

FINAL CRITIQUE DELIVERABLES

Overview

For the Final Critique, you will have the opportunity to revise the components of your project to date into a comprehensive presentation. Please read carefully and make sure you understand what is expected for this deliverable.

WHERE: PCA ROOM: TBA

WHAT: VERBAL, HARD COPIES & DIGITAL PRESENTATION, MODEL & MATERIALS BOARD TO SHOWCASE YOUR FINAL PROJECT.

- DIGITAL FILE DUE: Wednesday 11/29, 8:00 pm**, via **CANVAS**
Digital file of your PDF presentation for the final critique uploaded to CANVAS.
Deadlines are important!
Please manage your time wisely, don't let that all your hard work be minimized by a due date.
- 18 X 24 HARD COPY OF YOUR DIGITAL PRESENTATION (2 copies):** Due at the time of your presentation
- FINAL CRITIQUE**
Friday, 12/1st, @ 1:00 P.M. Room TBA
- VERBAL PRESENTATION:** 10 minutes **maximum**

Format

Submit the deliverables listed below **(CHECK THE FINAL EVALUATION FORM)**

- MODEL** Concept Model
 - Well-crafted, visually meaningful, effective use of materials
 - Clearly exploring spatial conditions relating to client and brand
 - Verbal articulation of the exploration and discoveries
- FINAL PROJECT DIGITAL PRESENTATION**
 - Compilation of assignments listed below into a **cohesive** package
 - Nicely composed, well-written, free of grammatical and spelling errors
 - Graphically sophisticated, designed with a grid, appropriate font
 - Each assignment area of your presentation will be prepared to verbally explain and the purpose of the work you produced (in your own words). Why is it important? How it informed your design process
- CHARETTE PROPOSAL**
 - About 5 pages/slides
 - Brief overview of research questions, analysis, findings, conclusions and proposal
 - Conclusion about how the design reflects the issues and themes proposed
- PROGRAM/DIAGRAMS ANALYSIS** (updated after midterm corrections)
 - GOALS STATEMENT**
 - Project's Narrative
 - Project's Essential Purpose
 - Main Goals of the Project
 - Dominant Features and Spaces
 - Basic Programmatic Components of the Project

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- SPACE LIST** [graphic translation of the program that includes
 - Descriptions for each area of the program. Describe activities, functions, and/or purpose, needs, and adjacencies] [customize to client]
- ADJACENCY DIAGRAMS** [set of annotated diagrams with conclusions that reflect your design in its current state]. The diagrams should include communicate important programmatic adjacency needs and considerations of public/ private zoning, daylight/views, acoustic/visual privacy. Don't forget to provide a legend/key explaining different line and graphic designations.
- PARTI DIAGRAMS** (reflects your final design proposal)
- BLOCKING DIAGRAM** [set of annotated diagrams with conclusions]

- CLIENT/BRAND PROFILE/CONCEPT**
 - 1-page introduction Minimum 3 to 4 pages of information
 - Information organized and presented in cohesive categories
- FF&E FLOOR PLANS**
 - 1st and 2nd floor
 - 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] down arrow [second floor]
 - Walls meet mullions
 - Doors [18" pull /12" push]
 - Design is ADA-compliant
- REFLECTED CEILING PLANS**
 - 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

- RENDERER ELEVATIONS**
 - 2** Store Front/façade (with materials legend)
 - 5** Interior Elevations first floor (Showing: Café, Market, Dining area, etc. Show the most important spaces in your first floor facility)
 - 5** Interior Elevations second floor (Showing: Classrooms, Labs, etc. Show the most important spaces in your second floor facility)

 - *Key plans to clearly identify elevation locations*
 - *Include subtle silhouettes of human figures (for scale)*
 - *Label materials using leaders*
 - *Include Inspiration Images & Sketches (as applicable)*
 - *Include Images of specified furnishings (as applicable)*

- RENDERED SECTIONS**
 - 1** Transversal (showing both floors)
 - 1** Longitudinal (showing both floors)
 - 1** Staircase

