

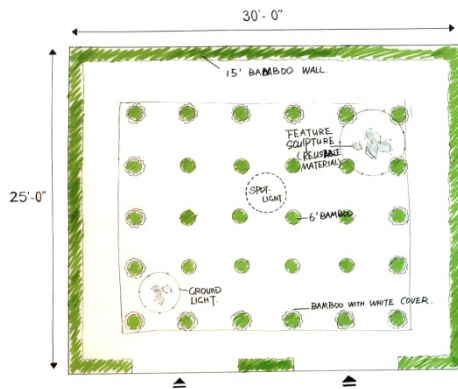
# Design Ideas and Infographic Presentation in Architecture

ARC3441

# 01 introduction

# Architectural Design Process?

- Creative process
- Many issues must be handled in collaboration.
- It is partially a subjective and partially objective process.  
(The issues that must be taken into account, occurs from design problem itself and could sometimes be thought/produced by the designer.
- There is a hierarchy among the topics

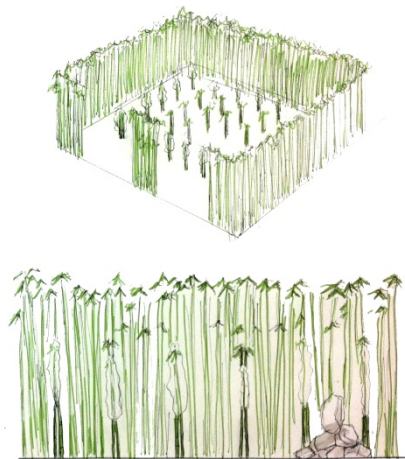


**Concept:** Taoist Theory that man is an integral part of nature (Harmony)

An enclosed forest of bamboo covered with white plastic bags serves as a reminder about the air pollution and waste issues in China, and that man and nature have fallen out of harmony with one another.

**Feature Sculpture:** Recycled materials will be used to emulate two mountains, which further speak to waste issues.

**Spotlight:** A single spotlight focused on the center of the design hints at a hope and a brighter future for the environment



**San Francisco Flower and Garden Show Design**  
Yuening Pu  
LAN 498  
February, 2013

## Tallaght Town Centre - Concept Development

### 10 Design Concept



Making the Connections



# Architects communicate visually, using drawings and graphics



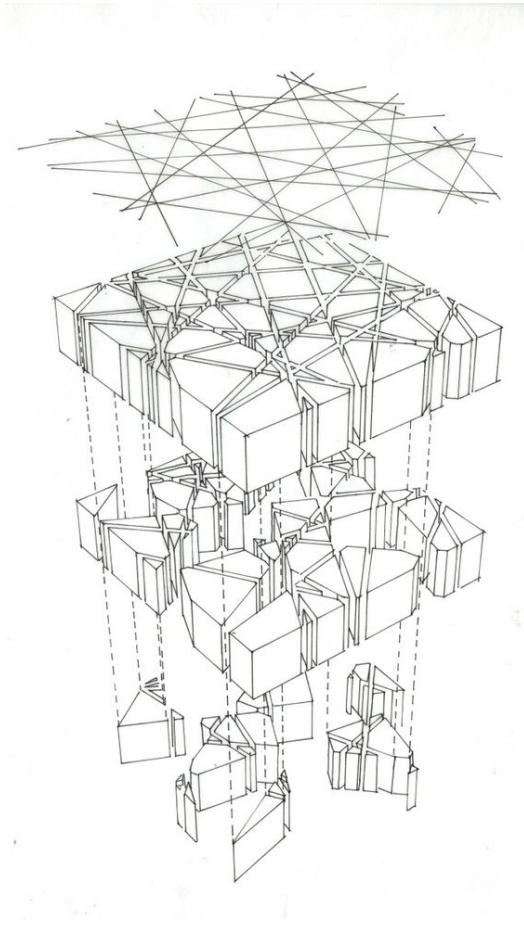
**“Drawing is the language of architects....architects do not build – they draw” Anonymous**



