A portfolio
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A portfolio is a project-based collection of design work that shows a synthesis of approach and ability.
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A portfolio is a communication tool that is meant to facilitate a conversation. It most often works to pivot discussion from one subject to another.
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A portfolio is a communication tool that is meant to facilitate a conversation. It most often works to pivot discussion from one subject to another.

A portfolio is all signal, no noise.
A portfolio is a book of your work
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This workshop is in three parts:
A portfolio is a book of your work

This workshop is in three parts:

– documentation / editing / organization
A portfolio is a book of your work

This workshop is in three parts:

– documentation / editing / organization

– format / materials / production
A portfolio is a book of your work

This workshop is in three parts:

- documentation / editing / organization
- format / materials / production
- individual meetings to review your portfolio
A portfolio is a book of your work

Any platform for the communication of work is dependent on content development, the first part of the development process

Handle this well and the platforms can work with a minimum of effort towards consistency
A portfolio is a book of your work

1. Document the work, become your own archivist
A portfolio is a book of your work

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   A comprehensive digitization of each project’s materials, a \textit{warts-and-all} approach is best, appropriately capturing for \textit{every} project:
A portfolio is a book of your work

1. Document the work, become your own archivist

A comprehensive digitization of each project’s materials, a *warts-and-all* approach is best, appropriately capturing for *every* project:

- Conceptual schemas
- Conventional drawings (plans, sections)
- Photography (site, object, materials)
- Ephemera (materials scans, sketches, notes)
- Views (raw and rendered)
- Model documentation
- Textual content (project brief, statements, review notes, readings lists, relevant quotes)
A portfolio is a book of your work

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– Model documentation
– Textual content (project brief, statements, review notes, readings lists, relevant quotes)

nb: most of this material will be lost unless you capture it during or just after a project is completed!
A portfolio is a book of your work

1. Document the work, become your own photographer

   Model (physical or digital) documentation is of two orders typically:
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1. Document the work, become your own photographer

Model (physical or digital) documentation is of two orders typically:

– object-oriented
  capturing the entire model as an object in neutral space, typically in plan/elevation/45-degree
A portfolio is a book of your work

1. Document the work, become your own photographer

Model (physical or digital) documentation is of two orders typically:

– object-oriented
capturing the entire model as an object in neutral space, typically in plan/elevation/45-degree

– subject-oriented
documents a range of views as though the model were an environment in which a subject (the camera) was positioned, typically wide-angle lens photography or view-casting
A portfolio is a book of your work

1. Document the work, become your own photographer

Model (physical or digital) documentation is of two orders typically:

   – *object*-oriented
     capturing the *entire* model as an object in neutral space, typically in plan/elevation/45-degree

   – *subject*-oriented
     documents a range of views as though the model were an environment in which a subject (the camera) was positioned, typically wide-angle lens photography or view-casting

Be sure that you capture both types of model documentations
Wolfgang Laib
Le Modulor
A portfolio is a book of your work

1. Document the work, become your own photographer

2. Create local organization: *within* projects
A portfolio is a book of your work

1. Document the work, become your own photographer

2. Create local organization: *within* projects

The scalar model organizes the sequence of documentation beginning with materials of the coarsest grain (i.e., regional plans, sketches, archival research, site studies, and so on) followed by material that becomes ever finer in its ability to indicate a connection between concept and actuality.
A portfolio is a book of your work

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   To illustrate schematically, this may be seen as a sequence of: diagram > site plan > plan > section > elevation > view
A portfolio is a book of your work

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   To illustrate schematically, this may be seen as a sequence of: diagram > site plan > plan > section > elevation > view

   Like the dialectic, it’s ability to provide initial organizational clarity is unrivaled—subsequent re-organization will facilitate better fit to the particularities of a project’s logic and intent
Points and Lines
Year: 1999
Publisher: Princeton Architectural Press
Page count: 154
Trim size: 8 by 10.75 in, portrait format
Printing and binding: Black ink throughout, perfect bound
Burkhalter + Sumi
Year: 1999
Publisher: Princeton Architectural Press
Page count: 208
Trim size: 235 by 300 mm, portrait format
Printing and binding: cmyk throughout, case bound with jacket
Attention ramps
Attention ramps

Abrupt ramp
Attention ramps

Abrupt ramp

Gradual ramp
A portfolio is a book of your work

1. Document the work, become your own photographer
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2. Create local organization: *within* projects
A portfolio is a book of your work

1. Document the work, become your own photographer

2. Create local organization: *within* projects

3. Establish global organization: *between* projects
A portfolio is a book of your work

1. Document the work, become your own photographer

2. Create local organization: within projects

3. Establish global organization: between projects

The diagrammatic tool: table of contents

Relationships between projects can be modeled and tested easily in the table of contents. Its ability to summarize not only the content, but also the book’s conceptual rigor is considerable
A portfolio is a book of your work

