02 / VISUAL STUDY

Study the possibilities.

Entrance design comparison

A considered visual story,
from information to place.



EXAMPLE CLIENT / SAMPLE PROJECT
ISSUE 01 / PRESENTATION PREVIEW

ILLUSTRATIVE SAMPLE / PROJECT NOTES ARE PLACEHOLDERS

The brief.



ONE PROJECT. A CLEAR VISUAL DIRECTION.

Two entrance directions, one consistent viewpoint. Compare the visual character and identify a preferred approach.

DELIVERY MAP

01 **Horizontal entrance canopy**
Direction A

02 **Arched entrance feature**
Direction B

REVIEW FRAMEWORK

Audience: Project team and stakeholders.
Inputs: Plans, models, references and feedback.
Status: Illustrative presentation sample.
Scope: Confirmed in the project proposal.

Compare the direction.



01 / DIRECTION A

Horizontal entrance canopy



02 / DIRECTION B

Arched entrance feature

REVIEW NOTE

Compare the entrance proportions, identity, and arrival experience. Return consolidated feedback using the view labels.

Details that complete the story.



01 / DIRECTION A

Horizontal entrance canopy



02 / DIRECTION B

Arched entrance feature

YOUR NEXT STEP

Review. Align. Refine.

Return one consolidated feedback list, referencing the view labels. Final image counts, resolutions, formats, and revision rounds are agreed per project.

ILLUSTRATIVE SAMPLE / NOT A LIVE CLIENT SUBMISSION