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- *Key plans to clearly identify section locations*
- *Include subtle silhouettes of human figures (for scale)*
- *Include Inspiration Images & Sketches (as applicable)*
- *Include Images of specified furnishings (as applicable)*

RENDERED PERSPECTIVES

- 1** Façade/Storefront perspective full rendered. Showing light, colors, materials, textures, volumes, awnings, logos, signage, etc.
- At least **4** Rendered Perspectives of Areas of significance to your project.
- *Include key plans to clearly identify perspective locations.*
- *Include subtle silhouettes of human figures (for scale).*
- *Include Inspiration Images & Sketches (as applicable)*

All Drawings should be in color, showing [PRODUCTS/MERCHANDISE](#), and [MATERIALITY](#).

ADDITIONAL DRAWINGS

- Hand drawings
- Sketches that show process
- Any other information you consider important for your project

DIGITAL MATERIAL BOARD

- Materials** Very organized digital presentation of proposed materials for your project to include (**minimum**):
 - Main flooring
 - Main wall finishes
 - Main ceiling finishes
 - Significant millwork finishes
 - Key fabrics
- Digital images** of your materials should be included in your presentation
 - Labeled
 - Keyed to plans/elevations/perspectives

Qualitative

DESIGN PROCESS AND COMMUNICATION

- models are considered and ideas are incorporated in the design
- models are well crafted, visually meaningful, demonstrate strategies
- Demonstrates creativity in design exploration and resolution
- Successful use of various media, images, and drawing
- Design intention is communicated through the relationship between furniture, circulation, and partitions
- Presentation provides enough accurate and detailed representation of design elements to communicate intention

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VERBAL COMMUNICATION

- Presents project in an organized, articulate, professional manner
- Expresses important issues efficiently
- Actively listens and responds intelligently to comments and suggestions

DIGITAL PRESENTATION

- Graphically sophisticated, appropriate font etc
- Concise and informative...enough but not too much!

Important to take into consideration for your Final

- **Deadlines are important.**

Please manage your time wisely, don't let that all your hard work be minimized by a due date.

- **Presentation Organization.**

The order and organization of your presentation is the key to your success and to understanding your design process and the outcome of your proposal.

Remember that for the final presentation we will have guests. Professionals who are not familiar with the process of your project.

Please consider this order for your final presentation:

Start your presentation with your best render!

1. Gentrification brief intro & explanation
2. Present the problem/Needs
3. Talk about the community/client/stakeholders
4. Site/Building
5. Your goals/Design Guidelines
6. Program/spaces/list/products
7. Concept/Statement/Branding package/ Models
8. Diagrams/Sketches/Process
9. Plans/RCPs/Elevations/Section/3D Perspectives/Materials
10. Façade/Store Front Design

- **Presentation Graphics/Verbal communication**

Your graphics are your tools to defend your project. Be clear, clean, sophisticated, and consistent. Start your presentation with your most beautiful render!

Your verbal presentation is also important. Try not to read the written information; it takes away professionalism from your presentation. Use bullet points or bold words to help yourself in organizing your ideas when presenting.

- **Presentation Time**

You will have 10 min to present your final project. Be productive with those 10 minutes, set-aside time and practice before your presentation. **Focus on the most important thing that is your design proposal.**

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- **RCPs are not just light fixtures**

Your floors are approximately 12 ft high. Consider lowering your ceilings on small spaces like restrooms, offices, storages, other rooms etc.

Take advantage of incorporating your concept into your ceilings. Design key pieces for a better design interpretation.

Consider using grids to place your light fixtures.

Final-Project Critic Etiquette

Be prepared:

- Practice you Verbal presentation with anticipation
- Arrive early for the critique ready to present.

Be polite:

- Remain in the room for the duration of the critiques (bathroom breaks will be scheduled).
- Listen quietly as other students present and the critics provide feedback.
- Learn from what is said/discussed.

Be presentable:

- Dress professionally.
- Relax and smile 😊.

*“Don’t aim for perfection, aim for success...Don’t count your days, make your days count”
Good Luck on your Final!*