

MODULE NAME: PREPARING DESIGN PROJECT PRESENTATION

This module guide offers an insight into the process of planning an effective presentation. It focuses on the importance of the presenter's relationship with the audience and suggests key strategies for making an impact. It takes full consideration of the audience's needs in order to capture their interest, develop their understanding, inspire their confidence and achieve the presenter's objectives.

I. Gather project data

1.1: Collect drawing details according to the design presentation.

When you are preparing the presentation of the project, you have to collect some data which will help to clarify the project.

Source of data

The data used for the project have different sources such as:

- ✓ Site
- ✓ CAD drawing

Site

Site is the source of the information needed to prepare and execute a good presentation.

The data can be collected in a number of ways.

Examples of site data you may need for presentation

- ✓ Site location
- ✓ Plot boundaries
- ✓ Buildings disposition regarding to the main road.
- ✓ Infrastructures availability (water, electricity)

You can use the following techniques:

- a) Self-administered surveys
- b) Interviews
- c) Field observation, and
- d) Experiments.

CAD drawing

CAD design drawings provide the most accurate and valid information about a future interior project, which is essential for a presentation. With the help of high-quality digital presentation by with help of power point slid shows, Designers can show how well they've prepared in order to win clients' trust and their approval.

CAD drawings are used to shows project features such as:

- ✓ Space dimensions
- ✓ Scales
- ✓ Project boundaries

- ✓ Project materials
- ✓ Spaces function
- ✓ Objects
- ✓ Space management

I. TYPES AND COMPONENTS OF DRAWING

- ✓ Preliminary drawing
- ✓ Final drawing
- ✓ Technical drawing

1. **Preliminary drawings** are the initial plans for projects prepared by the designer or architects and engineers' firm during the early planning or promotional stage of the building development. They provide a means of communication between the designer and the user (customer).

Preliminary drawings include concept drawings, floor plans and design ideas. These drawings can range from quick freehand sketches to measured perspective.

Concept drawings or sketches are drawings, often freehand, that are used as a quick and simple way of demonstrating initial ideas for designs. They are not intended to be accurate or definitive.

A **floor plan** is a visual representation of a rooms (spaces) or building scaled and viewed from above.

2. **Final drawing** is a completed technical drawing modified and approved by legal authority from which the implementation of structure or fabrication of an item can take place.

3. **Technical drawing** is a precise and detailed drawing or plan of an object or structure prepared by architectures or engineers that visually communicate how something functions or is constructed.

Technical drawing is essential for communicating ideas in industry and engineering.

II. Determine the purpose of the collected data

- ✓ Serve as a guide to do the presentation
- ✓ Helps in gathering relevant information

1.2: Organize information gathered according to project requirements

Type of visuals(2D&3D)

1. what is 2D,3D

- a) 2D is Any shape that can be laid flat on a piece of paper or any mathematical plane is a 2D shape. 2 dimension has length and width or breadth. 2 D shows the interior details features of interior buildings such as spaces composition, interior and external dimensions. The information about manufacturing, implementing or fabrication is based on the 2D drawing. In this context, a drawing has all the information in it when we print out on a paper.
- b) 3D means three-dimensional, i.e. something that has width, height and depth (length). 3 D shows the physical components of the real-life buildings such as color, patterns, textures, design features.

2. strategies of arranging 2D &3D according to the layout format

Key points include:

- ✓ visuals,
- ✓ numbers,
- ✓ short sentences

3. The normalization rules.

- ✓ Introduction (site analysis, project findings, concept, statement)
- ✓ Body (project plan, rendered images, layout)
- ✓ Conclusion (Recommendation, Remarks, notice, Thankful)

Learning Outcome 1.3: Label specifications according to the design project format