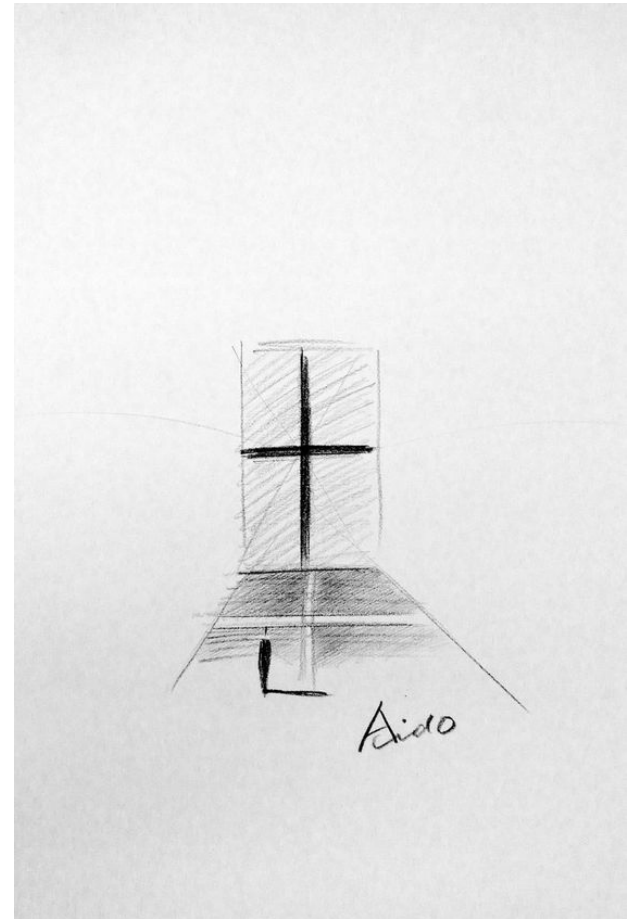
Calatrava, sketch book

## Drawings and graphics;

- Part of the thinking process of design



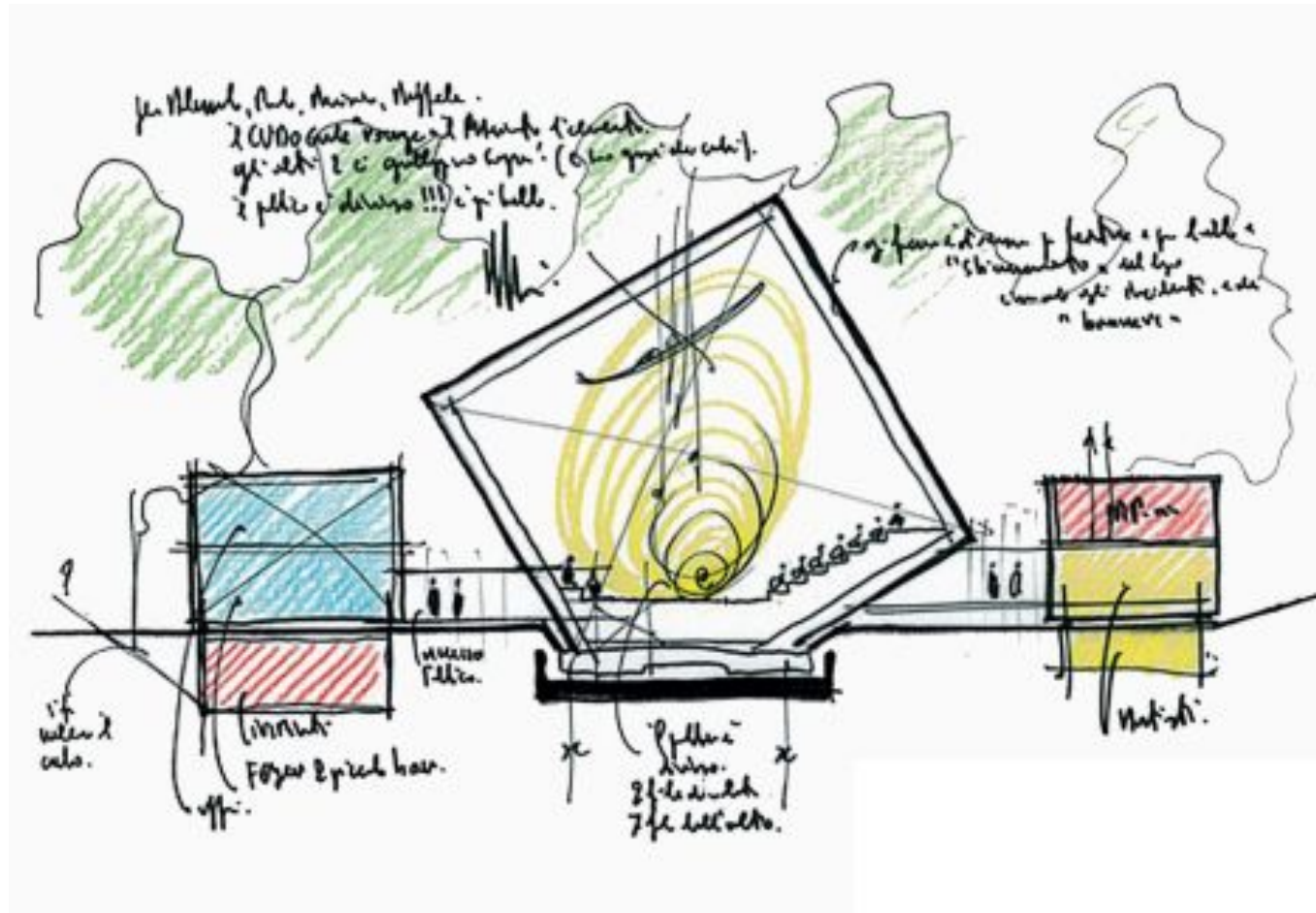
Toyo Ito and Cecil Balmond,  
Serpentine Pavilion 2002 (London)



