

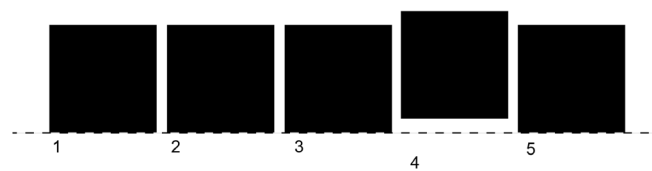
by

JODY BROWN

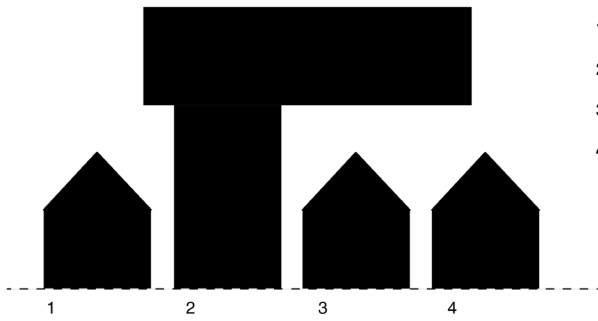
Coffee with an Architect

ALIGNMENT

1. ITEM 1
2. ITEM 2
3. ITEM 3
4. ASSHOLE
5. ITEM 5

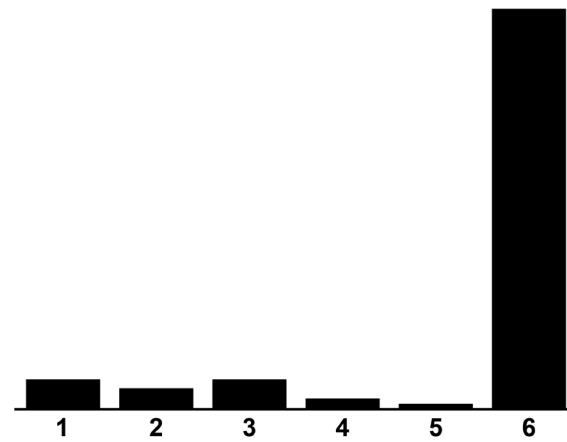


CONTEXTUALISM



1. Traditional home
2. Architect
3. Historic home
4. Grandma's home

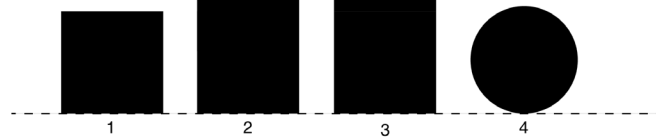
HOW YOU WILL CHOOSE YOUR DESIGNER



1. YOU SAW THEIR WORK ON THEIR WEBSITE
2. YOU SAW THEIR WORK IN PERSON
3. YOU GOOGLED THEM
4. YOU NOTED ALL THE AWARDS THEY'VE WON
5. YOU'VE WORKED WITH THEM BEFORE
6. A FRIEND OF YOUR NEIGHBOR THINKS HE KNOWS A GUY

