

## Relay the concept

### Context

Create and deliver a multimodal presentation of your architectural concept from your design elective. We will define an architectural concept as an underlying organising principle used as the starting point of a design that solves a specific problem in the world. Your objective is to communicate your architectural concept using a coherent ensemble that employs a strong underlying organising structure.

Have a look at the resources regarding the architectural concept. As you go through these resources, consider the range of media and modes that are required in communicating an architectural concept.

- <https://www.archisoup.com/what-is-an-architectural-concept>
- <https://www.firstinarchitecture.co.uk/how-to-develop-architectural-concepts/>
- <https://www.youtube.com/watch?v=k4dVgbuxBAw>

### Requirement

- Relay a key memorable message about your concept. The spoken element is short, so how do you leverage what you say with what other aspects of audience experience.
- Create a coherent ensemble that employs a range of modes and media. You could employ sketches, photographs, video, sketch models, scale models, sections, elevations, maps, found artefacts, short narrative descriptions of the site etc. You may employ posters, but you cannot only rely on posters. Do not use a PowerPoint/Sway/Prezi for this assignment.
- Be strategic in what you present, and what you do not present.

### Technical aspects

- Plan a presentation about your architectural concept relating to your design elective research.
- Conduct and document your planning according to the provided outline template. For hand in, print out the presentation planning template at A2 scale. Fill in the presentation planning template (point form is permissible and advised), and attach an annotated A3 diagram of the key elements of the planned presentation (use a narrative/argument/presentation structure to plot the key messages and sub-points, considering the jobs of modes beyond speech).
  - Choose one structure that we have covered that will work with your message.
  - Employ multimodality in the presentation as a coherent ensemble. While it is permissible to employ posters within the presentation, you may not solely rely on posters. What other media and modes can you employ to make specific messages?
- Deliver the presentation. The presentation should be between 2 and 3 minutes long.
- Create buy-in through the delivery of the presentation.
- Have the presentation planning available for submission at the time of your presentation delivery.

### Assessment

- You will receive a mark for the presentation planning. It will carry 20% weighting. The presentation planning will be marked according to each of the presentation planning dimensions from the provided presentation planning template.
- You will receive a mark for presentation delivery. It will carry 80% weighting. The presentation delivery will be marked according to each of the rhetorical appeals, alongside context (Ethos, Pathos, Logos, Kairos).