Tadao Ando, church of light, Osaka

## Drawings and graphics;

- Communication to client and users

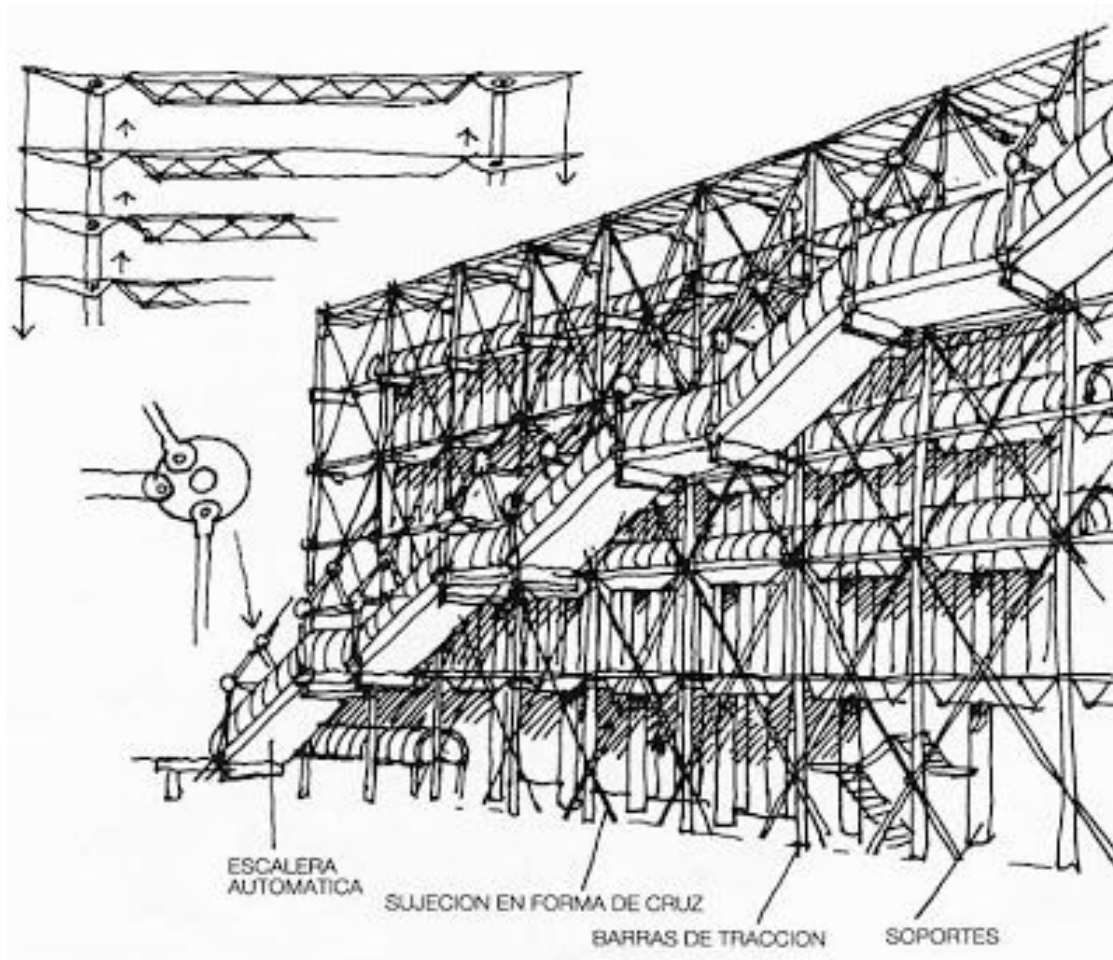


Renzo Piano, Auditorio Parco del Castello, 2010-2012



## Drawings and graphics;

- Specific instructions for constructing the building