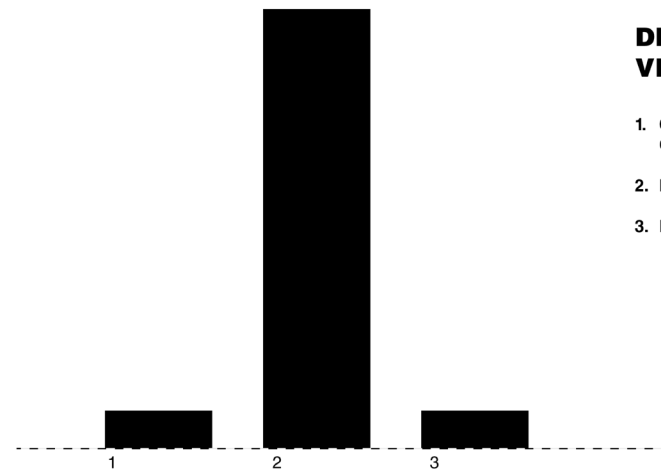
APPROPRIATE RECTANGLES

1. SQUARE
2. GOLDEN RECTANGLE
3. THE JAPANESE KEN
4. NO



DESIGN VERSIONS

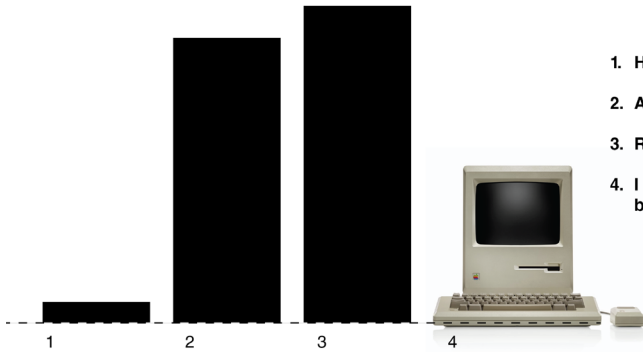
1. ORIGINAL DESIGN
CONCEPT*
2. REVISIONS
3. FINAL DESIGN



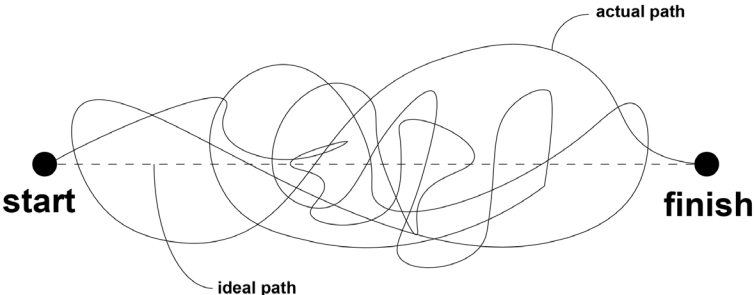
*only to be used for
design portfolio

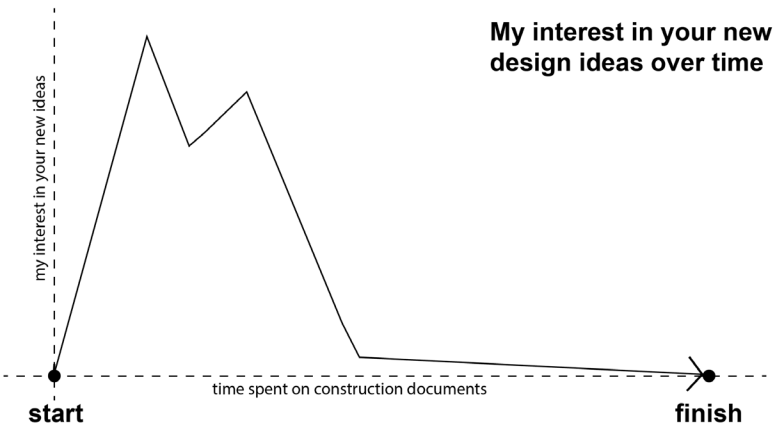
SOFTWARE

1. Hand drawn
2. AutoCad
3. Revit
4. I use a Mac,
because ... Design

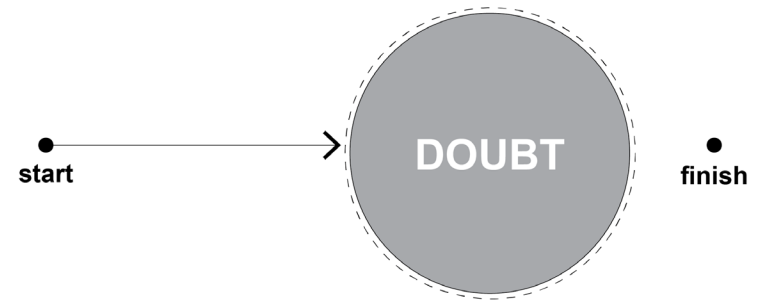


DESIGN PATH

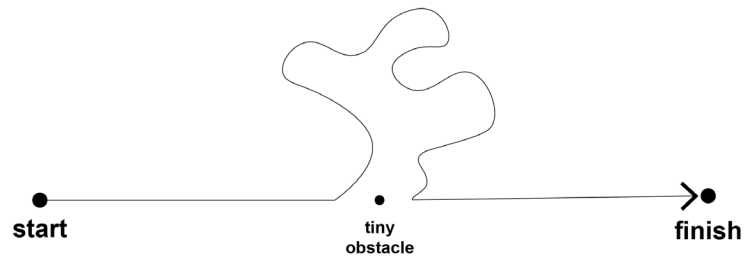




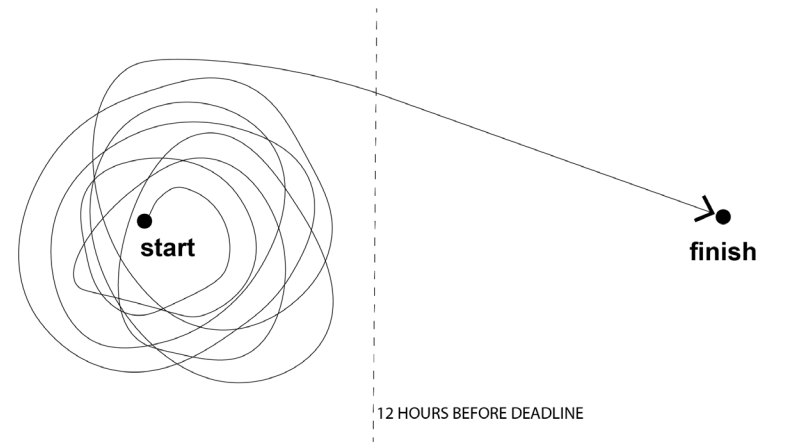
Paths of Design



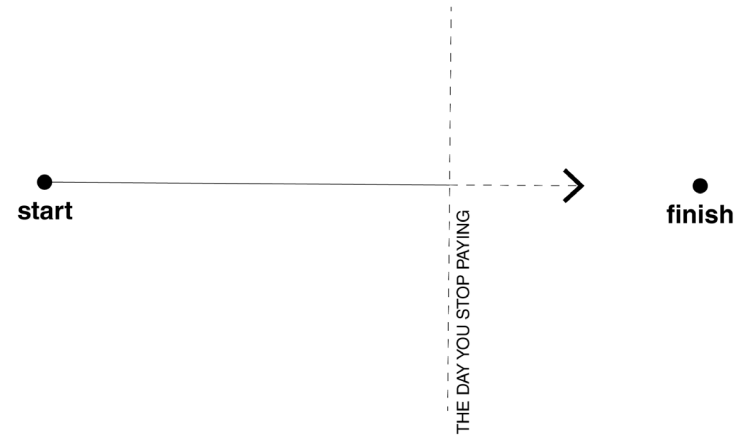
Paths of Design

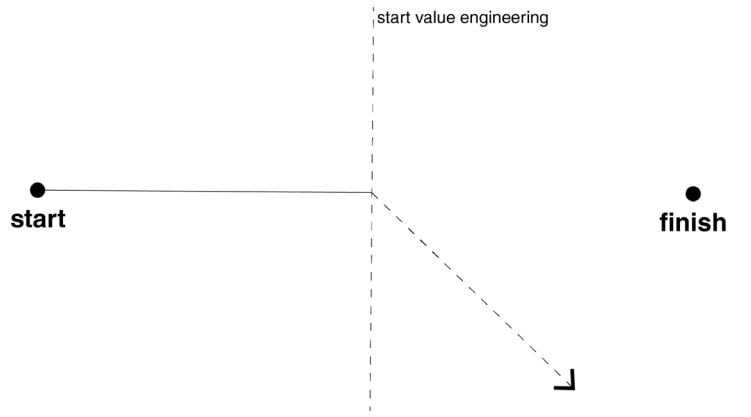
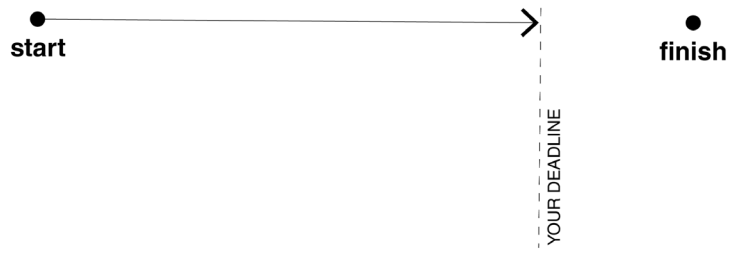


