



Architecture Presentation Tips

Your projects will be better received by juries if you remember these simple tips:

Do ...

- ✓ **At the beginning**, state what the problem is, what the constraints are, and how you propose to solve the issue (but keep it short).
- ✓ **Before providing the finer details**, give your two or three main ideas, and their purpose in the context. Then talk details.
- ✓ Make explicit how the project is **suited to the site** and its constraints.
- ✓ **Address the living style** in the project and its environment.
- ✓ **Simplify your ideas** into a clearly stated form suitable for oral presentations.
- ✓ **Pause** between your sentences to project confidence (this also reduces *uh, um...*).
- ✓ **Make every drawing relevant**, easy to understand, and related to your model.
- ✓ **Use clear transitions** from boards to model to site ("*Having seen the drawings for the project, we can now take a look at the model*").
- ✓ **Choose a place to stand** so that the boards and model are always visible to the jury.
- ✓ **Talk to jurors** and the audience, not to your drawings or model.

Don't ...

- ✗ **Give excessive self-narration** about how you developed your ideas.
- ✗ **Say what the design might include** if you had more time to prepare or to draw.
- ✗ **Use theoretical code words** and distracting jargon. Imagine you are pitching your design to ordinary people, not theoreticians.
- ✗ **Create problematic drawings** that are too small, too abstract, or poorly sequenced.
- ✗ **Spend too much time** talking about the boards.
- ✗ **Editorialize excessively** or interpret your work for the jurors. They will decide.
- ✗ **Whisper asides** to team members during group presentations, unless it's absolutely necessary. *This annoys the jurors, and drives the presenter crazy.*
- ✗ **Allow your presentation to exceed the time limit.** Time yourself before you present, and trim the least relevant information.
- ✗ **Speak in a monotone** (you'll sound bored or tired) or **use up-talking** (you'll sound unsure about the project).

Tips courtesy of Executive Voice, LLC. For more information, call us at 1-203-654-7724 or email arch@executive-voice.com