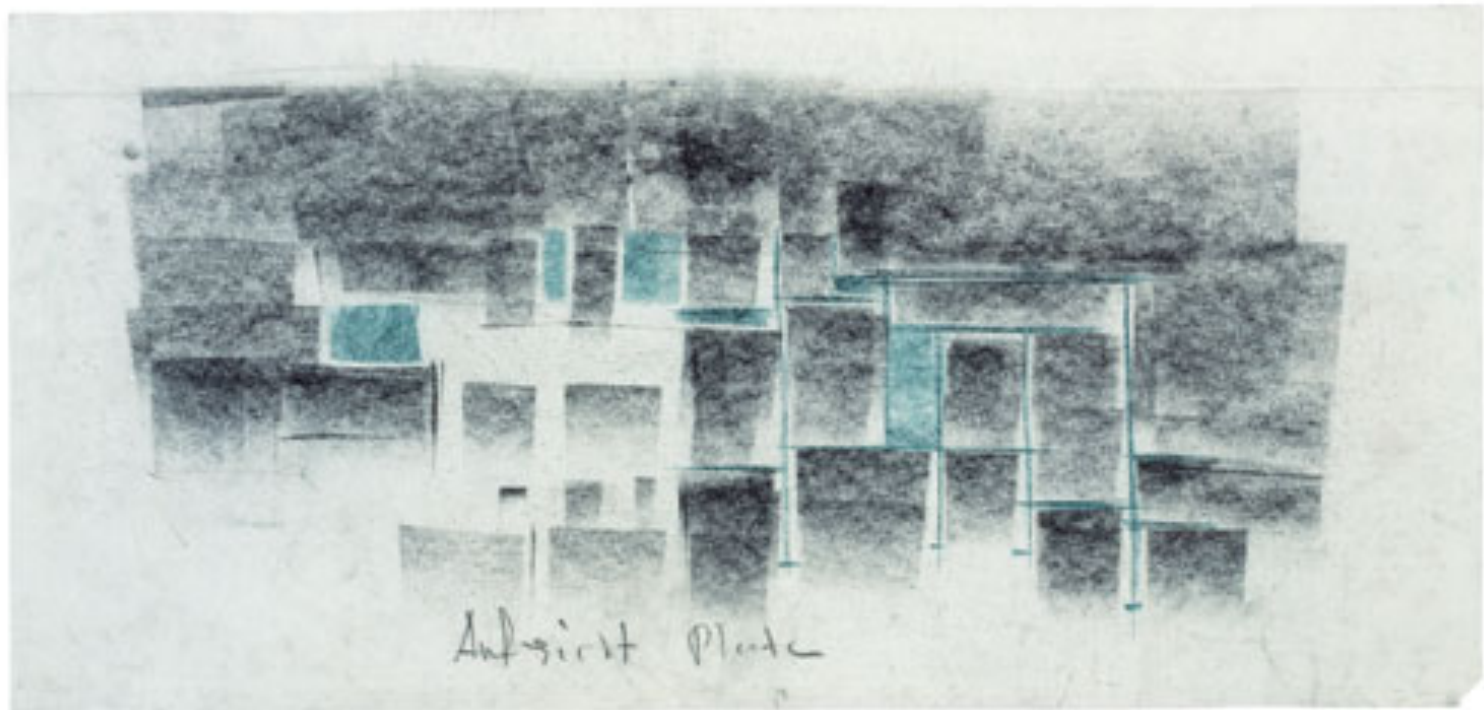


Renzo Piano, Richard Rogers, Pompidoucenter, Paris



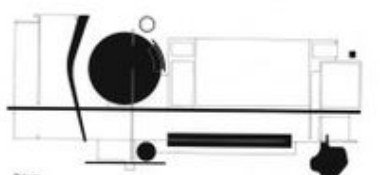
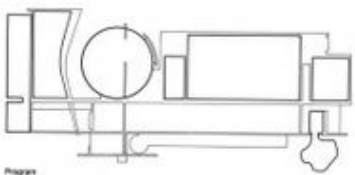
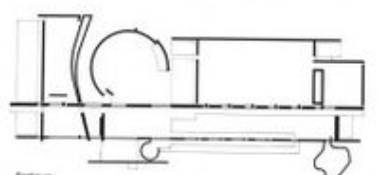