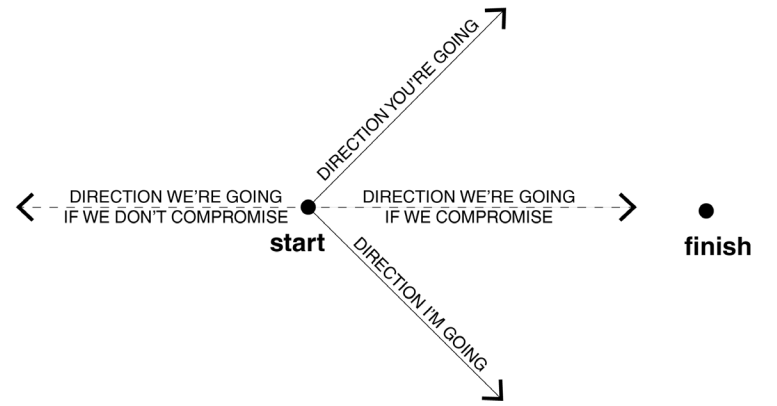
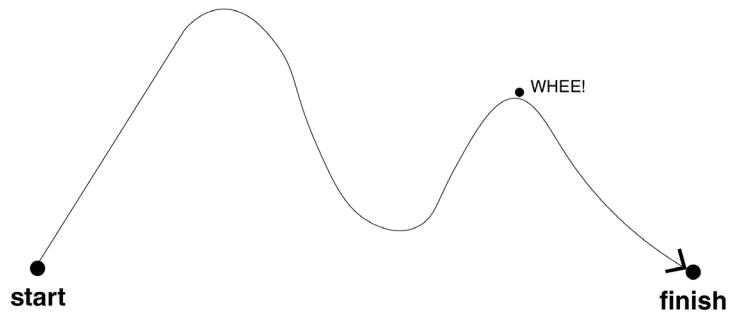
Paths of Design

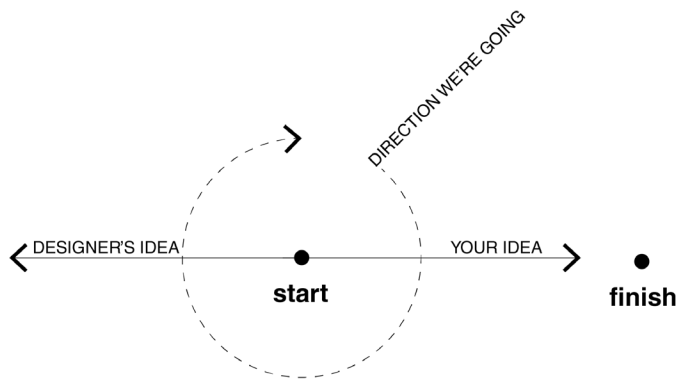


Paths of Design

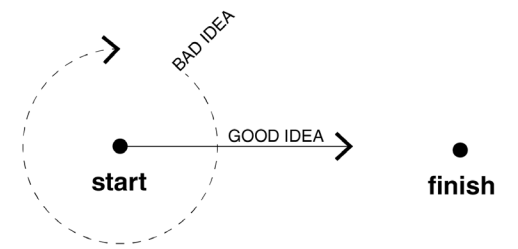


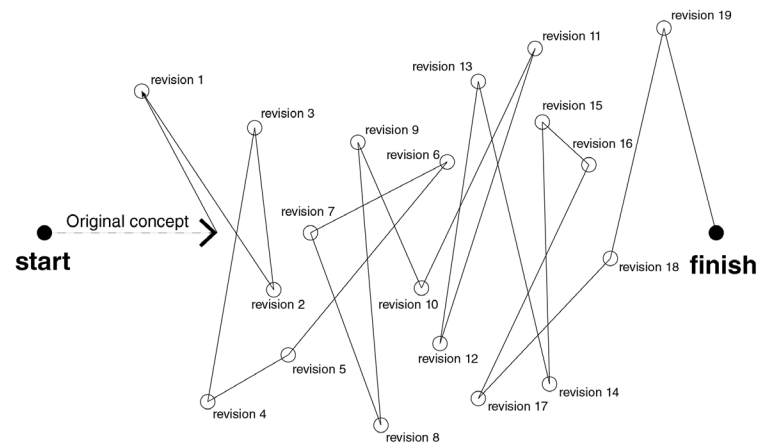
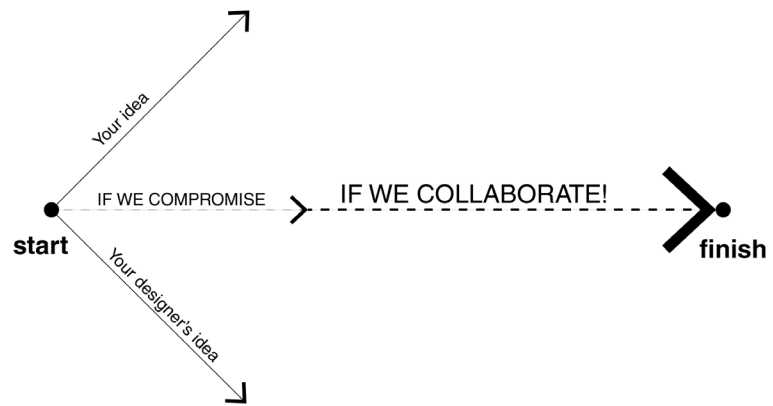