1. Document the work, become your own photographer
2. Create local organization: within projects
3. Establish global organization: between projects

The diagrammatic tool: table of contents
LITERATURE
MONEY
POWER
DIVERSITY
IDEAS
GROWTH
SCIENCE
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreword</td>
<td>7</td>
</tr>
<tr>
<td>Introduction</td>
<td>8</td>
</tr>
<tr>
<td>Mies van der Rohe: A personal statement</td>
<td>10</td>
</tr>
<tr>
<td>The approach to structure</td>
<td>12</td>
</tr>
<tr>
<td>Glass skyscrapers (projects)</td>
<td>12</td>
</tr>
<tr>
<td>Reinforced-concrete building (project)</td>
<td>15</td>
</tr>
<tr>
<td>Brick villa (project)</td>
<td>18</td>
</tr>
<tr>
<td>Concrete villa (project)</td>
<td>22</td>
</tr>
<tr>
<td>Court houses with steel columns</td>
<td>24</td>
</tr>
<tr>
<td>German pavilion, Barcelona, 1929</td>
<td>24</td>
</tr>
<tr>
<td>House in the Alps (project)</td>
<td>34</td>
</tr>
<tr>
<td>House with three courts (project)</td>
<td>36</td>
</tr>
<tr>
<td>Group of court houses (project)</td>
<td>44</td>
</tr>
<tr>
<td>Mies van der Rohe: Principles of Architectural Education</td>
<td>49</td>
</tr>
<tr>
<td>Illinois Institute of Technology, Chicago: steel-frame campus buildings</td>
<td>51</td>
</tr>
<tr>
<td>Chemical Engineering and Metallurgy Building</td>
<td>55</td>
</tr>
<tr>
<td>Chemistry Building/Alumni Memorial Hall</td>
<td>61</td>
</tr>
<tr>
<td>Library and Administration Building (project)</td>
<td>72</td>
</tr>
<tr>
<td>Truss construction with suspended roof</td>
<td>80</td>
</tr>
<tr>
<td>Crown Hall (IIT): Architecture and Design Building</td>
<td>80</td>
</tr>
<tr>
<td>National Theatre, Mannheim (project)</td>
<td>96</td>
</tr>
<tr>
<td>Glass houses with a steel frame</td>
<td>102</td>
</tr>
<tr>
<td>Farnsworth house, Plano, Illinois</td>
<td>102</td>
</tr>
<tr>
<td>Caine house (project)</td>
<td>114</td>
</tr>
<tr>
<td>Glass house with four columns (project)</td>
<td>116</td>
</tr>
</tbody>
</table>
Contents

Contributors  xii
Organisations  xx
Preface to the Third Edition  xxvii

1. RESIDENTIAL  ............................................. 1

Dimensions of the Human Figure  3
Basic Activities  5
Living Areas  6
Living Rooms  7
Furniture  7
Furniture Sizes  8
Furniture Arrangements  9
Furniture Sizes and Clearances  16
Dining Areas  17
Combined Living-Dining Spaces  27
Combined Dining Area-Kitchen  28
Bedrooms  29
Combined Living-Sleeping Areas  41
Home Office or Study  43
Kitchens  44
Adaptable  53
Lavatory Rooms  62
Bathrooms  68
Handicapped Lavatory/Water Closet  80
Adaptable  81
Closets  88
Apartments  98
Apartement Buildings  107
Central Laundry Rooms  119
Housing Detailed  121
Housing for the Elderly  126
Housing for the Handicapped  140
Group Homes  159
Senior Citizens' Center  162
Mobile Homes and Parks  163
Youth Hostels  180
Site Planning  186

2. EDUCATIONAL  ........................................... 201

Nursery Schools  203
Children's Center  207
Child Care Centers  208

1. RESIDENTIAL  ............................................. 1

Dimensions of the Human Figure  3
Basic Activities  5
Living Areas  6
Living Rooms  7
Furniture  7
Furniture Sizes  8
Furniture Arrangements  9
1. The Building

1.1 Elements

24 Penelope Dean | Empire of Platforms
House NA  Tokyo, Japan (2007–2011)  Sou Fujimoto Architects

34 Gabriela García de Cortázar | In the Thick of It

42 Francisco González de Canales | Those Unsightly Windows
Galician Centre of Contemporary Art  Galicia, Spain (1988–1994)  Álvaro Siza Vieira

50 Costandis Kizis | Bibliothèque
Musashino Art University Museum and Library  Tokyo, Japan (2007–2011)  Sou Fujimoto Architects

58 Rafi Segal | Landscape of Knowledge
National Library of Israel  Jerusalem, Israel (2012)  Rafi Segal

66 Response: Peg Rawes | Geometrico Ordinaire

1.2 Wholes

72 Stan Allen | Radical Solitudes
Castilla and León Museum of Contemporary Art  León, Spain (2001–2004)  Mansilla + TuXón Architects

