

INTRODUCTION

8 ARCHITECTS FOR GRAPHIC DESIGN 8

Essay by Karen Lewis

Conversation with 2x4 10

Michael Rock, Principal

PRESENTING YOURSELF

16 PORTFOLIOS

Getting started	18
Overview flowchart	20
Printing techniques	22
Binding options	24
Cover options	26
Organizing content	28
Diagramming structure	32
Page typologies	34
Pacing and structure	38
Page grids	40
Typeface organization	46

Conversation with WOBJ 50

William O'Brien Jr, Principal

54 RESUMES

Organizational overview	56
Page structures	58
Baseline grids	60
Nesting information	62
Mixing typefaces	64

Conversation with Benjamin Van Dyke 66

Graphic Designer

PRESENTING TO AN AUDIENCE

70 COMPETITIONS

Structuring the argument	72
Scales of information	74
Layering information	76
Organizing images	78
Mixing drawing types	80

Conversation with studio DUBS 82

Michael Piper, Principal

86 PRESENTATIONS

Rhetorical structures	88
Compacting messages	90
Structuring color	92
Words to images	94

Conversation with Interboro Partners 96

Tobias Armbrorst, Partner
Daniel D'Oca, Partner
Georgeen Theodore, Partner

102 BOOKS

Printing technology	104
Book ergonomics	106
Pacing and sequence	108
Page grids	110
Page structure	112
Setting type	114
Typographic mechanics	116

Conversation with Thumb 118

Luke Bulman, Principal

6 GRAPHIC DESIGN FOR ARCHITECTS

TABLE OF CONTENTS

ARCHITECTURAL COMMUNICATION

122

DIAGRAMS

Formal diagrams	124
Explaining process	126
Clarifying the components	128
Phenomenological explanations	130
Information diagrams	132
Color production	134

Conversation with All of the Above	136
Janette Kim, Principal	

142

INFORMATION GRAPHICS

Pie charts	144
Types of data	146
Bar charts	148
Pie versus bar charts	150
Presenting numbers	152
Flow charts	154

Conversation with Filson and Rohrbacher	156
Anne Filson, Principal	

162

MAPS

Coordinating information	164
Layering information	166
Levels of specificity	168
Enhancing relationships	170
Aggregating marks	172
Hierarchy and detail	174

Conversation with Nicholas Felton	176
Graphic Designer	

COMMUNICATION AS ARCHITECTURE

182

SIGNAGE AND WAYFINDING

Clarifying experience	184
Signage systems	186
Organizing spaces	188
Walls as communication	190
Structure of signage	192
Landscape signage	194

Conversation with Open	196
Scott Stowell, Principal	

200

SUPER GRAPHICS

What makes them super?	202
Concealing the surface	204
Supergraphic as brand	206
Urban space graphics	208

Conversation with Project Projects	210
Prem Krishnamurthy, Principal	

217

CREDITS

218

INDEX