- **Calligraphy**

- ✓ **Definition.** Calligraphy is a visual art related to writing. It is the design and execution of lettering with a broad tip instrument, brush, or other writing instruments.
- ✓ **Methods**
 1. **Hold your pen diagonally at a 30 to 60-degree angle.** A calligraphy pen isn't used quite the same way as a regular pen. The tip, or nib, of the pen should point diagonally away from you, to the left, as you write
 2. **Don't twist the nib as you write.** The tip of writing tool used to do calligraphy is called a nib. Regardless of the letters you are forming, the orientation of the nib should remain consistent. The tip of the nib should always point in the same direction
 3. **Lead the nib backwards or sideways across the paper.** The nib should move backwards or sideways from the direction it's pointing in. Pushing it forward away from your hand leads to blotting and uneven letter formation
 4. **Apply light pressure.** Using too much pressure can make for messy letters or scratches in your paper. Pressing too hard can also damage the nib, so do your best to apply the pen to the paper with a light, consistent pressure.
 5. **Keep your lines parallel.** Vertical, horizontal, and diagonal lines in various letters should be parallel to corresponding lines in other letters. This will make your writing look more consistent and professional
- ✓ **Dimension:** The sizes of calligraphy letter are defined by the size of the nibs. The nibs are found in the following sizes:
Common nib sizes and height

Millimetres	Nib Brands						Line Height (mm) measures			
	Osmiroid Gold	William Mitchell Right Hand Bronze	Speedball Series C S/Steel	Brause Italic Bronze	Hiro Leonardt TAPE Bronze	Hiro Leonardt ROND Gilt/Nickel	3 nib widths	4 nib widths	5 nib widths	7 nib widths
0.50mm	Italic Ext Fine	Size 6	Size 6	½ mm	½ mm	Size 6	1.5mm	2mm	2.5mm	3.5mm
0.60mm	--	Size 5	--	--	--	Size 5	1.8mm	2.4mm	3mm	4.2mm
0.75mm	Italic Fine	Size 4	--	¾ mm	--	Size 4	2.25mm	3mm	3.75mm	5.25mm
1.00mm	Italic Medium	Size 3 ½	Size 5	1 mm	1 mm	Size 3 ½	3mm	4mm	5mm	7mm
1.25mm	Italic Broad	Size 3	--	--	--	Size 3	3.75mm	5mm	6.25mm	8.75mm
1.50mm	B2	Size 2 ½	Size 4	1 ½ mm	1 ½ mm	Size 2 ½	4.5mm	6mm	7.5mm	10.5mm
2.00mm	B3	Size 2	Size 3	2 mm	2 mm	Size 2	6mm	8mm	10mm	14mm
2.50mm	B4	Size 1 ½	--	2 ½ mm	2 ½ mm	Size 1 ½	7.5mm	10mm	12.5mm	17.5mm
3.00mm	B5	Size 1	Size 2	3 mm	3 mm	Size 1	9mm	12mm	15mm	21mm
3.50mm	B6	--	Size 1	3 ½ mm	--	--	10.5mm	14mm	17.5mm	24.5mm
4.00mm	B8	Size 0	-	4 mm	4 mm	--	12mm	16mm	20mm	28mm
5.00mm	B10	--	Size 0	5 mm	--	--	15mm	20mm	25mm	35mm

- ✓ **Fonts**

Calligraphy fonts are the different writing styles used to write calligraphy letter.

Examples of calligraphy fonts.

- ✓ Stardust adventure font
- ✓ Calypsoka font
- ✓ Pictoria signature
- ✓ Adreana script
- ✓ Raph Lanok
- ✓ Special valentine
- ✓ Dandeleo vintage

- ✓ Delightful
- ✓ Children of the starlight

• **Labeling and captioning**

Labelling or using a label is describing someone or something in a word or short phrase

A label helps to provide complete information regarding the product. It mainly includes ingredients of the product, its usage, and caution in use, cares to be taken while using it, date of manufacturing, batch number, etc.

There are different types of labels:

- Brand label: It plays an important role in labelling as it gives information about the brand. It can be removable or non-removable.
- Descriptive label: It specifies product usage.
- Grade label: It describes the aspect and features of the product.

Captioning and subtitling are both processes of displaying text on a television, video screen, Bottom of photos or other visual display to provide additional or interpretive information.

