, including how your area relates to its larger context.

**PHOTOS** (aerial and on-the ground)

Your group's **MODEL** section

##### **District Plan:**

Your team's **CONCEPT PLAN** for the overall area, drawn and rendered clearly, neatly and compellingly, and **labeled**. Be as detailed as you can in this plan view.

**CONCEPT & PROGRAM** (goals, activities, facilities, character)

**CONCEPT NAME**

**DIAGRAMS** that express the essential aspects/layers/systems of your concept design.

These should express your concept plan three-dimensionally through section, axonometric, 3-D sketch-up, etc.

##### **Individual Proposals:**

**ANALYSIS DIAGRAMS** that support your design proposal

**CONCEPT GOALS, NAME, AND PROGRAM**

**DIAGRAMS** (plan, section and/or 3D) that **explain/interpret your proposal**.

**SITE PHOTOGRAPHS** (existing and with intervention)

**PLANS AND SECTIONS**, drawn and rendered clearly, neatly, compellingly, and **labeled**. You should now be working at a larger scale, such as 1" = 20' or even larger if your site is small.

**3-D representations**. These should include a model, along with some other imagery (axonometric, perspective sketch, digital sketch, etc.)

### **Nov. 3 & 5 WORKDAYS with Desk Crits with Sharon and Nancy**

Wednesday & Friday

Work towards the Mid-term review products, reiterating your design. **Focus on your individual sites**, but continue working at the district concept scales, and coordinate with the Framework team.

### **Nov. 8 MID-TERM REVIEW**

Monday

For the review:

**RE-ITERATE YOUR DESIGN AND RE-DRAW YOUR PRODUCTS.** Take the individual project to the **NEXT LEVEL** of development and drawing, from **Concept to Schematic**. Incorporate comments, feedback, and your own reflections in the redesign and next level of development. **Schematic drawings convey a sense of the real place**—e.g.,

accurate scale, line hierarchy used for legibility, surfaces rendered, shadows convey depth and light quality, color and inclusion of active figures bring it to life. Your drawings can be digital or hand-drawn but should be **professionally presented**. However since this is a midterm review, your verbal and visual presentation should have a generative, open-ended quality that welcomes input.

Be prepared to present the District concept to a small group of reviewers with drawings pinned up (therefore they need to read from a distance), and to work with reviewers on your individual design in a "desk crit" format at the review.

**FOR BOTH DISTRICT AND INDIVIDUAL SITE SCALES, YOU SHOULD HAVE:**

**EXISTING CONDITIONS** represented in diagrams, photographs and the model. Be sure to include diagrams that interpret the conditions that drive your design.

Your **DESIGN GOALS, CONCEPT, AND PROGRAM** expressed in narrative and visual format

**DIAGRAMS** that (a) that visually explain your concept and (b) show how your project relates to the larger context

**PLANS** (and/or set of plan layers) at the appropriate **scale**, drawn and rendered clearly, neatly, compellingly, and **labeled**.

**SECTIONS** to show the topography, vertical relationships, layers and levels. Sections should be drawn to scale and with people, vehicles, and other elements that convey the experience of the place.

**THREE-DIMENSIONAL** representations of the space. **MODELS are encouraged**. Hand-drawn or digital perspectives are also welcomed.

**A DETAIL** or prototypical detail that will support the use and character of your design. Provide a **PLAN and SECTION** at detailed scale.

**IMAGES** that illustrate what you are envisioning—these can be your own perspectives as well as images from exemplary projects.

**Practice your presentation in order to stay within given time frame** (we will give that to you closer to the date).

**REMEMBER—THE MORE YOU HAVE DRAWN AND CAN SHOW, THE MORE AND BETTER FEEDBACK YOU CAN GET.**  
**Please include your name(s) on everything.**

**Consider these questions when developing your design:**

- What makes your design accessible and attractive to people from all walks of life?
- How does it satisfy the 12 quality criteria for good public space?
- How does it achieve ecological objectives, including storm water treatment and habitat?
- How does it address the historic integrity and social function of the district?
- What design language are you using to develop the concept?
- How do your individual concepts support and extend the team concept, and relate to the larger city and regional contexts?