

Glasgow City Workshop

the process of crafting the interior design presentation and visualisation

Architecture and interior design presentations and visualisations can sometimes be hard to understand and read unless one is familiar with the industry. To engage readers with the information, this project portfolio was designed to capture attention and please the eye.

Various elements in this presentation express non-verbal messages about the content of the project: sustainability and making. People observe the world holistically with their senses, so a carefully thought presentation can elevate the content and encourage the reader to explore, while telling the project narrative.



See the muted browns and greens of the paper and feel the raw texture between your fingers. Explore the colourful shapes and funky characters popping out of the pages. Let your eye rest in the white space between the information you read. What do these elements tell you?

video → <https://youtu.be/PxgOVtKoRjM>

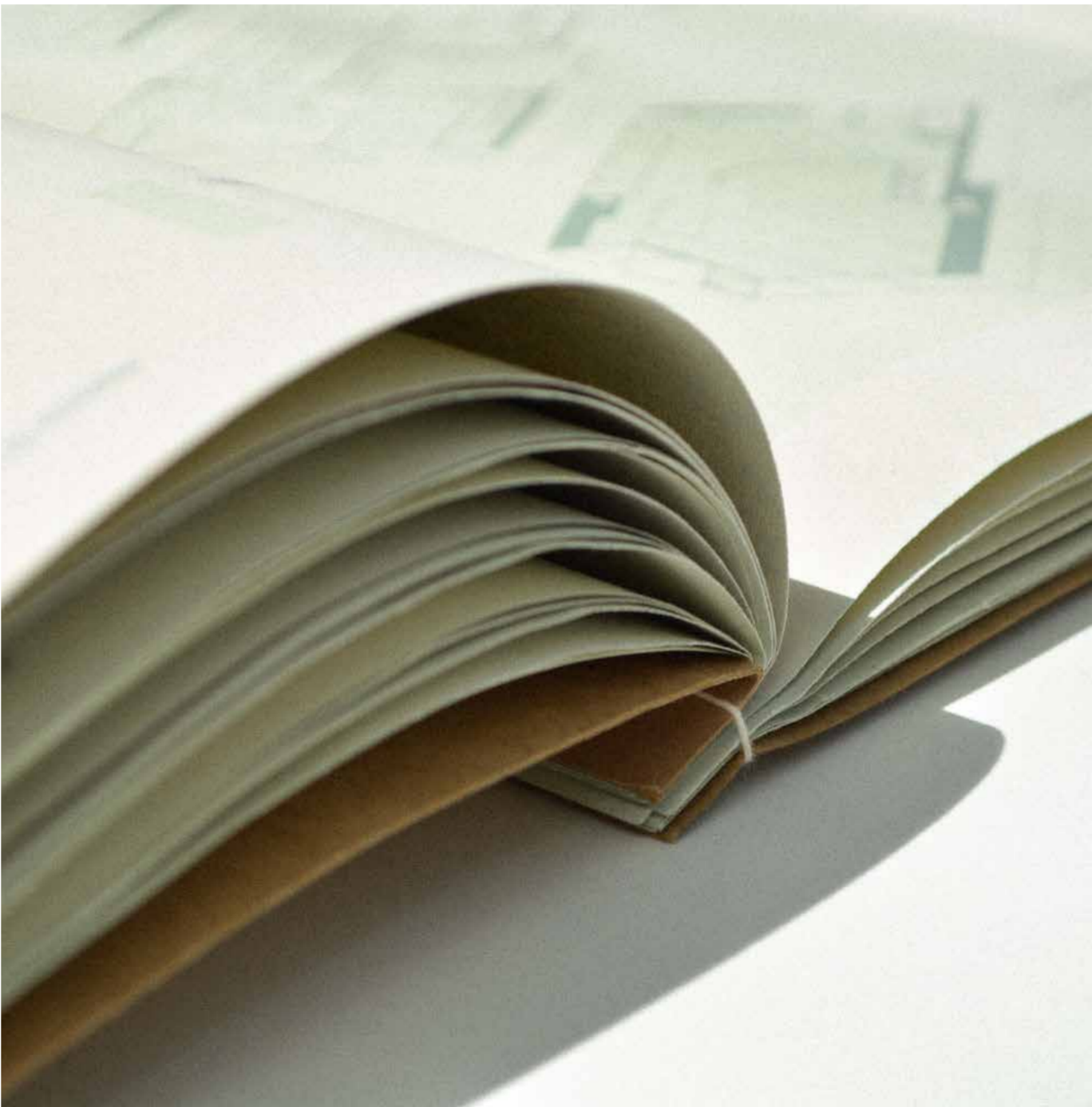


The project addresses sustainability and over-consumption by proposing an accessible and inclusive space that strives to prolong the life-cycle of household objects by repairing and up-cycling them in one convenient spot. Environment and making are at the heart of this project, and therefore the design of the portfolio reflects these themes. The design elements such as inserts, quality of the paper, binding technique, and graphic design combined are telling the non-verbal narrative of the project.

Evidence has shown that the physical act of making things by hand can be pleasurable and empowering, so making, sharing, and repairing might benefit people psychologically and socially. Promoting handmade objects could also make people appreciate the time and effort that goes into making them, which would then help to discourage overconsumption. Handmade objects possess more sentimental value, so they are more likely to be preserved, maintained, and repaired.

Since the project deals with the climate emergency, a serious challenge in our lifetime, the presentation of the portfolio is trying to inspire hope and joy. Promoting sustainable solutions can be - and should be - done through positivity. To make a sustainable change in society, we need to make sustainability mainstream. And to make it mainstream, we need to make sustainability desirable. Making sustainability look trendy and aspiring is already happening in marketing. For example, many plant-based food products are using trendy graphic design styles in packaging to attract customers. Perhaps, if designers make sustainability trendy or otherwise desirable, people who are not interested in sustainability will follow the trend. In this way, designers have a lot of power to effect the change.

Sustainable design can be beautiful, accessible, and functional if we design it so.



Green paper as an accent colour between the pages breaks the otherwise white background.