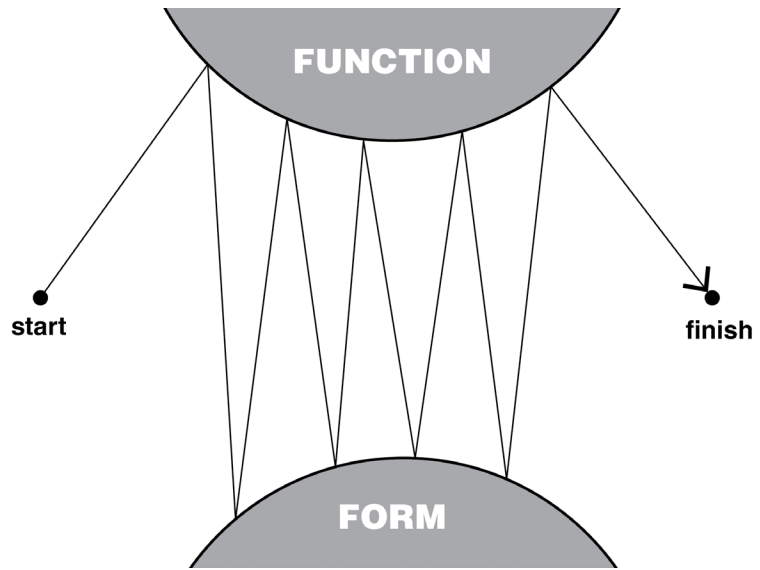


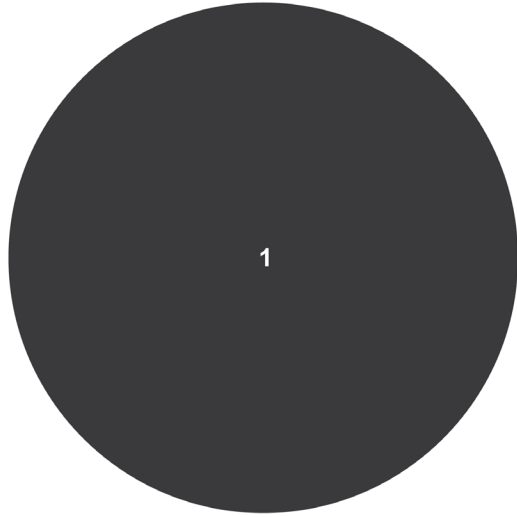


BRILLIANT IDEA !



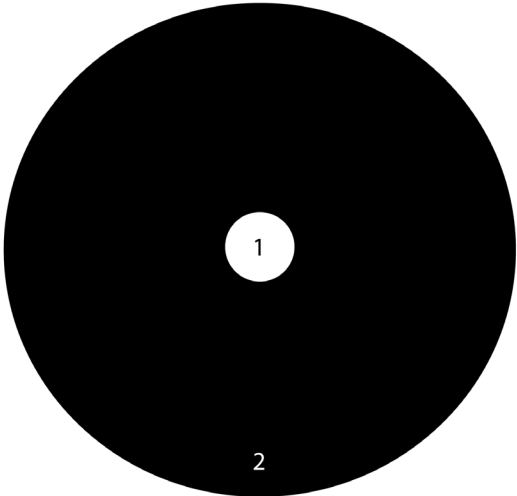






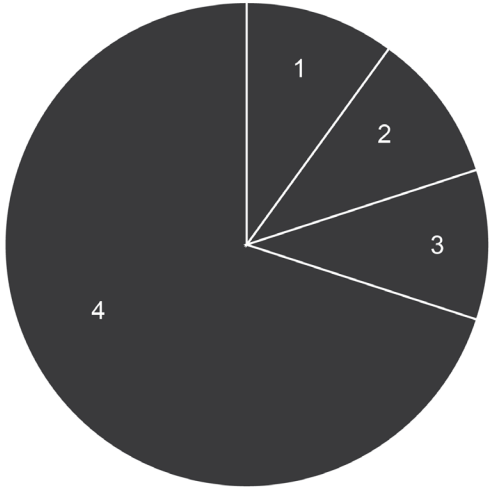
**BEST PRACTICES
FOR DESIGN**

- 1. ALIGN ALL THE THINGS



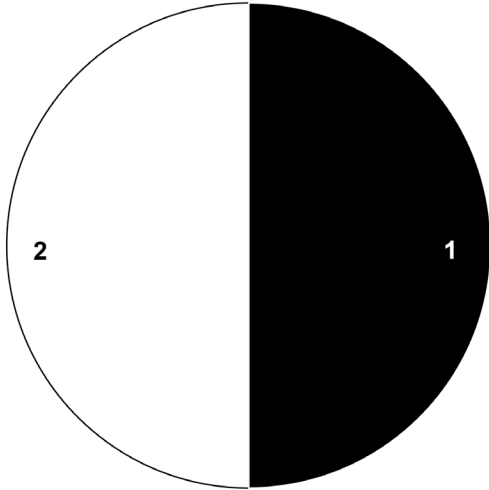
BUDGET

- 1. ORIGINAL CONSTRUCTION BUDGET
- 2. CONTRACTORS BID



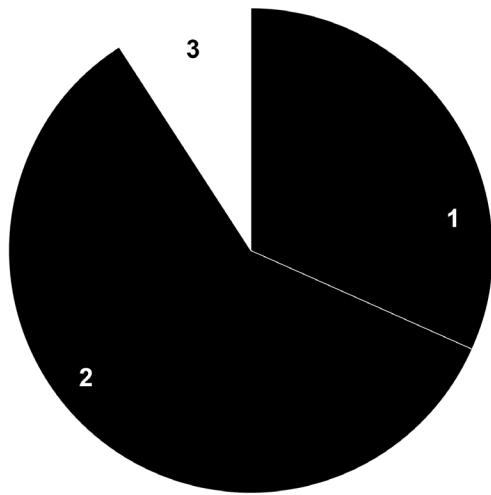
CONSTRUCTION DOCUMENTS

- 1. CAREFULLY DETAILING THE DESIGN INTENT.
- 2. METICULOUSLY DOCUMENTING THE SCOPE OF WORK.
- 3. QUANTIFYING ALL THE BUILDING COMPONENTS.
- 4. COVERING YOUR ASS.



