

The tips presented here are excerpts from the following book:

**Slotkis, S. J. (2006). *Foundations of Interior Design*. New York: Fairchild Publications, Inc.**

### Preparation tips for presentation packages

- Consider the purpose of the presentation before deciding on size and style.
- Determine how much time and money you can expect to spend on the package.
- Review the physical setup of the room where the presentation is to take place. How will boards be mounted or rested? What is the viewing distance? What are the lighting conditions? Consider the human factors, such as hearing when giving presentations and visual perception when deciding on size and position of boards and text. (*Also consider digital equipment available if using a PowerPoint presentation*).
- Decide whether any written and oral communication are needed to supplement the visuals, and prepare these in advance
- Plan for how the package will be protected and transported.
- Find out whether any specific protocols or instructions need to be adhered to, such as size, number, or colour of boards; type of and placement of text; or scale of drawings. Are there guidelines indicating which components may be hand drawn or computer generated, or whether templates, stencils, or machines for lettering, printing, or drawing may be used? Schools and firms may have specific standards. These may extend to safety precautions regarding the use, storage, and disposal of specific materials.
- Prepare concept sketches, then thumbnail versions to judge layout, before embarking on final presentations.
- Experiment with various types of adhesives for mounting heavy samples, such as marble, to ensure they hold. Position heavier samples towards the bottom of boards.
- Neatness counts.

### Aesthetic tips for presentation packages

- Maintain a consistent orientation for all boards – either all vertical or all horizontal.
- Borders of some sort tend to unify the various components on each board. Text and lines help to stabilise or ground oddly shaped drawings.
- Decisions about the size and placement of the various components on a board, as well as the boards themselves, involve consideration of proportion and emphasis, e.g. leaving too much empty space between or around components may make individual components look insignificant, instead of emphasising their importance. Alternatively, a composition that is too dense may create an uncomfortable grouping with the sense that the components are in competition with one another and cannot *breathe*.
- Consider the relative size of components, especially on sample boards. Although exact scaling is not used for materials, avoid using disproportionate sizes to represent the role played in the space. An obvious example would be the use of a large paint chip to represent a trim colour and a smaller sample for walls and ceilings.
- Try to place samples according to their location in the space, such as floor surfaces on the bottom of the board, and windows and ceiling surfaces towards the top.
- Be mindful of axes, distribution of visual weight, and symmetry for placement of graphics and text. Aim to have each board for a project attain similar visual weight and impact.
- Choose borders, lettering and colours and textures of mounting surfaces that reinforce and enhance the design concept, rather than fight it.
- Avoid lettering that overpowers images or is too skimpy (faint, thin or small) for the overall visual weight and style of the presentation.