



WEEK 9 FOLLOW-UP ACTIVITY

BUILDING A BRIEF

BACKGROUND

You now have a site: During the studio activities your groups selected a site from one of the 19 city blocks / areas previously mapped.

You have inspiration: You all shared some examples of relevant precedent studies that can inform your thinking about Assessment 2 Playful Spaces.

You have a client: You have identified a fictional character from a book or movie, introduced that person as a client to the class, and expanded your understanding of that person's goals, preferences and motivations.

You have done a SWOT analysis: In groups you conducted a preliminary analysis of the strengths, opportunities, weaknesses and threats that may exist in your chosen site using a SWOT analysis. You then expanded upon this analysis with a particular focus on your client.

WHAT IS A PROJECT BRIEF?

In this case, a project brief outlines the requirements of an architectural project. It identifies the aims and objectives of a project according to the requirements of the site and client.

By clearly defining what your project is about, you will be able to make informed decisions throughout the design process. Design decisions are always informed by constraints and opportunities that are specific to a particular project.

Your own interpretation and philosophical perspective will direct the final outcome, but only as far as it abides by the site and client priorities.



YOU ARE NOT REQUIRED TO PRODUCE A FORMAL DOCUMENT BRIEF, **BUT** YOU WILL NEED TO DEMONSTRATE HOW YOUR IDEAS RELATE TO RESEARCH YOU HAVE CONDUCTED.

GETTING TO KNOW YOUR CLIENT

Usually, a project begins with a client meeting. Architects will meet with a client to establish what their priorities are, their budget, and to gain a sense of what they desire from the project.

You have already begun to explore your chosen character/client. The exercise sheet on the right will assist you in formalising these thoughts.

This will form a valuable reference to return to as you make decisions during your design process.

The final design needs to reflect the characteristics of your client, first, and not only your personal preferences.

CLIENT:

Demographic

Age 15
 Marital status Single
 Occupation No job
 Location Last seen in Berlin
 Income None

Image or drawing of client



Quote: "I just missed your heart."

Frustrations When people don't tell her the truth.

Fears The US government as Marisa is out to get her.

Pain points Does not know much about modern life.

Unmet needs Expose the program that she was part of.

Goals

Motivations

Things that make them happy

Exploring especially if its the forest.

Bio/ background

Raised in hiding in the remote forests of Finland, she be trained as a assassin by ex CIA agent, Erik to defend herself from rouge CIA agent Marisa, who wants to make sure all test subjects are eliminated, no mater the cost.

Personality

Introvert/extravert

Introvert

Driven

Social

Not very social.

Active

Very active

Competitive

No

Hobbies

Reading

Exploring

Traveling

SITE ANALYSIS

Research

Collect as much information about your site as possible such as from websites, articles, the Brisbane City Council planning and building website, and the Brisbane City Plan.

There are links to mapping data and high resolution aerial imagery under the Week 9 folder on Blackboard.

Site Visit

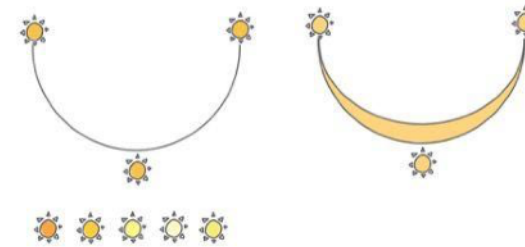
Once you have collated this research information - visit the site!

Take photos from all different perspectives, both capturing the site as a whole, and documenting interesting details.

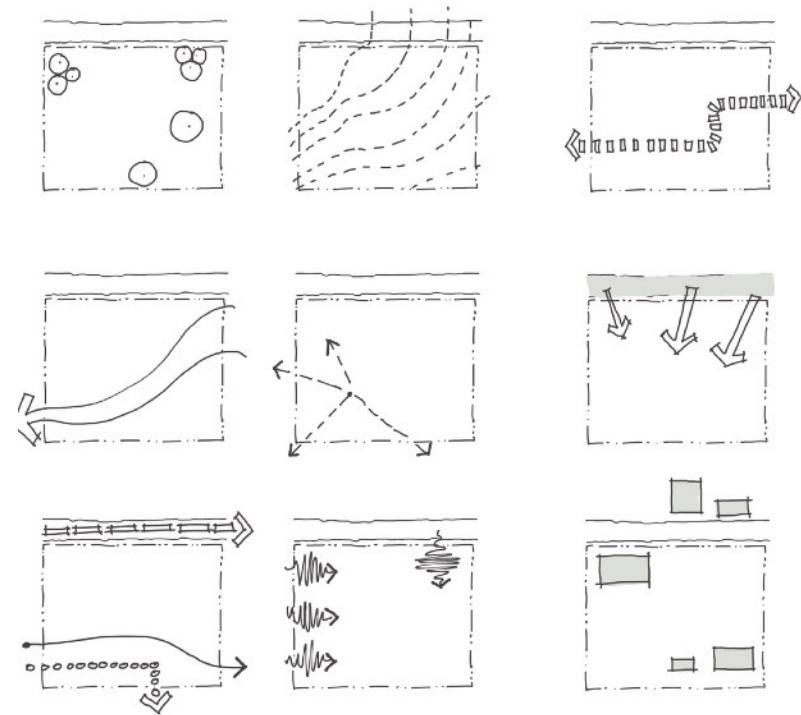
Recall the techniques you used to describe your experience of Brisbane City in your zines. These same tools can be used for a particular site. Think of this as a miniature version of the City Walk activity.

Map, draw, sketch and record your impression of the site.

- What is the quality of light?
- Is there a breeze? From what direction?
- Are there any views?
- Do people pass through the site? How?
- Where are the most active zones, and where is less activity?
- Are there any problematic aspects of the site that could be addressed?
- Describe the adjacent buildings? Their style, use, scale, materiality.
- What boundaries are there? Are these legal (cadastral) boundaries, physical barriers, or implied edges?
- Look up. What do you see? The site is not only the ground plane.



Sun path (Source: First In Architecture)



Various site conditions communicated as diagrams (Source: First In Architecture)