

Student Name: \_\_\_\_\_

Crit's Name: \_\_\_\_\_

### DIGITAL PRESENTATION

/5  
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 necessarily additional slides)

### PHASE I PRE-DESIGN

#### Charrette (three pages max)

/10  
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)

/10  
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)

**Design Concept (one page)**

**/10**  
CONCEPT

- \_\_\_ Concept statement. A brief, four-sentence paragraph for your Concept Statement that aims to communicate your design approach clearly and efficiently 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**

**/10**  
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-up arrow] down arrow [second floor]
  - \_\_\_ Walls meet mullions
  - \_\_\_ Doors [18" pull /12" push]
  - \_\_\_ Design is ADA-compliant

**RCP**

**/10**  
RCPs

- \_\_\_ 1<sup>st</sup> and 2<sup>nd</sup> 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/Symbols
  - \_\_\_ Ceiling heights called out
  - \_\_\_ Ceiling materials called out

**Renderer Elevations**

**/10**  
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)

**Renderer Sections**

**/10**  
SECTIONS

- \_\_\_ 1 Transversal (showing both floors)
- \_\_\_ 1 Longitudinal (showing both floors)
- \_\_\_ 1 Staircase

- \_\_\_ 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)

**Renderer 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 the 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.***

**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

**Verbal Communication**

- \_\_\_ Presents project in an organized, articulate, professional manner.
- \_\_\_ Expresses important issues efficiently
- \_\_\_ Verbally well explained. Why is it important? How it informed the design process?
- \_\_\_ Actively listens and responds intelligently to comments and suggestions

**General Comments**

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**Total points 105 = \_\_\_\_\_**

**/10**  
3D PERSPECTIVES

**/5**  
MATERIALS

**/5**  
VERBAL  
PRESENTATION