## **BUILDNER CRITS**



Example project authors: Sophia Liu Yichen Zhang SongYuan (Cindy) Wang

## Architectural communication techniques review

	1 - LINEWORK	7 /
	2 - QUALITY OF DRAWINGS	<b>8</b> / 10
	3 - BALANCE OF COLOR	6 /
	4 - LAYOUT	6 /
	5 - HIERARCHY	6 /
	6 - ANNOTATION	6 /
	7 - TEXT	6 /
\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	8 - CLARITY OF STORY	8 /
<del></del>	9 - CLARITY OF DIAGRAMS	7 /
	10 - QUALITY OF OVERALL PRESENTATION	7 /

## **Comments and recommendations**

Here we comment on the factors that could be improved to make the proposal more impactful, readable, and appealing to its jurors.

**The layout** is generally organized in three blocks across the panel, from left to right: 1) programmatic concept, 2) building plans and sections, 3) project and site description. As a juror tends to 'read' a panel like a book, from left to right, one would expect to first read the project's introduction, followed by conceptual diagrams and then more detailed and developed drawings. As a result, additional time is required for an evaluator to fully understand the project. This is especially critical for this particular project, which is focused on ease of flow.

**The text** would benefit from hierarchy (bold titles, increased font sizes) for ease of navigation - it is not evident where to find descriptions or, at first glance, what each text block corresponds to.

**Drawings** are clear and well developed, though the site plan consumes a proportionally large amount of space on the panel while not providing much information. For a single-board submission, the designer must balance the size of drawings relative to the information they contain or the impact they have.