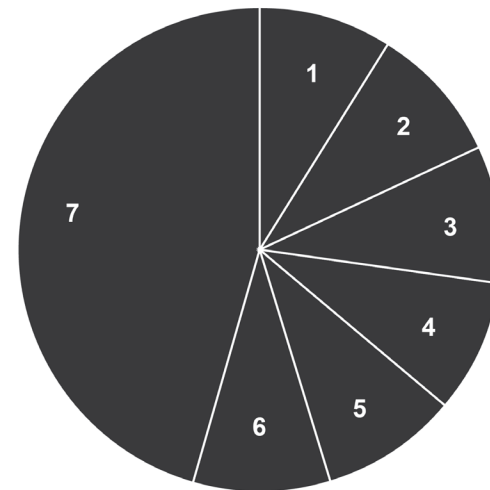
CONSTRUCTION PROBLEMS

- 1. THE CONTRACTOR DIDN'T BUILD IT THE WAY YOU DREW IT.
- 2. THE CONTRACTOR DID BUILD IT THE WAY YOU DREW IT.



DEADLINES

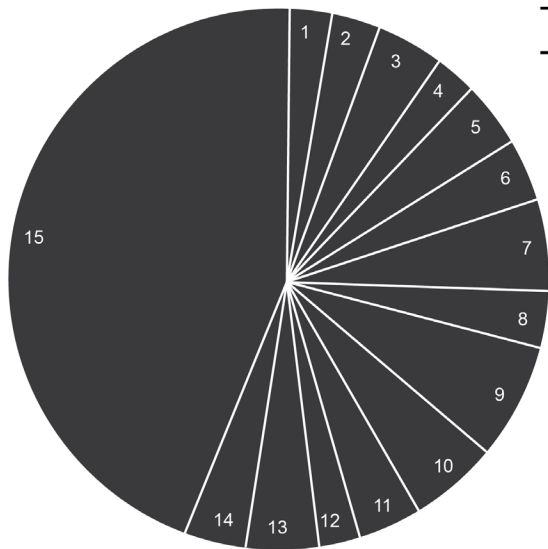
1. HOW LONG YOU HAVE
2. HOW LONG IT WILL TAKE
3. HOW LONG THE CLIENT THINKS IT WILL TAKE



DESIGN BUDGET

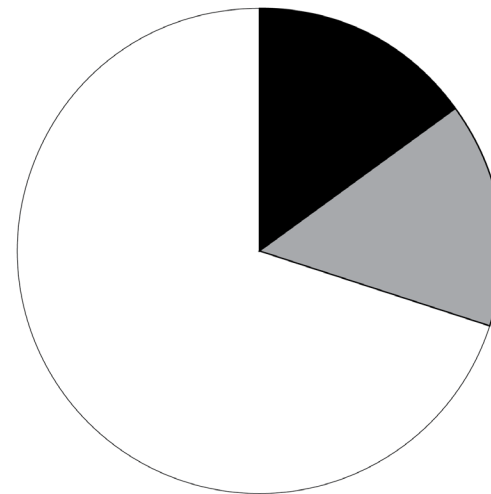
1. WENT INTO WINDOWS
2. WENT INTO EXTERIOR MATERIALS
3. WENT INTO CONCRETE
4. WENT INTO STRUCTURAL
5. WENT INTO MECHANICAL SYSTEMS
6. WENT INTO ELECTRICAL SYSTEMS
7. WENT INTO YOUR DESIGNER'S EGO




THE BRAIN OF THE DESIGNER

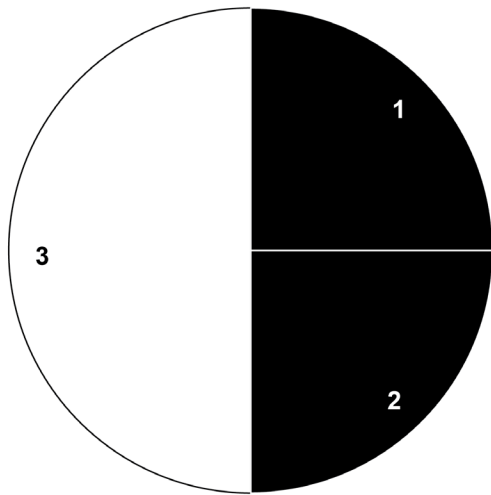


1. SELF-DOUBT
2. CREATIVITY
3. STYLISH GLASSES
4. ANGST
5. THE COLOR WHITE
6. ARROGANCE
7. THE COLOR BLACK
8. SYMMETRY
9. CAT VIDEOS
10. FUNCTION
11. GLASS
12. GOOD IDEAS
13. BAD IDEAS
14. REALLY BAD IDEAS
15. THE OVERWHELMING VOID OF A BLANK PIECE OF PAPER

HOW YOU SPEND YOUR TIME WHILE DESIGNING

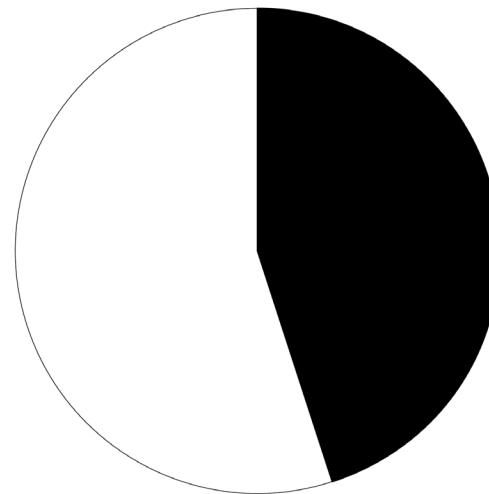


-  Drawing things
-  Aligning the things you drew
-  Realizing that if you align this thing with that thing then the other thing will not align with that other thing



