

Project 07: Final Design Development, Package and Presentation

For Monday, Nov. 29:

Your group will present your almost-final district-scale concepts and graphics to Louise Grassov of Gehl Architects, for a session focused on "quick wins;" a critique of how your group's concept design will meet the 12 Quality Criteria; and the graphic communication of the district concept. Briefly introduce the individual design areas.

During class: in your district teams, come up with at least three ideas for "quick wins."

For Wednesday and Friday, Dec. 1 and 3

Louise, Sharon and Nancy will be giving desk crits on your individual design and presentation in poster and book format. Have thumbnails ready for the layout of your pages.

For Monday, Dec. 6

District Scale:

Your group should have its presentation materials completed, and Powerpoint slides ready to describe the district concept to our review team. Each group will have around 8 slides to describe the issues and conceptual solutions for your study areas. Elect a member of your group to present the slides at the review.

The group's posters should be laid out using the template provided for our final booklet. Print the posters at full readable scale for the review. For the booklet, font size will most likely need to be reduced and extra text added.

Final Review, Friday, Dec. 10 noon - 3 pm, Gould 100 and Gould Court

Individual Posters and model, in addition to your group work described above

Thursday, Dec. 09: Design and Drawings Complete

Final poster layouts, printed, and model. You may want to use the provided template (enlarged scale of book pages, approx. triple size; keeping in mind appropriate font sizes for the enlargement) but you are free to use any layout for the poster. Your posters should be printed by midnight Thursday night. We will provide a budget for your printing expenses in Architecture Hall. Each group has a budget of \$100 in plotting expenses.

We will retain your enlarged drawings for neighborhood use; print an extra copy if you wish to keep one.

For Friday, Dec. 10:

FINAL PROJECT REVIEW 12:00 noon - 3:00 (last 15 minutes for take-down)

Set up at 11 am, pin-up at 11:30 a.m; be pinned up and Powerpoint presentation loaded by 11:45. We will have a large group attending and we need to begin our presentation punctually at noon.

We'll ask for you to bring and set up food.

Final Products, in both digital and hard copy format due no later than Wednesday, December 15, 5 pm.

All digital files including original inDesign book layout pages, packaged and linked graphics, and a pdf (also printed out at 11 x 17) Digital files for both the posters and booklet format need to be burnt onto a cd/dvd.

Products:

District Concepts

Two facing pages with:

- Essential **analysis diagrams** of your district
- Your **district plan drawings and diagrams with labels and/or legends, and narrative** support (e.g. goals)
- A **key** that indicates where the pair projects are located
- Include representations of the district **over time**. What are quick wins? What processes are you catalyzing? What might it be in 50 years?

- An **evaluation** of the projected public space and sustainability benefits that your team's design would yield, using the 12 Quality Criteria identifying the metric systems that you have developed or are using (e.g. Green Factor, Living Building, etc.). You may also want to quantify pedestrian use /quality criteria measures.
- **Book pages** with the above items arranged in a layout according to given guidelines. Additional pages can be negotiated.

Individual designs

Two facing pages per person **with:**

- **Diagrams of existing conditions / data** that are key influences on your site and on your design responses (we will put most of the general analysis up front, so no need to repeat general conditions on your pages).
- Your **DESIGN GOALS, CONCEPT AND PROGRAM** (expressed in narrative and possibly diagram)
- A **SCHEMATIC LONG-RANGE PLAN**, drawn and rendered compellingly, using line weight and color to express the qualities of the site. Be sure to include contours, PEOPLE, bikes, vehicles, etc. that **bring the plan to life**. Include **shadows** to give it three-dimensionality. Include a **graphic scale** and **north arrow** (we may standardize these) and either show where sections are cut, or use separate diagrams for this.
- **SECTIONS** to show the topography, vertical relationships, layers and levels. Sections need to be drawn to scale and with scale elements such as people, vehicles, etc. Bring these to life and give them a solid base. Include a graphic scale.
- **DIAGRAMS** that help to explain and support your design proposal. These can be plan, section, axonometric, 3-D sketch-up, etc. Diagrams can
- **DIAGRAM(S)** that show how your project relates to the larger context (as needed)
- **3-D IMAGES** that illustrate what you're envisioning. Include a **beautiful drawing of what it is like to be in your space at night**, or at a particular time/weather/season.
- A **3-D MODEL of your space, or a portion of it**. Consider **photographing your model** to create a **perspective** or **birdseye** and putting it in your presentation. The model can also be digital.
- A **detail** that will support the use and character of your design. Use as many drawings as you need to explain the detail and its materiality. Consider adding a **materials palette** for your design.
- **Indication/illustration of your site over time: What are quick wins that can be implemented in the near term.** What processes are you catalyzing? What might it be in 50 years?
- Your **BOOK PAGES** with the above items arranged in a layout according to given guidelines. Include **concise narrative and labels** that describe your design proposals.

Consider:

- How does your design satisfy the Gehl 12 quality criteria, providing a Waterfront for All?
- How does it achieve terrestrial and aquatic ecological objectives?
- What are the flows through the waterfront district that you are manipulating, and what are your objectives for them?
- How does the design function through different times of the day and year?
- What design language is helping to develop the concept?
- How will the site change over time -- from during the deconstruction of the viaduct/new Alaskan Way and seawall construction, to 50 years in the future? HOW MIGHT IT ACCOMMODATE CHANGE?
- **Do the drawings and narrative clearly communicate on their own? [Plan and choose drawings wisely.]**