The definition of a caption is a heading or title, or words on a screen that communicate what is being said. An **example** of a **caption** is the title of a magazine article. An **example** of a **caption** is a descriptive title under a photograph.

- Materials

The following is a list of seven label materials frequently used in industry.

- Metalized, Clear or White Polyester. ...
- Industrial Vinyl. ...
- Destructible Vinyl, Security, Tamper Proof. ...
- Clear or White Polypropylene. ...
- Static Cling Vinyl. ...
- Fluorescent and Foil Paper. ...
- Litho, Semi-Gloss and High Gloss Paper.

- Dimensions

GRAPHIC	SIZE
Wine Label	8.89 x 10.16 cm
Beer Label	10.16 x 7.62 cm
Water Bottle Label (16 oz)	20.32 x 5.08 cm
Water Bottle Label (8 or 12 oz)	20.95 x 4.44 cm
Address Tag	6.67 x 2.54 cm
Name Tag	8.57 x 5.87 cm

- Description (figures, project, images)

Labels and captions are used to describe the figures, project, graphics, and images e.g. to give them additional information.

Learning unit 2. Prepare the content of the presentation.

Learning Outcome 2.1: Select the program according to the presentation

- Steps to prepare a Power Point
 1. Open Microsoft Power point
 2. Slide design
 3. Slide layout
 4. Adding texture
 5. Add rendered pictures/ visuals
- Types of layout presentation format
 1. Title slide
 2. Title and content
 3. Section header
 4. Two content
 5. Comparison
 6. Title only
 7. Blank
 8. Content with caption
 9. Picture with caption
- Slides in power point: slide in power point is a single paper of presentation.
Slide may include: words, pictures, chart, videos etc.

Learning Outcome 2.2: Prepare a detailed document according to the design project

Content of the document for your presentation should include:

- **Concept statement**

A **concept statement** is a small description of the entire business plan or project plan presented graphically or in words which is typically used to present to a client or a partner for approval or getting investment.

In concept statement you have to show the following items:

- Color scheme

A color scheme is the choice of colors used in design for a range of media. For interior design, a color scheme can be defined as a combination of colors that has been chosen for a particular room or other objects in design.

- Style of interior design used such as:
 - Modern
 - Minimalist
 - Traditional
 - Antiques
 - Rustic

- Site analysis

✓ Environmental factors

You have to carry out environmental impact assessment to see whether adverse or beneficial, wholly or partially resulting from that project.

- Economic factors

Economic Factors are the **factors** that affect the **economy** and includes interest rates, tax rates, law, policies, wages, and governmental activities.

Learning Outcome 2.3: Summarize the project according to the presentation layout

The summary of the project may include:

- ✓ Brief summary of the concept statement
- ✓ Brief summary of the site analysis
- ✓ Highlight key points

While highlighting, you have to choose the crucial or remarkable point you have to focus on during your presentation to your potential client.

Learning unit 3. Prepare the presentation document.

Learning Outcome 3.1: Select the type and size of the paper according to the project type

- Tips of choosing right paper
 - ✓ Finish
 - ✓ Durability
 - ✓ Color and weight

Paper finish can be:

1. Smooth

There are three basic paper styles that fall under the smooth category: wove, smooth & vellum. They typically have no raised ridges or watermarks.

- **Wove:** This style of paper is very smooth and doesn't have watermarking or any type of ribbed detailing. This is what is used by most printing paper. It's important to note that if a pack of paper does not specifically say the type of finish it has, you can assume it is a wove finish.
- **Smooth:** This style of paper is created by running paper through sets of rollers. The paper pulp is flattened over and over again by rollers creating one ream of smooth paper.
- **Vellum:** Vellum is a type of finish applied to all purpose paper. It has an egg shell look and feel and is very durable. This style of paper appears to be smooth but has a subtle roughness making it a little rougher than smooth paper. Vellum paper is made naturally from pure cellulose fibers. It is also recyclable.

