



How *2* Guide

Presentation Boards

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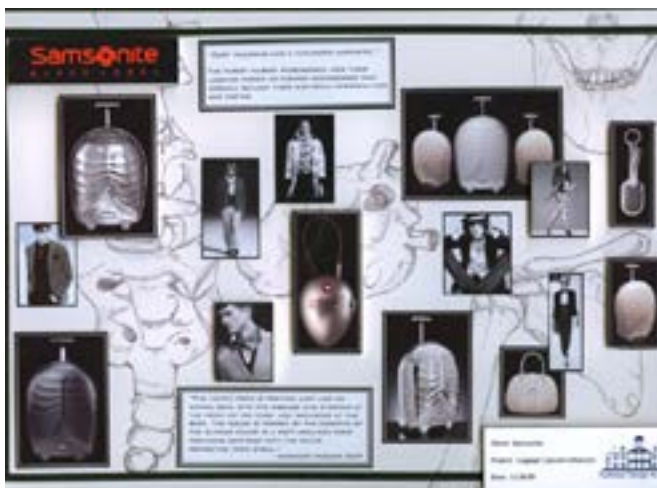


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Presentation Boards

What is a presentation board?

A presentation board is a term used within the course which refers to all boards used to present your work to a client. Other terms which are associated with these are mood, concept, inspiration and sample boards. These may consist of sketches, samples, images or photographs and are all methods of conveying your ideas to your client. Below are all examples of presentation boards.

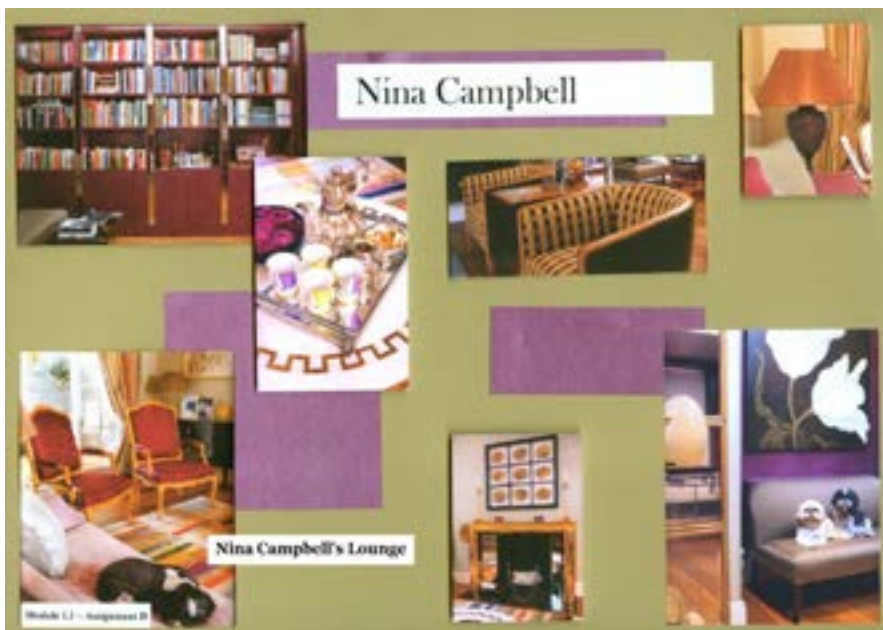


At the initial stages of the design process you may wish to present your inspiration to your client or simply produce this to keep as your own reference and to enhance your portfolio. Throughout your degree you will also be asked to present your inspiration, ideas and research, so the following techniques show you a variety of approaches you may take.

Producing inspiration/research boards

Working by hand

Boards produced by hand can offer an attractive presentation of your ideas. However, in order to achieve a professional finish it is essential that images are cut completely straight. Use your gridded cutting mount to help you with this. Again using foam board adds more depth and interest to your board. Consider background colours and mounting papers which can also enhance your work. Consider the subject you are presenting and try to reflect the style of your subject within your presentation.



Using PowerPoint

Presenting digital presentation boards does have the advantage of being able to manipulate the composition easily. You are able to choose background colours and can also use an image for the background if you wish and can overlay images/text on top of this. There are various publications available which can guide you through PowerPoint.

PowerPoint is a simple programme to use and an effective way of presenting your research. You can create presentation boards on slides that can be set to A4 or A3 size. This programme allows you to insert images and text which can then be moved around and resized. Text can be overlaid on to backgrounds as well as, overlapping content.



Using Photoshop

Photoshop is a much more advanced programme and will allow you to be highly creative yet still achieve a professional finish. This programme was originally an image editing programme which is still used extensively to improve the appearance of photographs. However, it has been developed extensively and is widely used a design tool in numerous different fields. It will allow you to layer images and text and also apply a vast range of effects.

When you are producing work in Photoshop it is easy to get carried away with the huge number of effects available. Before you begin consider the subject you are presenting and how you will reflect this within your presentation, consider the colours, shapes, texts and effects you may use appropriate to your content.

Please check the Adobe website for the latest version of Photoshop, www.adobe.com. Various publications are available to guide you through this programme as well as online tutorials. If you are able to attend the 'Photoshop workshop' we offer an introduction to Photoshop here at the NDA.