DRAFTING

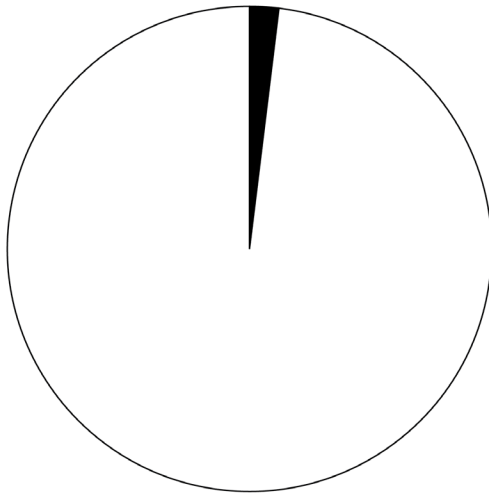
- 1. DRAWING
- 2. ERASING
- 3. PRESSING ESC



EXPERIENCE

- STUFF YOU DID RIGHT
- STUFF YOU DID WRONG
- STUFF YOU DECIDED NOT TO DO*

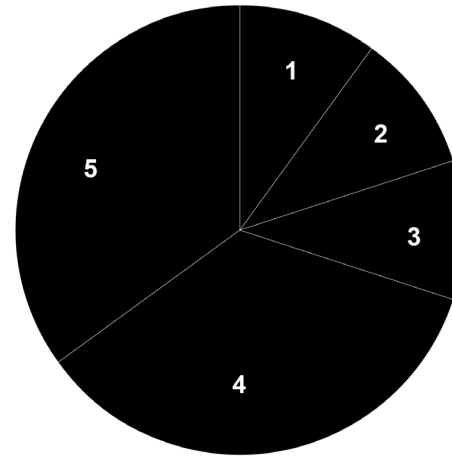
* sometimes the stuff you decide not to do is the most important stuff



FEES

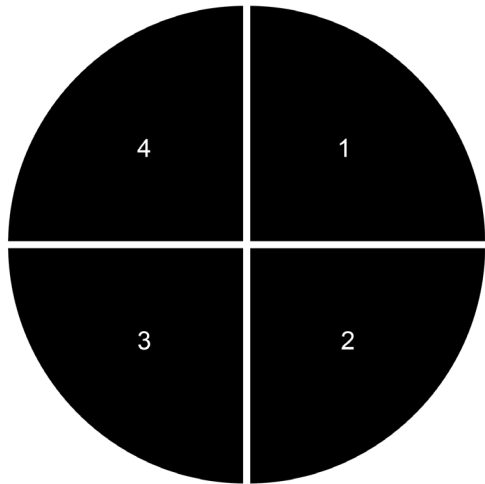
- Fees for your architect

- Land cost, real estate commissions, legal fees, environmental studies, zoning research, traffic studies, survey fees, soils testing, site development, civil engineering, sewer and septic design, water tap fees, sewer tap fees, electrical tap fees, driveway fees, Electrical, Mechanical, Plumbing engineering, Structural engineering, permit fees, impact fees, material costs, labor costs, contractor fees, insurance, property taxes, management fees, building maintenance fees, landscaping, internet, technology, interior design fees, furnishings, lighting, janitorial, window washing, site maintenance, trash pickup, sales, marketing, advertising fees, etc.,etc.,etc.,etc.,etc.



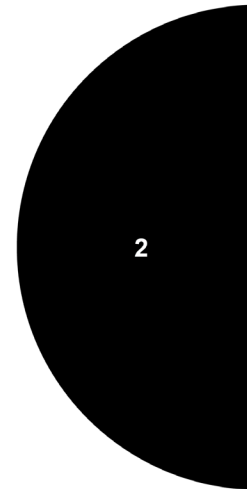
WHAT IT FEELS LIKE TO LIVE IN A MODERNIST DESIGNED HOME

1. I'M LIVING IN A WORK OF ART
2. THIS IS TRULY A MACHINE FOR LIVING
3. MY NEIGHBORS CAN TOTALLY SEE IN HERE RIGHT NOW
4. I SEEM TO HAVE NO FURNITURE
5. I'M SO COLD



MODERNISM

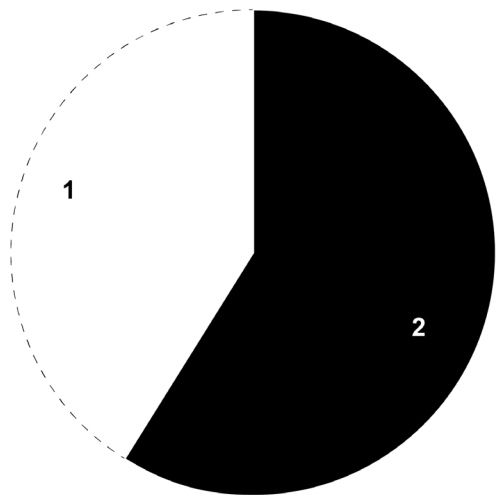
1. OPEN FLOOR PLAN
2. FLAT ROOF
3. REMOVING THE SEPARATION OF THE INTERIOR FROM THE EXTERIOR
4. THE CLIENT'S ABILITY TO SECURE A SUBSTANTIAL LOAN