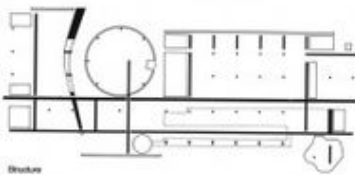
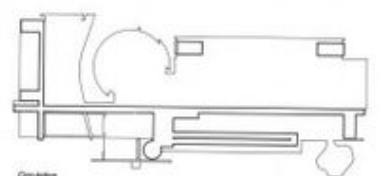
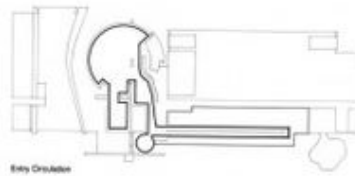
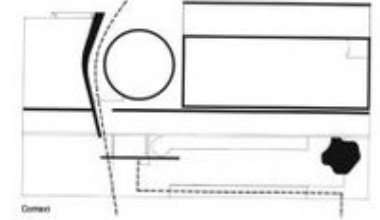
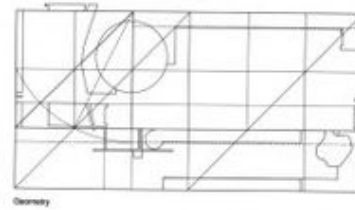
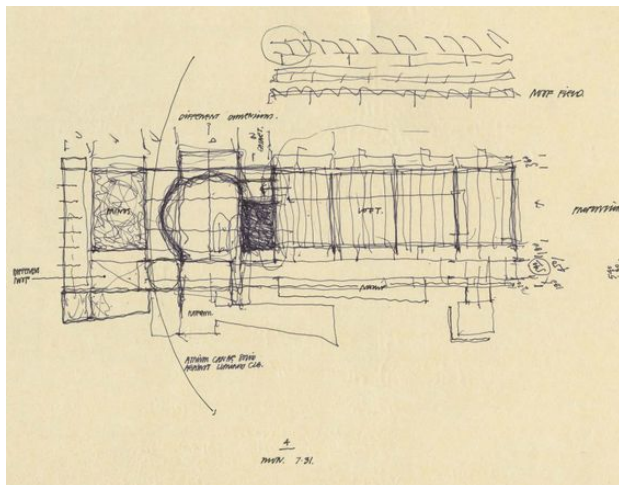
- **THE SKETCH IS COMMUNICATION**