82 Costandis Kizis | Building Primitive
Truffle house  Costa da Morte, Spain (2010)  Ensamble Studio

90 John McMorrough | Building Riddles

98 Etien Santiago | The Super-Urban House
Suburban American House  Generic location, USA (2000s–)  Generic architect

106 Aaron White | Having It All Ways

114 Response: Francisco González de Canales | The Question Concerning Wholes
PART ONE

1.1 OPENER

1.2 THE SEIZURE OF $300 FROM A PIG WOMAN IN BEVERLY HILLS

1.3 STRANGE MEDICINE ON THE DESERT: A CRISIS OF CONFIDENCE

1.4 HIDEOUS MUSIC AND THE SOUND OF MANY SHOTGUNS: RUDE VIBES ON A SATURDAY EVENING IN VEGAS

1.5 COVERING THE STORY: A GLIMPSE OF THE PRESS IN ACTION: UGLINESS & FAILURE

1.6 A NIGHT ON THE TOWN: CONFRONTATION AT THE DESERT INN: DRUG FRENZY AT THE CIRCUS-CIRCUS

1.7 PARANOIA TERROR...AND THE AWFUL SPECTER OF SODOMY... A FLASHING OF KNIVES AND GREEN WATER

1.8 "GENIUS 'ROUND THE WORLD STANDS HAND IN HAND, AND ONE SHOCK OF RECOGNITION RUNS THE WHOLE CIRCLE 'ROUND..."

1.9 NO SYMPATHY FOR THE DEVIL... NEWSMEN TORTURED... FLIGHT INTO MADNESS

1.10 WESTERN UNION INTERVIEWS: A WARNING FROM MR. H.E.D. NEW ASSIGNMENT FROM THE SPORTS DESK AND A SAVAGE INVITATION FROM THE POLICE

1.11 AAAAAHHH, MAMA, CAN THIS REALLY BE THE END... DOWN AND OUT IN VEGAS, WITH AMPHETAMINE PSYCHOSIS AGAIN?

1.12 HELLISH SPEED... GRAPPLING WITH THE CALIFORNIA HIGHWAY PATROL... MANKIND ON HIGHWAY 6

PART TWO

2.1 OPENER

2.2 ANOTHER DAY, ANOTHER CONVERTIBLE... ANOTHER HOTEL FULL OF COPS

2.3 SMOKY BUCK, "TEETH LIKE BASEBALLS, EYES LIKE JELLED FIRE"

2.4 NO REFUGE FOR DEGENERATES... REFLECTIONS ON A MURDEROUS JUNKIE

2.5 A TERRIBLE EXPERIENCE WITH EXTREMELY DANGEROUS DRUGS

2.6 GETTING DOWN TO BUSINESS... OPENING DAY AT THE DRUG CONVENTION

2.7 IF YOU DON'T KNOW, COME TO LEARN... IF YOU KNOW, COME TO TEACH

2.8 BACK DOOR BEAUTY... & FINALLY A BIT OF SERIOUS DRAG RACING ON THE STRIP

2.9 BREAKDOWN ON PARADISE BLVD.

2.10 ME AND MY GIRL AT THE AIRPORT... UGLY PERUVIAN FLASHBACK...

2.11 PRUDENCE RAPER: A BRUTAL CONNECTION WITH THE ALICE FROM LINEN SERVICE

2.12 RETURN TO THE CIRCUS-CIRCUS... LOOKING FOR THE APE... TO HELL WITH AMERICAN DREAM

2.13 END OF THE ROAD... DEATH OF THE WHALE...

2.14 MANDALA TO VEGAS... "GOD'S MERCY ON YOU SWINE"
A portfolio is a book of your work

First move: Document.
You can only show what you have

Second move: Dump.
Put everything you have in one document

Third move: Sequence.
Place the project materials to follow a scalar sequence

Fourth move: Be ruthless.
A portfolio is only as good as it weakest image.
A portfolio is a book of your work

This time
– Documentation
– Local-organization: *within* projects
– Global-organization: *between* projects

Next time
– Format and grid: the visual framework
– Typography: speed, space, and shape
– Object: binding and covers
– Plus, a preamble on writing
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Format, a book’s page size, is related to how you want to address:
  — the ergonomics of the book
  — the paper and printing processes available
  — and to a lesser degree, the binding type
The ergonomics of book formatting, Jost Huchuli

format effects access

table books

book format for single reader
Bringing a novel to an interview
The social setting, medium format
The social setting, large format portrait
A portfolio is a book of your work

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Format, a book’s page size, is related to how you want to address:

— the ergonomics of the book
— the paper and printing processes available
  — typically we design for a laser printer that can produce up to 11 by 17 inch sheet; this allows for a maximum 10 by 16 print area when accounting for print margins and marks needed for trimming
Print area = sheet size – print margins

