

# Design Narrative

## Three Part Presentation Instructions

Use this format to present or explain a complex topic

After researching your project and your client, and going through the process of getting inspiration for your design, you need to explain your thought process for your design and 'tell the story' of your building:

### 3 Paragraphs

#### 1<sup>st</sup> Paragraph > Introduction > 3-5 Sentences >

The main business of an introduction is to make sure the reader/listener knows what you're going to talk about. That's all you should do in the introduction. A common mistake is to launch right away into details, but this confuses your reader, who doesn't yet understand the main point you're trying to make, or what all those details refer to. In order to best introduce your essay, the Introduction itself is divided into three parts: (1) background information, (2) thesis sentence, (3) preview of main points.

For Example:

1. This design is a \_\_\_\_\_.
2. The goal(s) of this design is \_\_\_\_\_.
3. In the following narrative I am going to explain \_\_\_\_\_.

#### 2<sup>nd</sup> Paragraph > Body > 5-10 sentences >

Compared to the introduction and conclusion, the main body should occupy more of the essay's space (about 60-70%) because here is where you explain in detail the main point you brought up in the introduction. Include specific details about what you learned. Don't make general or generic statements.

For Example:

1. The first aspect of this design is \_\_\_\_\_. I included this because \_\_\_\_\_.
2. The second aspect of this design is \_\_\_\_\_. I included this because \_\_\_\_\_.
3. The third aspect of this design is \_\_\_\_\_. I included this because \_\_\_\_\_.
4. The fourth...

Possible aspects of your design can include: overall form/style, rooms/programming, LEED strategies, special functions, etc.

#### 3<sup>rd</sup> Paragraph > Conclusion > 3-5 sentences >

The purpose of the conclusion is to neatly summarize what you just discussed in the body. Never just end the presentation with the body. You need to restate what the point of the essay/presentation is. The conclusion basically mirrors your introduction.

For example:

1. In conclusion, in this narrative I explained \_\_\_\_\_.
2. The goal(s) of this design is \_\_\_\_\_, and I hope these aspects of the design will help achieve these goals.
3. When this project is complete I hope \_\_\_\_\_.