Presenting your design scheme to your client

Presentation boards that show the furniture and finishes of your design are a useful tool in communicating your designs to the client and can be used in conjunction with technical drawings, sketches, and 3D visualisation. It is vital that these boards are produced to a high standard to demonstrate a professional approach. These boards may be the only product that you present to a client, so they are your chance to sell your designs effectively and make a lasting impression.

What you will need:

- *A3 mount board (All our assignments require A3 boards)*
- *Permanent spray mount*
- *Sharp scalpel and a pack of blades*
- *Gridded cutting mat (at least A3 size)*
- *Your samples and/or images of your furniture*
- *Contrasting paper for mounting if required*
- *Word processed numbering for labelling or typed labels to identify each item*
- *A4 paper for printing your key and labelling*
- *Foam board*

Before you purchase mount board consider the colour that you are going to choose. White is generally best as it does not interfere with the colour scheme. However other colours can be effective, for example if some of your fabrics are cream and gold hues, then a cream background may be more appropriate. Try to avoid choosing a colour that dominates and detracts from the samples, remember that this is a backdrop for your own design.

Composition

Before you begin cutting and sticking the samples/images, you need to think about the composition of the board. It is important that the items on the board are in appropriate positions that reflect the position that each item will be placed within the room you are designing. For example, flooring should be positioned at the bottom of the page, furniture samples/images higher than flooring and window treatment samples higher than furniture. You may wish to sketch out a plan of the board before you begin.



Consider grouping the images/samples in to relevant groups as this will add more structure to the composition.



You may wish to use larger images to show items such as your key pieces of furniture and group together smaller items such as accessories.

Proportion: Sample Board

When creating sample boards, this is different to a digital or hand finished presentation board, because you are actually presenting samples and finishes together as appose to a variety of images. You need to take proportions into consideration and it is essential that your samples are displayed in similar proportions as they would be seen within a room to give a realistic impression. For example, flooring and wallpaper samples should be larger than upholstery or cushion samples. The example below illustrates this visually.

Lighting at top of page

Furniture positioned above flooring



Wall covering positioned above flooring and larger in proportion

Flooring samples should always be small, positioned at the bottom of the board and be larger in proportion

Floor lighting at bottom of board and in proportion



Trimming and mounting samples

Ensure the samples are cut with precision as this will give a professional finish to the board. You may wish to raise some of the samples by using foam board to create more depth and interest. Try the method below:

If using a sample, iron if required and remove any labels from the back.

Spray the back of the fabric sample/image with permanent mount spray (make sure you are in a well ventilated area).

Place your sample/image onto the foam board and smooth down.

Using your gridded cutting mat, steel ruler and scalpel, cut the sample/image in to a square or rectangle. Change blades frequently as blunt blades drag rather than cut effectively. Do not try to cut through the sample and foam board in one attempt, you will need to make several gentle and controlled cuts to achieve a smooth edge.



After deciding where to position the piece of foam board, spray the back with permanent adhesive spray. You then need to make sure that you position this straight on your presentation board (*use a set square and ruler if required*).

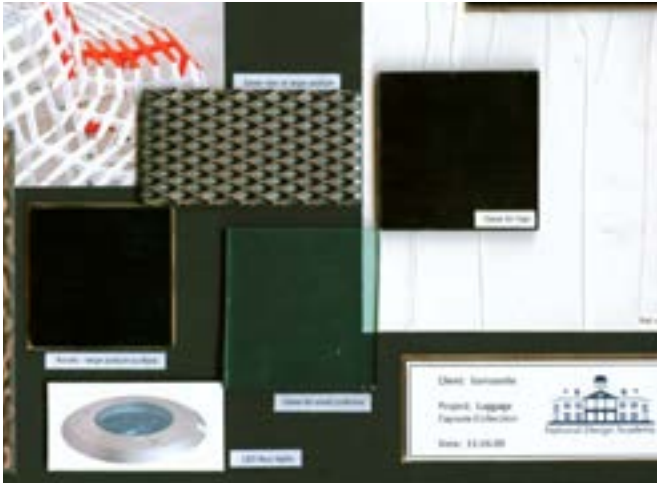


If you wish you can use coloured paper to enhance the presentation. You must ensure that the colour of the paper/card compliments the design. Trim this completely straight as inconsistent lines are very clear, especially when using dark paper on light mount board or vice versa. The gridded cutting mat can assist you with this.



Labelling & Keys

Labelling is an important part of your presentation board. You must make your intentions clear to avoid any misunderstandings between yourself and your client, and be able to refer them back to the board.



Make sure when you label your boards that the titles are word processed for a professional finish. You can then position these underneath each sample. It is essential that the labels are cut straight.

‘Keys’ are most commonly used for sample boards because you are referring the reader/client to a particular sample so that they understand exactly what they are looking at and where this sample will be applied. Samples are usually presented by using a ‘numbering system’ so that each sample can be labelled effectively on the actual board and then a brief description can be written within the key. *(As shown within the image below)*

*For standard presentation boards it is not essential to place a (key) or (presentation title block) on every board. A ‘title’ to your board is required, however the inclusion of a ‘presentation title block’ or ‘key’ can limit your layout options and creativity.

The national design academy logo has been used on the examples provided, however we would urge you to design your own logo. Even if this is your initials, this helps to ensure that your work remains personal to you as a professional Interior Designer.