- between 'me' and 'I'
- between me and you
- between student and teacher
- between architect and client



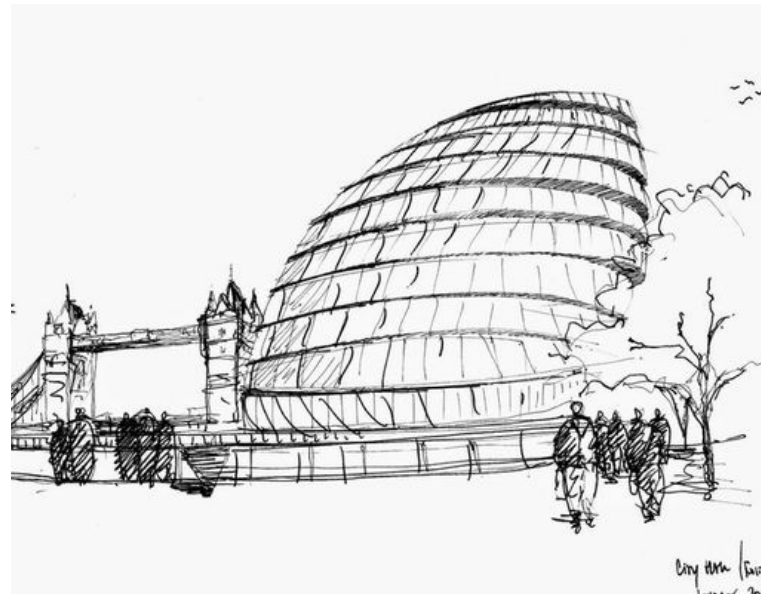
Peter Zumthor, therme de vals sketch

- Graphic diagrams are visual abstractions that show concepts and/or objects.
- They are used in the initial stages of the design and exploration process.