2. Embossed

Embossed paper consists of paper that has raised detailing that can be both seen and felt.

- **Linen.** Linen paper looks and feels like much like the linen fabrics in your home. Linen texture paper is frequently used for when you want an elegant look. Some people even use it for business cards! Linen paper is made from the flax plant.
- **Laid:** The laid finish also gives the paper the look and feel of a quality hand-crafted paper from ages ago. This is a type of finish that is applied to the paper during the paper-making process. While the paper is still wet, the paper roller is pressed against the wet pulp, creating fine lines running the length of the paper. The paper features raised horizontal and vertical lines. Again, this type of finish works well with personal stationery, business letterhead, high-quality menus, and business cards.
- **Pinstripe:** This paper has a ribbed texture. Long ribbed lines run parallel down the length of the paper, giving it like its name suggest subtle pinstripe markings. These are lovely paper textures.

3. Uncoated

Uncoated paper simply means that there is no coating applied to the paper.

- **Parchment:** Parchment paper, sometimes referred to as marble paper, has a bit of a rough texture. It is made by running paper pulp through a bath of chemicals breaking down the paper's compounds. This process gives the paper a smooth marble like texture. Good for certificates, menus, personal stationery, and newsletters.

- **Cockle:** This paper has a handmade, uneven appearance. It is created by drying paper under minimum amount of tension causing the paper to ripple.

4. Coated

Coated paper is paper that has a layer of coating applied to it. It can be used to improved brightness & durability or even add color & shine to paper.

- **Foil/Metallic:** This paper has a thin film of plastic or metal in the same color as the base paper. This film creates a shiny, smooth coating.
- **Stardream:** This paper finish comes in three varieties (metallic, iridescent and pearlescent). All finishes are relatively smooth to the touch, but have a shimmery coating.
- **Glossy:** This paper texture is very smooth. One side of the paper can be uncoated and rough while the other is coated with a surface gloss. This gives it a shiny coating.
- Different types of paper
 - ✓ Bristol board texture,
 - ✓ Illustration board,
 - ✓ Sand paper
 - ✓ Vellum
- Different sizes of papers

✓ A0	✓ 841mm X 1189mm
✓ A1	✓ 594mm X 841mm
✓ A2	✓ 420mm X 594mm
✓ A3	✓ 297mm X 420mm
✓ A4	✓ 210mm X 297mm
✓ A5	✓ 148mm X 210mm
✓ A6	✓ 105mm X 148mm
✓ A7	✓ 74mm X 105mm
✓ A8	✓ 52mm X 74mm

Learning Outcome 3.2: Print the layouts according to the appropriate orientations of the paper

When you are preparing the document for printing you have carry out the following settings

- Right orientation of the paper
 - ✓ Portrait: when the paper is oriented in portrait position, the length of paper is held vertically while the width is held horizontally.
 - ✓ Landscape: this is the opposite of portrait. The width is held in vertical position while length of paper is in horizontal position
- Document setup:
 - ✓ Margin: A **margin** is the space between the text and the edge of your **document**. By default, a new **document's margins** are set to Normal. Depending on your needs, you can change your **document's margin** size.
 - ✓ Font: the font of document can be changeable regarding to the recommended style of documents or to the pleased look.
 - ✓ Color: Before printing you can change the color of font style or the color of the document background.

Learning Outcome 3.3: Pack and label the printed project design documents according to the safety and storage precautions

- Storage of design documents

When you want to store your document, you have to choose

- ✓ Portfolio

A portfolio is a large, thin case used for carrying or storing drawings and documents. Portfolio can be also a collection of drawings, documents, that represent a person's work or projects.

- ✓ Online storage

Online data storage refers to the storing of electronic data via the Internet.

- Importance of pack and label
 - ✓ Document identification
 - ✓ Durability
 - ✓ Safety
 - ✓ Proper storage of record of data
- Ways of packing design documents
 - ✓ Make a portfolio
 - ✓ Scroll fold of document

Scroll fold of document means folding the document and seal it.



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