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## PRESENTATIONS

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Within the schematic design phase we typically schedule two key meetings between the design team and the client, a preliminary schematic design presentation and a final schematic design presentation. The presentations offer an opportunity to formally present the preliminary design concept and to discuss the path that seems to be most appropriate for the client's own function, vision, and budget. It is therefore critical that the key decision makers on both the client and design teams are present at these meetings.

For an effective and dynamic presentation, the design team must select tools that can most succinctly describe the major concepts to the client. Using words and images, the design team "moves" the client through the design process. This starts with the review of the relationship and massing diagrams, and continues with the space standards and building analysis. "Moving" the client team through all of the analysis helps its members better understand the presentations of the organizational concept plan and visual concept boards, which in turn lay the groundwork for more specific plans to follow. These specific plans include preliminary partition layouts, recommendations for construction materials, the reflected ceiling plan, typical locations of furniture, recommendations for special area treatments, and recommendations for new furniture. Models and perspectives may also be presented.

All of these tools are composed in such a way to tell a story. It is important for the design team to know what concepts need to be stressed, and what critical issues must be addressed at the meeting. Integral to the development of the design concept is the project budget and schedule, which the team also prepares and reviews with the client at these two presentations.

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## BUDGET AND SCHEDULE

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In our firm all design occurs with full knowledge of budget and schedule parameters. Our teams develop concepts with these factors in mind. We find that this knowledge actually opens opportunities for creative problem solving. Thus, the design concept presented to the client fully reflects the budget and schedule.