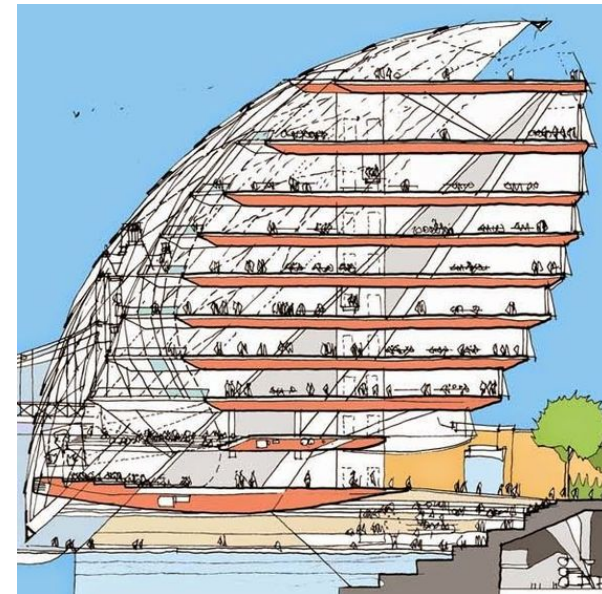


Conceptual Diagrams

**Diagrams can vary from loose, freehand sketches to precise, hard-line drawings.**



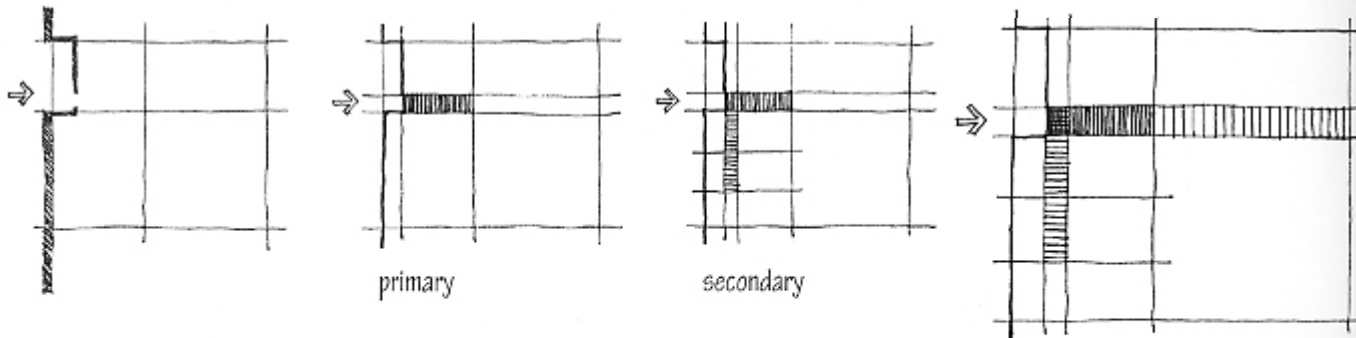
Norman Foster, London City Hall



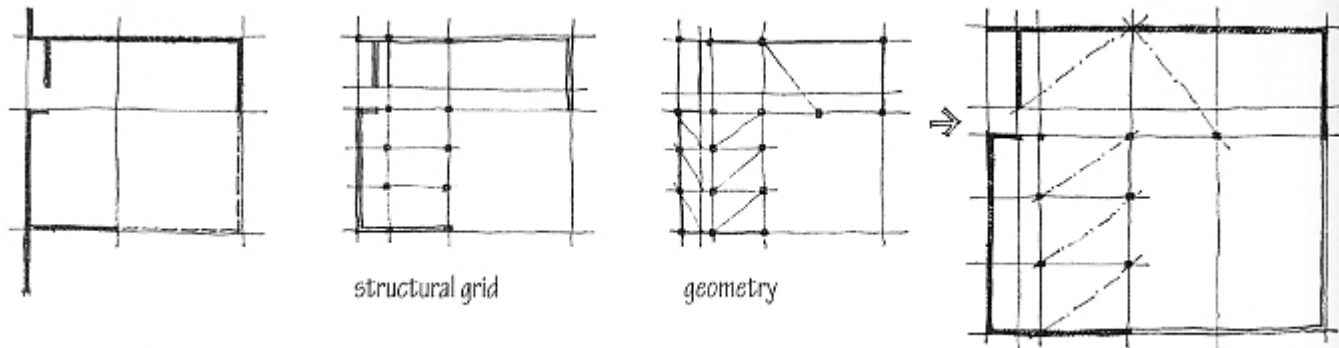
## Diagramming is part of the design process.

Different concepts and ideas can be quickly investigated and communicated.

