

ETD 623 Interior Design IV

Fall 2011-2012

Instructor:

Mark Nelson

Final Presentation Package

Project Introduction

In Phase Four you pulled together all the elements of your design to create a unified environment. In the Final Presentation Package, you bring other people into the environment you have created. Having a well-planned and comprehensive presentation will ensure that you communicate what you have worked out. The verbal, visual and sensory aspects of your design presentation should work together as a unified whole.

Scenario

"Da Boss" left you a nice note, saying, "I am looking forward to the wonderful presentation you will be giving."

Suggestions

1. Work out what you are going to say ahead of time, and practice it.
2. Practice your presentation, and time yourself so you know how long it takes (you will have ten minutes).
3. Choose media and techniques that you are comfortable with, and that reinforce your design concept.
4. Whenever possible let your drawings, text and images do most of the work, with minimal verbal lead-ins.

Three Required Formats for Final Presentation: Put drawings and information in appropriate format.

Final design presentation boards; format will be around 22x34 or reasonable similar format, maximum four boards. This is for people to look at up close. We will set them all up around the room.

PowerPoint presentation (Not Printed) for presentation to large group.

Multimedia for presentation to large group.

Everything should be rendered.

Two Required Formats for Additional Items. (due by Final Exam Time. This is anything that does not fit in well with the other formats)

Packet with code information sheets, schedules, miscellaneous, etc.

Partial Construction Document Set with title blocks and required elements as noted in vi) below.

Final Presentation Package Elements, Shown in Appropriate Formats

1. Diagrams and charts including:
 - a. Estimated construction cost using square foot method
 - b. Bubble diagrams and other analysis.
 - c. Acoustic zone analysis
 - d. ADA compliance diagram
 - e. Summary of influences from other designers
 - f. Sample newspaper review, including interior rendering of your project.
 - g. Pena matrix, with both questions and answers as related to your project. If the question is, "How important is having live music?" your answer should be something like "The client felt it was important to have live music." Explain how you used information to make your decisions.
 - h. Summary of program square footages
 - i. Detailed discussion of each program space
2. The following drawings:
 - a. Floor plan, at minimum 1/8"=1'-0"
 - b. Reflected ceiling plan, at minimum 1/8"=1'-0" (should be same scale as floor plan)
 - c. Developed drawings
 - i. One latitudinal section and one longitudinal section, at minimum 1/4"=1'-0"
 - ii. Two elevations, at minimum 1/2"=1'-0"
 - iii. Isometric of entire floor
 - d. Two eye-level perspectives, showing major design elements
 - e. Identity package, at full scale, with actual type/font selections and graphics. Include menu, napkin, business card, stationery, logo and signage.
 - f. Pattern example in plan or elevation, plus example on one of perspectives
 - g. Bar design, including two sections, two details, and enlarged plans/elevations.
 - h. Reception desk design, including two sections, two details and enlarged plans/elevations. May substitute other special construction custom element if approved.
 - i. Partition types
 - j. Documentation of ergonomic diagram for serving heights at bar design.
3. Additional presentation elements as noted on the grading outline below.
4. Anything else required for the Phase IV package that is not listed above.
5. Presentations should be less than eight minutes total. Files should be loaded ahead of time.

Grading

- a) This presentation is worth 150 points out of the 1,000 points possible for the semester.
 - i) (20 points) Verbal and/or Written Presentation (Can be included as part of multimedia or PowerPoint).
 - (a) Covers information within the time limit.
 - (b) Creates imagery rather than just describing each space.
 - (c) Planned and interesting.
 - (d) Verbal elements should be written out, printed and handed out to class so that we can follow along. (I will make copies for you.)
 - ii) (15 points) Over all Visual Presentation
 - (a) Consistent rendering of all elements
 - (b) Titles and layout composed and coherent
 - (c) Colors and materials communicated throughout all drawings and presentation elements.
 - (d) Visual presentation gives the "feel" of the space in addition to the geometry of the space.
 - (e) Consistent level of craft.
 - iii) (25 points) Presentation Boards. Include rendering to help make drawings read from a distance.
 - (a) Concept statement – Statement should address what is special or unique about your design, who the clientele is, and what activities or feelings make your space special. Statement should create imagery with words.
 - (b) Drawings include white space (but render the reflected ceiling plan...)
 - (c) Excellent print quality
 - (d) Drawings include contrast and read from a distance.
 - iv) (30 points total) PowerPoint Presentation.
 - (a) Consistent graphic design
 - (b) Appropriate scale of drawings and other elements
 - v) (20 points total) Multimedia Clip
 - (a) Flows smoothly and tells a story
 - (b) Multimedia uses imagery and music that is not copyrighted or is creative commons licensed. Give credits for anything you have not created yourself. Put a Web address, rather than just saying something like "Flickr."
 - vi) (10 points total) Partial Construction Document Set
 - (a) Floor Plan with keyed in partition types and bar enlarged plans, elevations and details.
 - (b) Bar drawings
 - (i) Enlarged Plan
 - (ii) Enlarged Elevations
 - (iii) Sections and Details
 - (c) Everything keyed in correctly and coherently
 - (d) Include notes and dimensions to give a clear and complete picture of what you have designed.
 - vii) (10 points total) Completion and Required Elements
 - (a) All required drawings present
 - (b) All required design elements present
 - (c) Packet with code information, etc. due by final exam time
 - viii) (10 points total) "Sensory" participatory presentation element
 - (a) Include at least three sensory elements for your presentation from the list below, or create your own. You must actually make them part of the presentation. (Food? Non-alcoholic beverage?)
 - (i) Aural environment – could include recorded sounds, music, speaking, wind chimes, echoes, wave noises.....
 - (ii) Aromatic environment – incense, food cooking, plants, perfume, scents...
 - (iii) Tactile Environment or (iv) Visual environment – could include special lighting effects (similar to candles, but without the flames), textured seating, floor texture, floor seating, fans.....
 - (b) Use these elements to give a feel for what the space will actually feel like. Two or more may be combined.
 - ix) (10 points total) Other required elements, not part of physical presentation
 - (a) Digital record
 - (i) Turn in your digital format presentation to learn@uw
 - (ii) If you have laid out your presentation boards digitally, turn in the digital files to learn@uw
 - (b) Version of this assignment sheet, with notes on location of each presentation element.

Due Date

The presentations will be on Wednesday, December 14 during class time beginning at 10:00. We will schedule general time slots beforehand so that you can invite people to your presentation and give them a general idea of the time. Feel free to invite anyone you like. All materials are due by the Final Exam period on Wednesday, December 21.