inserts

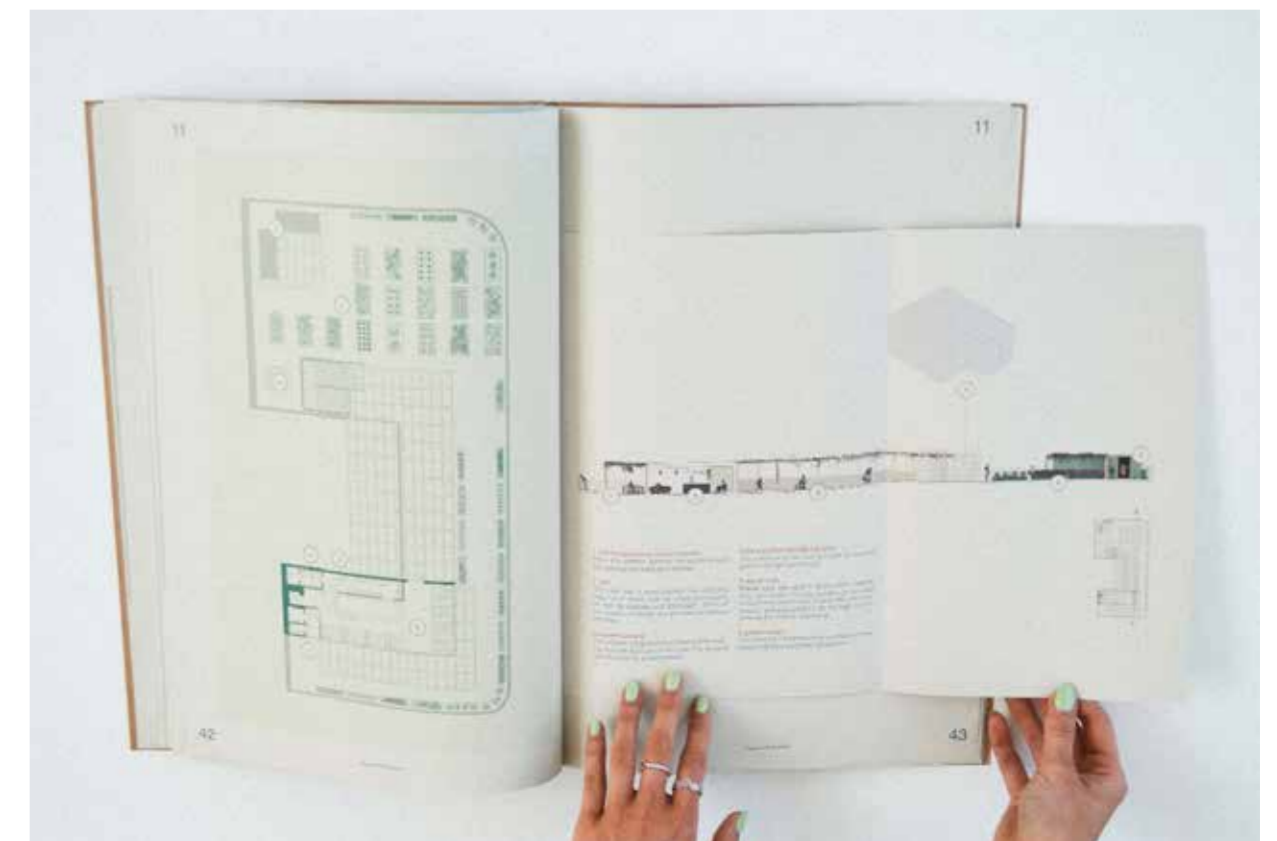
To keep the reader engaged with the information, the inserts were added between the spreads. The inserts vary in size and colour, and some pages are folded. The purpose of each insert is to present information that supports the topic of the spread.

In our fast-paced world people have difficulty concentrating, so adding interactive elements to the otherwise traditional booklet makes it more interesting to engage with it.

Design details are presented in smaller inserts between the spreads, showing additional information.



Vertical images, such as sections, are placed on landscape pages and folded between the spreads. Each side of the insert page refers to the information shown next to it.





materiality

The chosen materials support the environmental narrative: sugar paper, cardboard, and thread are recycled and sourced renewably. The simple elements such as the colour and texture of the paper tell an unconscious story. Feeling the matte and raw paper between one's fingers tells a different message than a smooth, glossy one.

The sugar paper used in the project is made in the UK and is eco-friendly with 100% recycled fibers and wood pulp. Due to the recycling process, the color shades vary from page to page, which brings liveliness to the surface of the paper.

The cardboard covers are neutral and since many environmentally friendly products use plain cardboard as a packaging material, this material communicates the ecological theme.

The thread used in the binding is a simple cotton thread, that fits the raw material palette and is strong enough to hold the booklet together.

japanese binding

The Japanese binding is not only beautiful but also an accessible method to make a booklet by hand. Besides, this technique was well suited for its material: the cotton thread is from a renewable source. Adding the inserts with this binding method gave freedom to play with different-sized and coloured papers. The Japanese binding also allows for the addition, change and removal of pages, which reflects the design strategy in the project - making the design adaptable for change.



illustrations & graphic design

The playful colours, typography, and illustrations are trying to balance the underlying grim theme of environmental issues.

The illustrations used in this portfolio are based on characters used in my own artwork. The childlike expressions on their faces and the use of basic shapes are simplistic and playful to create a sense of fun.

The portfolio has a lot of research explaining why we should implement more sustainable solutions, so the information was spread throughout the pages. Helvetica is a readable and universal typeface, so adding big, bold and catchy headlines capture the attention of the reader.

The colours of the graphic design were picked from the material palette of the project proposal. The theme colour turquoise - in light and dark shades - is a subtle nod to sustainability, and the orange accent is a contrast to the muted green.

