

Midpoint Evaluation 10.26.22

Student Name: _____

Digital Presentation

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GRAPHICS

- ___ Compilation of assignments (phase I & II) listed below into a cohesive package
- ___ Nicely composed, well-written, free of grammatical and spelling errors
- ___ Graphically sophisticated, designed with a grid, appropriate font and color palette
- ___ Concise (not necessary additional slides)

PHASE I PRE-DESIGN

Charrette (three pages max)

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CHARRETTE

- ___ Brief overview of research questions (?), analysis of community, site and building, findings, conclusions and proposal.
- ___ Conclusion about how the design proposal reflects the needs and cultural identity of the community and the services /retail to be offered in the Miami Design District

Programming (one page)

- ___ A table stating the program for your project with square footages based on your proposal.
- ___ Definition and description of each space.

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PROGRAMMING/
DIAGRAMMING

Diagrams (two pages max)

- ___ Adjacency Matrix
- ___ Bubble Diagram
- ___ Block Diagram
- ___ Partí Diagram

Customers (one page max)

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CUSTOMER
/BRANDING

- ___ Identify who your customers are within Miami Dade Design District visitors and customers—the more detailed understanding you have of your customers the better.
- ___ Identify the group segments (up to three segments)
- ___ Develop customer profiles for each segment and add images for each group segment
- ___ Identify their needs

Branding (two pages max)

- ___ Products choice. Identify your products –make a list- product hierarchy
- ___ Product Line (Use the pie graph for this) — for the retail component
- ___ How does your brand choice meet the needs of the customers?
- ___ Identify how the products/services meet the needs of each customer group.
- ___ Brand Inspiration. Brand concept/goals/believes
- ___ Brand image components (i.e., logo, colors, materials)

/15 Design Concept (one page)

CONCEPT

- ___ Concept statement. A brief, four-sentence paragraph for your Concept Statement that aims to clearly and efficiently communicate your design approach for your facility.
- ___ Mood Images. 3 strong mood images you consider that can help to develop and explain your Design Concept.
- ___ Color Palette and Color Scheme
- ___ 3D Concept Model. Well-crafted, thoughtful explorations that contain design information you can use to help with decision making as you design your project.

PHASE II DESIGN DEVELOPMENT

Floor Plans - Digital drawings. Scale 1/8"= 1'-0"

Explore the components of your floor plans. Consider space planning, adjacencies, circulation, building structure, building core, the height of the spaces (i.e., single height and double height), openings (i.e., windows and doors).

Develop floor plans for both 1st and 2nd floors of your facility.

- ___ 1st and 2nd floors.
 - ___ Labeled with scale and north arrow
 - ___ Areas and Rooms labeled with name and square footages
 - ___ Poche' [hatch] all appropriate walls and columns
 - ___ Mezzanine and open to below indicated with dashed lines
 - ___ Stairs w/ up arrow indicated [first floor-up arrow] down arrow [second floor]
 - ___ Walls meet mullions
 - ___ Doors [18" pull /12" push]
 - ___ Design is ADA-compliant

Reflected Ceiling Plans (RCPs) - Digital drawings. Scale 1/8"= 1'-0"

Explore the components of your reflected ceiling plans. Consider lighting, lighting fixtures, sprinklers, smoke detectors, and any other objects that are located in or on the ceiling.

Develop reflected ceiling plans for both 1st and 2nd floors of your facility.

- ___ 1st and 2nd floor
 - ___ Labeled with scale
 - ___ Doors and furniture not shown
 - ___ Poche' [hatch] all appropriate walls and columns
 - ___ Mezzanine and open to above indicated with dashed lines
 - ___ Lighting legend
 - ___ Ceiling heights called out

References/Citations

/2.5

CITATIONS

- ___ APA format. All in-text references should be listed in the reference list at the end of your presentation. The purpose of the reference list entry is to contain all the information that a reader of your work needs to follow-up on your sources.
- ___ Include all your references, regardless of format, e.g. books, journal articles, online sources, in one alphabetical listing from A - Z.

/2.5

VERBAL

- ___ **Verbal Communication** (Timed; all students to present; no reading)
 - ___ Presents project in an organized, articulate, professional manner

- ___ Expresses important issues efficiently
- ___ Verbally well-explained. Why is it important? How does it inform the design process?
- ___ Actively listens and responds intelligently to comments and suggestions

Midterm Points /100

Extra Credit 20 points

Basic Sections- Digital drawings. Scale 1/8" = 1'-0" Not rendered/Not products showing

Explore the components of your sections. Consider space heights, openings (i.e., windows and doors).

- ___ Develop a minimum of two sections (i.e., minimum one **longitudinal and one transverse** sections), including both 1st and 2nd floors of your facility.

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SECTIONS/
ELEVATION

Basic Interior Elevations - Digital drawings. Scale 1/8" = 1'-0" Not rendered/Not products showing

Explore the components of your elevations. Consider space heights, openings (i.e., windows and doors).

- ___ Develop a minimum of two interior elevations per floor. Show the most important spaces/parts/features of your design, not shown in sections.

3D Axonometric

- ___ Explore the 3D components of your design proposal with one axonometric drawing.

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AXO/
ADDITIONAL
DRAWINGS

Additional Drawings

- ___ Sketches,
- ___ Mechanical drawings
- ___ Rendered Digital Perspectives: one per main area of the program

Extra Credit Points /20

General Comments:

Total points 120 _____