<u>CIVL 445 CONCEPTUAL DESIGN POSTER PRESENTATION REQUIREMENTS</u>

The first part of the course culminates in a poster session at which a group will present its conceptual design submission.

The purpose of the poster session is for your group, acting as the consultants, to present the conceptual design of your project to the client and others from potential stakeholder groups. It should not be assumed that all listening are fully familiar with the project. Therefore, you must explain the existing situation, the context, the criteria for design, and fully justify the design moves you are proposing or indicate why the perceived advantages of your situation justify the measures required to implement them.

While you do not necessarily have to present them, there could be an expectation by the judges that you had considered more than one concept and they could be curious as to what they were.

You can describe your conceptual design using the following:

1. A single poster measuring 90 cm by 120 cm (36" x 48"), which may be comprised of drawings, photographs and text; colour is recommended. The poster shall consist of individual segments (pages). A single image / photo / drawing may be segmented and composed by several pages. **Maximum individual page siz**e is 21 cm x 28 cm (8.5" x 11").

2. The poster should be comprehensible from a distance of at least 1.5 m away. It is recommended that the poster focus primarily on graphic rather than textual material.

3. A verbal presentation up to a maximum of **seven-minutes** in total length. This could be undertaken by a single member of the group or shared among several members.

4. **Optional**: a series of digital images on a laptop to run coincident with the verbal presentation. These could be simply a series of photographic images of the site, drawings, precedents, fly-through sequences, diagrams explaining project, etc.

Following the presentation there will be a period for questions. There is no need to submit background research information, but it should be available in the group logbook if further clarification is requested.

It is recommended that the poster, the spoken description, and the digital visuals complement each other in terms of their content. Due to the short time and limited poster size, the emphasis needs to be on clarity and brevity.

Electronic copy of the poster and presentation should be submitted by each team via Vista no later than 12:00 noon

November 18th, 2012.

This poster session comprises **35% of overall course grade**, broken down as follows:

- Content of the poster, ability to justify design proposed, methodology of design, success in meeting discipline requirements as well as any further interventions which increase the value to the community through environmental, social, or commercial interventions. ...………… **15 marks**

- Effectiveness of the presentation (poster, verbal description and electronic) in terms of convincing client and other users of the facility, an ability to respond to questions. …………………. **20 marks**

Total	**35 marks**