Circulation

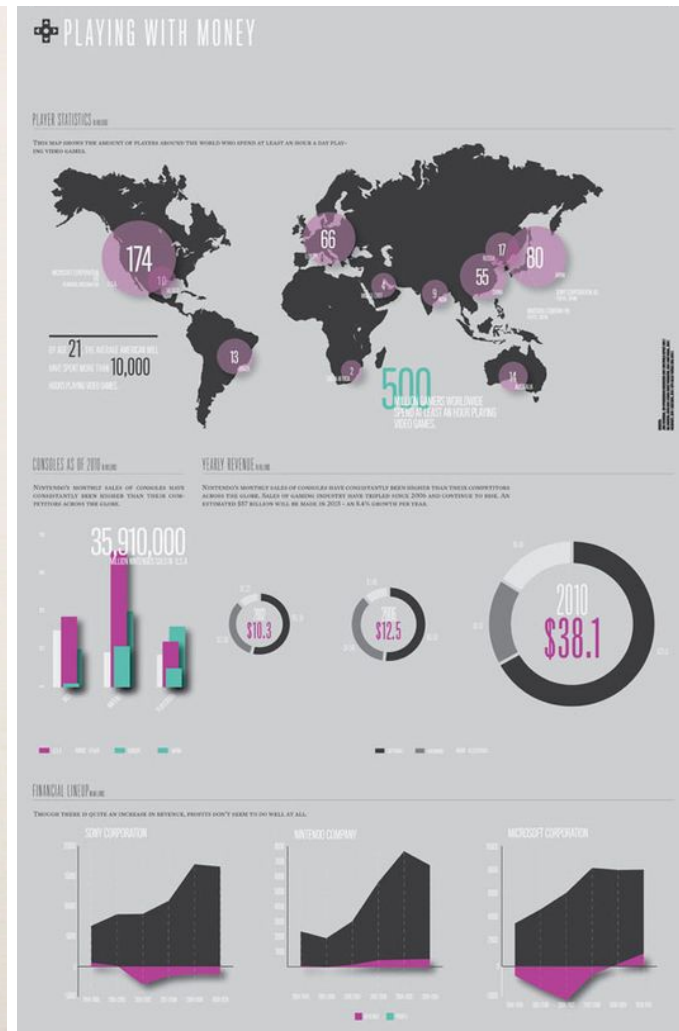
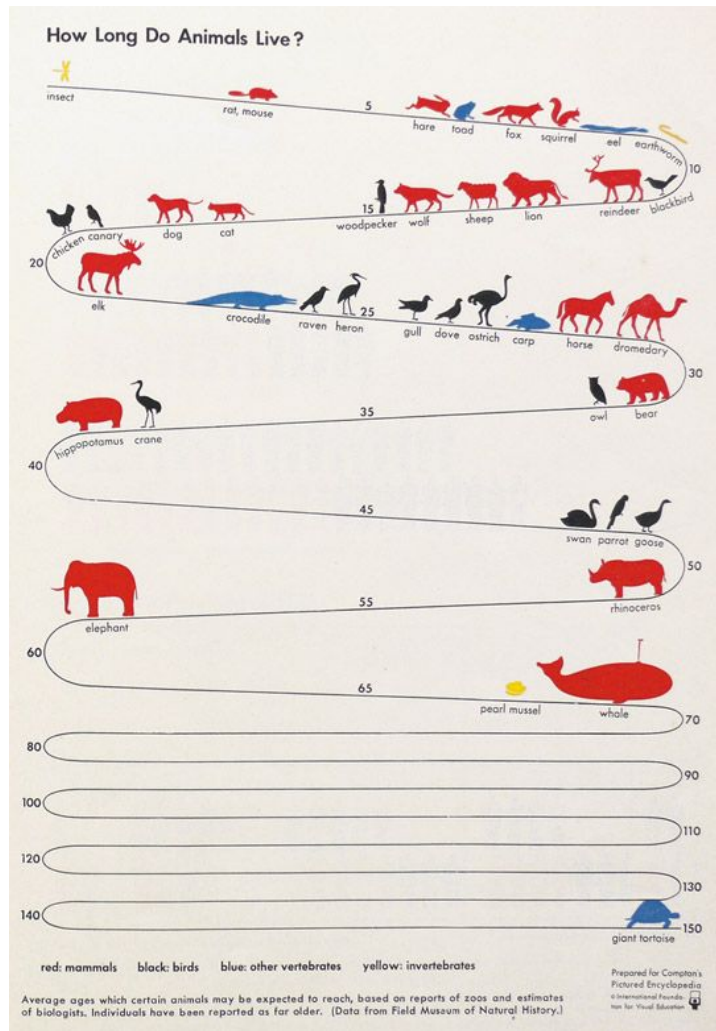


Enclosure





Many other professions (music, math, business, etc) use diagrams to explain and clarify their visual think



- Diagrams focus on general information. They encourage the designer to explore alternatives.

