



The Macallan New Distillery, Competition 2012
Easter Elchies, Craigellachie, Scotland, UK



LSE, London, UK, Competition 2016
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Term 5 sem	Architectural Design Presentation Techniques	ECTS: 2.0
Type of studies First-cycle studies		Academic Year: 2026/2027

Department: Department of Visual Arts

Subject supervisor: Dariusz R. Cyparski MSc Arch
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Brief Overview of the Course Topic:

Tell an engaging story through your design! Whether physical or digital, presentations are essential for showcasing architectural projects—they translate ideas from concept to built form and serve as a key measure of an architect's skill, creativity, and visual storytelling. Because viewers encounter a design for the first time, a clear, well-balanced layout that provides context, explains the concept, and guides attention is crucial. Effective presentations blend visual literacy, digital tools, and narrative techniques to turn abstract sketches into persuasive, viewer-ready stories, boosting both project quality and professional credibility.

In practice, a polished presentation can tip the scales in competitions or investment decisions, making the way a project is communicated just as important as the design itself. Students learning these skills will explore a range of analog and digital methods, adopt the investor's viewpoint, and craft compelling narratives that articulate design intent, functional logic, and aesthetic value.

By the end of the project, participants will be able to produce a complete, professional presentation package that confidently conveys the purpose, function, and beauty of their architectural proposals.

Course Objectives:

Develop critical-analysis, comprehension, and interpretation skills for architectural presentation techniques across visual media, and achieve mastery of professional presentation delivery.

Evaluate existing presentation methods and visual media.

Understand the intent behind diverse presentation formats.

Apply learned techniques reliably to assigned design tasks.