UNIVERSITY OF OREGON | School of Architecture & Environment

Design Communication II /// ARCH 610 /// CoD /// Fall 2024
Instructor: Philip Speranza, Associate Professor

Project 3.2 Description /// Presentation Layout
Design intent is only understood by how it is communicated to others. We will use this last week of class to learn, explore and discuss a variety of strategies for final presentation layouts for pinup supporting the studio final review, tested at 11 x 17 mockups.
Learning Objectives

• To organize and design a layout

Schedule:
Assigned: Tuesday, Nov 26
Due: Thursday, Dec 5, for Studio Final
Digital Upload: Dec 6, 11:59pm

Evaluation Criteria:
• Ability to compose a presentation with a heirarchy of presentation strategy

Deliverables
Exercise 3.2: [2-3] Boards reduced to 11 x 17 of Final Studio Posters, exported as JPGS. Use 3000 x 3000 maximum pixel dimensions

Foot-Hills International Market Value Competition, Finalist and 3rd Place Overalll, Speranza Architecture