1. BEFORE YOU BEGIN...

• Organize yourself. What is your argument or what main idea do you want your presentation to convey? What drawings, images, and information (text) best support this argument?

Gather this information and outline the points you will cover. This will help guide how your presentation should be organized. You want the content that you select to speak for itself, so choose your best work. This doesn't mean that process sketches aren't important. Just make sure everything is neat and scanned at a good resolution (approx. 200 dpi) if needed. and touched up in Photoshop.
## 2. LAYOUT ESSENTIALS

### • The Grid

The grid helps achieve such continuity. A master page in InDesign can help extend your presentation. Creating a master page can save time and effort throughout your presentation. This grid can be repeated on a page or more pages. If more, it might make sense to have your name and any other pertinent information. This repeating title bar with your name and any other pertinent information might make sense to have on one page size. Will you have one page size? Will you have one page size?

A grid helps you organize visual elements on the page.

<table>
<thead>
<tr>
<th>Class Title</th>
<th>Professor</th>
<th>Date</th>
</tr>
</thead>
</table>

This 36 x 24 page is organized with a horizontal grid line with a 1/4 in. gutter. The 0.5 in. margin is larger than the 0.25 in. margin with 1/4 in. gutter. The top margin is 2 in. and the bottom margin is 2.5 in. The grid is 6 columns and 5 rows. The bottom margin is larger than the sides, allowing for a title bar that repeats on each page. This describes what the board is about. Maybe this includes your info or maybe this describes what the board is about.

The grid helps you organize visual elements on the page. Top and sides, leaving room for a title bar. The bottom margin is larger than the top margin. The grid is 6 columns and 5 rows. The title bar - the content is up to you. Maybe this includes your info or maybe this describes what the board is about.

### Decide on an appropriate grid

- A grid helps you organize visual elements on the page.
- The grid helps achieve such continuity.
- A master page in InDesign can help extend your presentation.
- Creating a master page can save time and effort throughout your presentation.
- This grid can be repeated on a page or more pages. If more, it might make sense to have your name and any other pertinent information. This repeating title bar with your name and any other pertinent information might make sense to have on one page size. Will you have one page size?
2. LAYOUT ESSENTIALS

• Visual hierarchy

When laying out your presentation boards, consider the concept of hierarchy. This involves organizing your content in a way that communicates the importance of each element. The idea is to ensure that certain elements stand out more than others, creating a clear visual hierarchy.

Think about proportion, scale, and balance. The same concepts that you employ when designing architecture are important when laying out your presentation board. The concept of hierarchy should be considered when laying out your presentation board. There should be something to discover from a distance, from 6 feet away, and from up close.

When you gather your material, arrange your drawings, images, and text in order of importance. When you gather your material, arrange your drawings, images, and text in order of importance. When you gather your material, arrange your drawings, images, and text in order of importance.

This exercise will focus on creating hierarchy by playing with visual emphasis or de-emphasis. This less visual attention. This should receive more (or less) visual attention. This should receive more (or less) visual attention.

The concept of hierarchy is a layout. However, we will discuss other ways to create visual hierarchy by playing with scale. However, we will discuss other ways to create visual hierarchy by playing with scale.
PRESENTATION BOARD LAYOUT

2. LAYOUT ESSENTIALS

- **Rhythm**

  Just as a rhythm or pattern can create a work of art, visual rhythm can also create order or stimulation. Grids help create the structure for a visual rhythm.
PRESENTATION BOARD LAYOUT

3. THE TRUTH ABOUT TEXT

With so many typeface designs, the task of choosing the right typeface can seem a design challenge in itself. There are two main classifications of typefaces: Serifs and Sans-serif. Serif typefaces contain semi-structural details called serifs, which are small extension strokes at the end of some of the structural details called serifs. Serifs and Sans-serif serif classifications of typefaces:

- Serifs (in red)
- Sans serif

The personality of the letters depends on the nature of the content being presented. The content being presented. However, selecting your font clean lines of Sans-serif fonts. Many architects gravitate towards the simplicity and keep it simple! Which one is right for architecture?

• serif
  - Times New Roman
  - Palatino
  - Georgia
  - Baskerville

• sans serif
  - Helvetica
  - Arial
  - Gill Sans
  - Franklin Gothic
  - Swiss721
  - Arial
  - Gill Sans
  - Franklin Gothic
  - Swiss721

There are two main design challenges in itself: the right typeface can seem a designer, the task of choosing with so many typefaces.
PRESENTATION BOARD LAYOUT

3. TEXT (CONTINUED)

• How many fonts?
One font is usually sufficient. Two can be used at the most. It is wise to select a typeface that belongs to a larger type family.

• What font size is ok?
Similar to limiting the amount of fonts you choose, you should also limit the size of fonts you use. Set a size to be consistent throughout your presentation. Avoid huge font sizes that take away from your content.

Quick tip: If you design your presentation board at 34 x 22, you can reduce it by 50% to achieve two 8.5 x 11 pages for your portfolio. This is also a way to gauge your font size.

This font matrix can help when combining two fonts. The most important consideration is contrast: serif with sans-serif, Roman with script, heavy with light, thick with thin, simple with ornamental.

What font size is ok?

How many fonts?

4. ARCHITECTURE SPECIFIC

Presentation boards for architectural drawings need to clearly communicate specific information relative to architecture. It's important to keep the following in mind:

- **Drawing Relationships**
  Architectural drawings such as sections and plans should be vertically aligned and of the same scale. This should be the case regarding scale, unless you want one drawing to receive more/less attention.

- **Symbols**
  Symbols such as the North arrow, a scale indicator, and arrows/leaders should be included to clarify drawings.

- **Visual Gravity**
  Extending the ground to the bottom of the page can offer visual gravity. Symbols such as the North arrow can offer visual gravity.

- **Other elements**
  Inference and another excavation. The sections are horizontally aligned and of the same scale, so that drawings are able to reference one another accurately.
5. EXAMPLES

• Competition entry for the Art Fund Pavilion by 3Six0 Architecture.

Note the nice use of white space - images are sparsely arranged so that the page is not "choked" with visual information. However, key information is always present, such as the site map with its corresponding North arrow.
5. EXAMPLES

• Competition entry for the Art Fund Pavilion by 3SixO (continued from previous page)

(continued)
5. EXAMPLES (CONTINUED)

• Professional competition board by Arup for the Low2No competition in Helsinki.
5. EXAMPLES (CONTINUED)

- Competition entry for the Art Fund Pavilion by 3Six0 Architecture (continued from previous page.)
5. EXAMPLES (CONTINUED)
• Competition board from the 9/11 memorial designs.
5. EXAMPLES

- Student competition entry
6. Resources

• Layout Essentials: 100 Design Principles for Using Grids by Beth Tondreau

• Making and Breaking the Grid: A Graphic Design Layout Workshop by Timothy Samara

Presentation Board Layout