MODERNISM

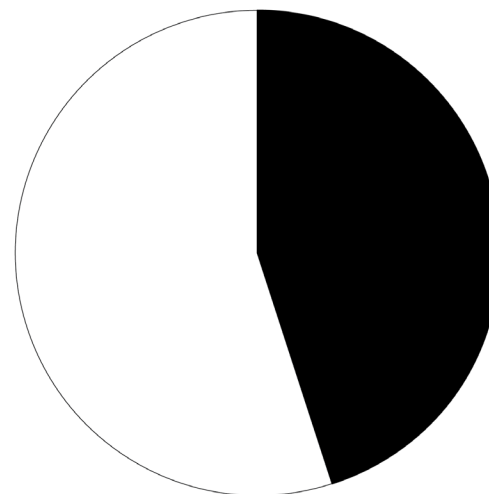
1. LESS
2. MORE

1



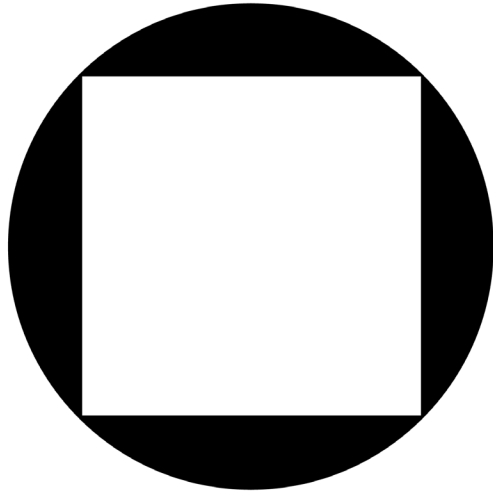
MY IDEAS

- 1. GOOD IDEAS
- 2. BAD IDEAS THAT SEEMED LIKE GOOD IDEAS AT THE TIME



MY WORK

- PERCENTAGE OF MY WORK THAT IS INFLUENCED BY LE CORBUSIER
- PERCENTAGE OF MY WORK THAT IS INFLUENCED BY ALVAR AALTO
- PERCENTAGE OF MY CLIENTS WHO KNOW WHO LE CORBUSIER OR ALVAR AALTO ARE



