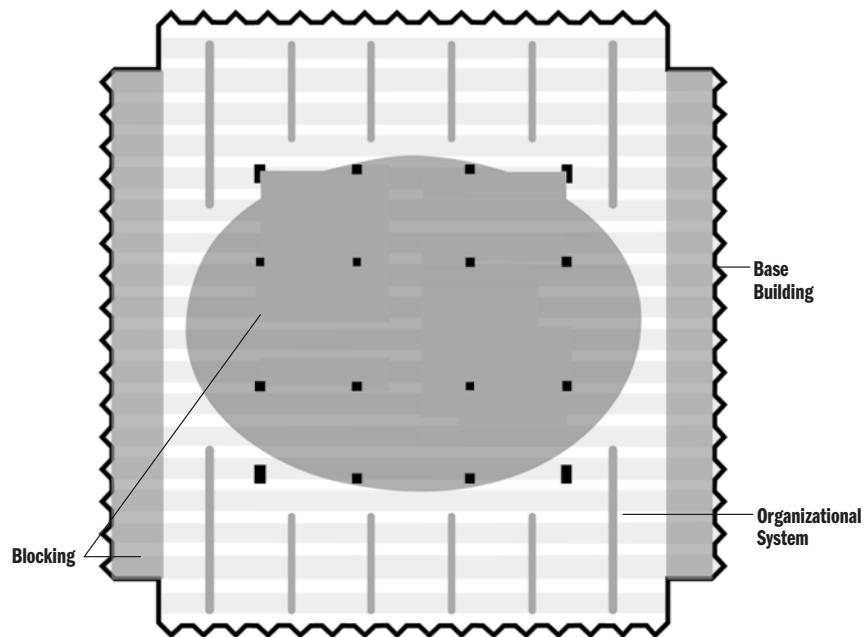


FIGURE 29-2
Alternate View.

Organizational
Concept Plan



THE VISUAL CONCEPT

The visual concept is just as integral to the design as is the organizational concept. The visual concept applies the client's goals to the design. This may translate into the visual and kinesthetic issues of scale, proportion, color, texture, movement, and qualities of light, and specifically into initial color palette, finishes and furnishings. Many of the intangible goals of the client may factor into the visual concept. At this stage of the design process, the visual concept is somewhat preliminary, as many of these details will be more firmly established in the design development phase. Yet, the client must be able to "see" that its goals will be manifested in the visual as well as organizational plans; the design team must show it has heard the client.

To effectively achieve this challenging goal, the design team first establishes a common language with the client. Making the transition from words to images ensures that the client and design teams interpret the issues in the same way. Knowing that "creating energy" can reflect a range of meaning, the

design team puts together a series of nonarchitectural images that correspond to the language that it has heard from the client team. An image of grocery store shelving demonstrates flexibility through modularity; an image of a calla lily can represent elegance. Client review of these image boards in the initial schematic design presentation can prevent design from developing in the wrong direction.

The following list details some possible elements or goals included in a visual concept:

- *Dynamic energy within a space*
- *Bright and evenly lit, open, large spaces*
- *Low contrast in materials and monochromatic finishes*
- *More focused light for closed intimate spaces*
- *An expanded palette of finishes*

Perhaps a client wants to create a dynamic energy within the space. The use of a curved wall can act as the central organizational principle encouraging movement throughout the space. This one architectural feature not only creates movement, but also affects the visuals of the space by its scale, proportion, color, texture, how it is lit—and the list goes on. Ultimately, many of our client's goals will be manifested throughout the visual concept. The design team communicates to the client team the initial aspects of the visual concept through a series of image boards at two separate presentation meetings.

COMMUNICATION METHODOLOGY

Communication is a critical element of the entire design process, but particularly in the schematic design phase. The design concept relates to the initial dialogues with the client team, the stated quantitative and qualitative goals, and the established goals. The success of the project relates directly to the design team's ability to listen and respond to these expressed goals.