Page size 10 x 16 in.
A portfolio is a book of your work

Landscape orientation has advantages and limitations

- large landscape images may be presented in an uninterrupted way
- layout can be very simple
- presents in a generous way for multiple viewers
The landscape orientation at large size works well for presentation.
Landscape orientation yields a generous format
left page
10 x 16
right page
10 x 16
Landscape orientation has a very strong dynamic axis
Landscape accommodates landscape images at a large size very easily
Landscape format when used simply is very effective
Introducing more images to the landscape format creates strong minor axis order
Introducing content on the vertical axis of a landscape orientation quickly becomes difficult to organize and read.
Maintain the horizontal axis of landscape orientation
A portfolio is a book of your work

Portrait orientation also has advantages and limitations

— more design flexibility
— commonly requested by offices, competitions, etc.
— easily held for reading
— easily stored and carried
Vertical orientation can also work effectively in presentation.
The two-page spread is the basis of design
Margins are set in a proportional manner to maintain area to hold the book as well as space for the binding
Here are some typical margin measurements
Once the margins have determined the area where content can be placed, division gives layout guidelines
The layout is divided into columns where content may be placed, and intervals where elements may be aligned.
Section title

Ulpiane quam, sanctum quisque necorum sum facium fugit quo praebatur, ut solummodo eum, non est et dolorem facit sua quaestione. Quid si in casu tuo sequitur, quod malum vel pro se vel malum aut se vel malum ut malum aut se vel malum aut se vel malum aut se vel malum.

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Section title

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Two large images, side by side
Two images accompanied by captions
Multiple images may be accommodated by the grid.
Multiple images may be accommodated by the grid
A portfolio is a book of your work

Typography and the grid
A portfolio is a book of your work

Typography and the grid
  Typography is as much about spacing and density as it is about shape. It’s spacing is closely related to the grid.
A portfolio is a book of your work

Typography and the grid

Typography is as much about spacing and density as it is about shape. It’s spacing is closely related to the grid.

First, a fundamental:

Type is specified by two variables
- size in pts (72 pts=1 inch)
- leading, the vertical space between lines of text, also given in points

Text is sized by giving these two variables together separated by a slash with the first number being the size and the second number being the leading
- 9/12, would read “nine over twelve”
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Sample type and leading settings, sans-serif typefaces

9/12 pts 12/15 pts 15/18 pts
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Sample type and leading settings, serif typefaces
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How the page grid and type integrate: the baseline grid
Columns determine horizontal alignments of elements, margins set the perimeter vertical alignments, but not the interior of the page.
The baseline grid organizes the vertical placement of elements and the intervals of space between them.
All type is set to lock to the baseline grid—this assures that lines of text correspond across columns and the harmonic coordination of units is maintained at all scales.
To view the baseline grid, select it in the view options in the toolbar
All type is set to align to the baseline grid by selecting the text and clicking on the “align to grid” function in the Paragraph toolbar.
A portfolio is a book of your work

Sample type and leading settings, sans-serif typefaces
Baseline grid set to 3pts (.0417 in) in Preferences dialog box
Section title

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Basegrid can also be used to set the vertical interval between image elements as well.
Total baseline grid alignment creates a thorough and consistent environment
It is also possible to grid the page in the vertical dimension to create a Modular Grid system, referred to as “Swiss Typography.” Perhaps a bit too much grid.
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Paper and binding
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Paper

— use a matte finish paper, never glossy as it shows fingerprints badly

— if you have a section of material that is “extra-architectural” such as ceramic studies, mathematical proofs or figure drawings, consider putting them in their own section and printing them on a different type of paper, possibly a light color, to distinguish this type of work from your studio and professional work.
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Binding

— the object of the book is limited to the means of production

— our means are typically limited to laser printing and a handful of binding technologies

— more means are available with further investigation of craft, or alternatively producing on an industrial scale; in books about 500 units is the industrial production threshold

— bindings that lay flat are best, they allow you to see the most image, and also do not require you to hold the book open while looking at it.
Saddle staple: readily available, lays flat, but is typically limited to 48 pages
Five-hole sewn signature: can be done by hand, thread choices are many, fairly unlimited in page count; requires skill development and not right for all content
Perfect bound: readily available, has “book-like” quality; does not lay flat, may lose pages over time or with rough handling
Wire-O: readily available, lays flat, accommodates high page counts, extremely durable; downside of gutter disruption
Case bound: very durable and class profile; can be expensive, may not lay flat, might be a bit over the top
Plastic comb: don’t.... just don’t
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What should go on the cover of the book?
A portfolio is a book of your work

What should go on the cover of the book?

— Always: your name (modestly) typeset in the same typeset as the interior

— Never: “Portfolio”