

BANG 2021

Design Critic - 14 December 2021

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Learning Outcomes

Presentation included viewing 2 recent 3D design projects, some client home images and a completed project. Following this review we can quickly identify at least 5 reasons why 3D modelling is an ideal way to convey an architects design to a client;

Examples;

1. Self explanatory - architect can let the model speak for itself
2. Self navigational - client can explore at leisure till they understand
3. Realistic viewing positions - replicates real world experience and viewing angles
4. Shareable to friends and family - a vehical for better feedback and marketing
5. Able to market old ideas to new clients quickly - ie share a hamptons design solution

14/12/21 BANG

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