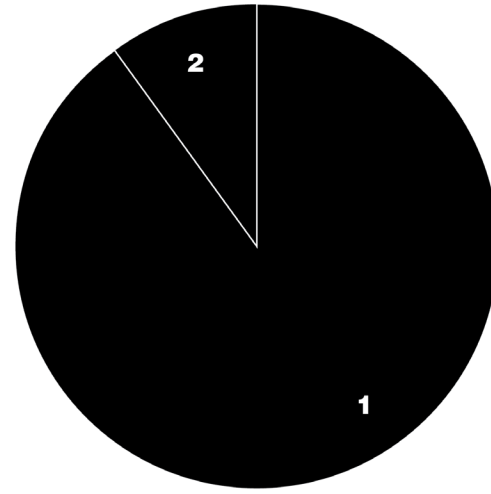
DESIGN



RECTANGLE-BASED

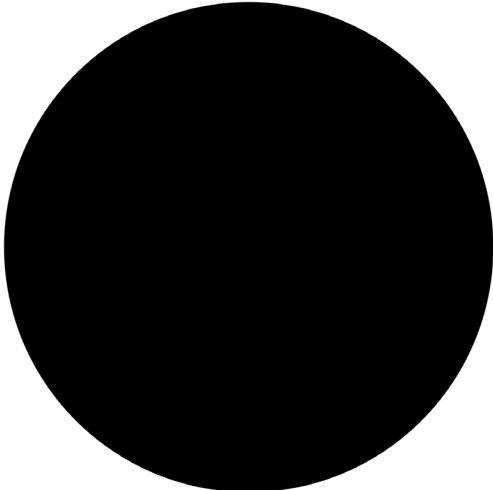


WRONG



MY SEXUALITY

1. RECTILINEAR
2. A BRIEF FLIRTATION WITH CURVES DURING GRAD SCHOOL



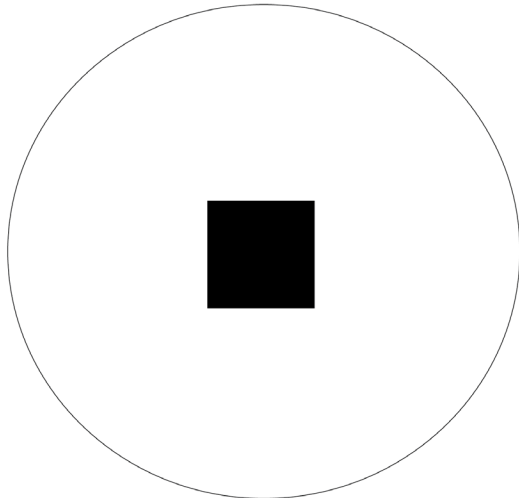
**APPROPRIATE
SWEATER COLOR**



BLACK



OTHER



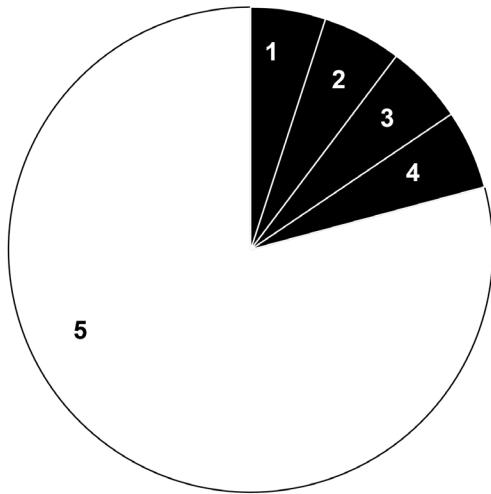
SYMMETRY



SQUARE

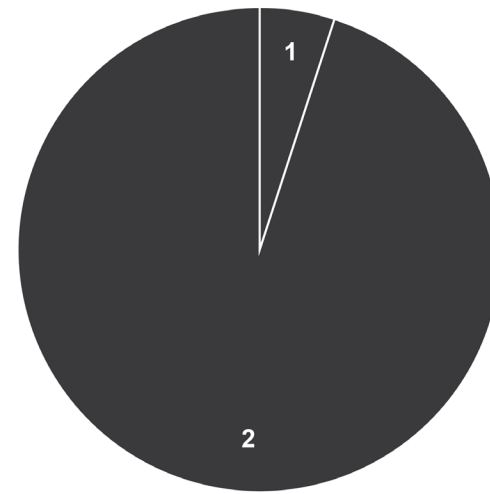


PERCENTAGE OF
DESIGNERS WHO
THINK THAT SQUARE
IS SLIGHTLY
OFF-CENTER



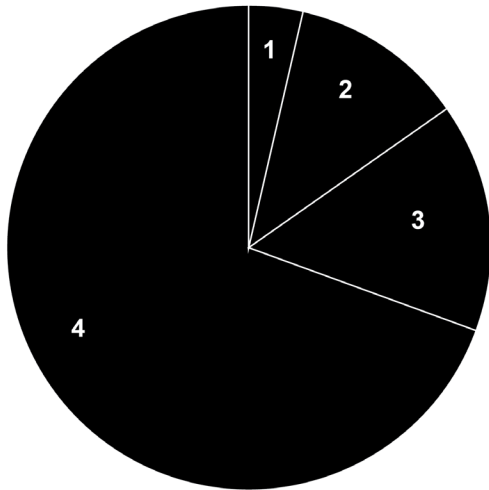
WHAT I THINK ABOUT WHILE DESIGNING

1. HOW THIS DESIGN WILL BENEFIT THE COMMUNITY AT LARGE
2. HOW AWESOME THIS WILL LOOK IN MY PORTFOLIO
3. HOW SEAMLESSLY I'VE BALANCED THE OPPOSING FORCES IN THIS DESIGN
4. HOW MUCH MY CLIENT WILL APPRECIATE MY WORK
5. MY GOD, AM I ACTUALLY A FRAUD



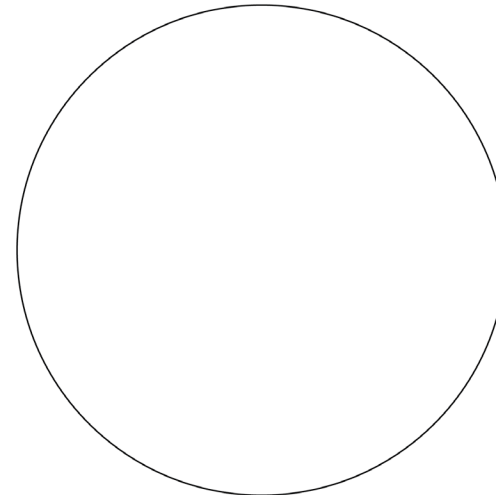
HOW YOU SPEND YOUR TIME AS A DESIGNER

1. DESIGNING STUFF
2. EXPLAINING STUFF



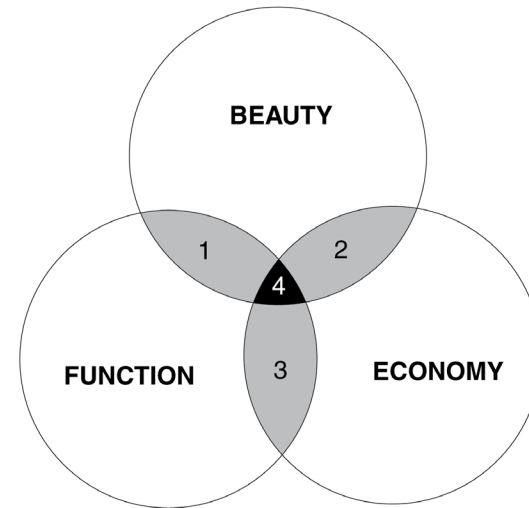
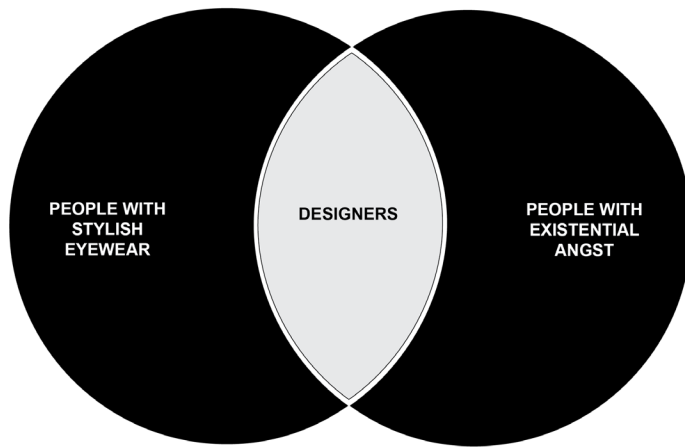
VALUE ENGINEERING

1. REDUCING THE AMOUNT OF GLAZING
2. REDUCING THE SIZE OF THE PROJECT
3. REMOVING EVERYTHING THAT'S NOT NEEDED
4. REMOVING THE DESIGNER'S WILL TO LIVE



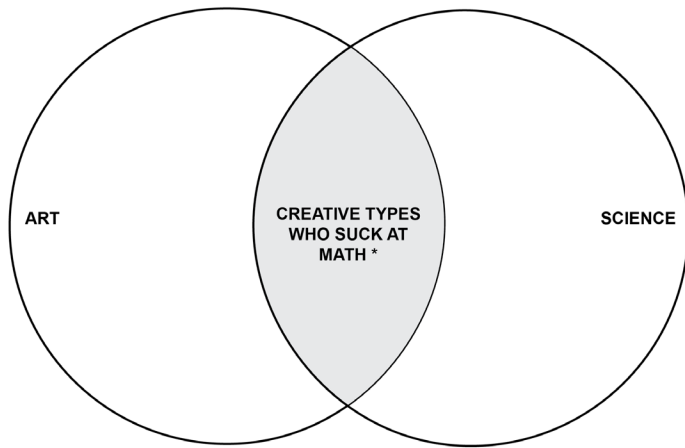
APPROPRIATE WALL COLOR

- WHITE
- OTHER

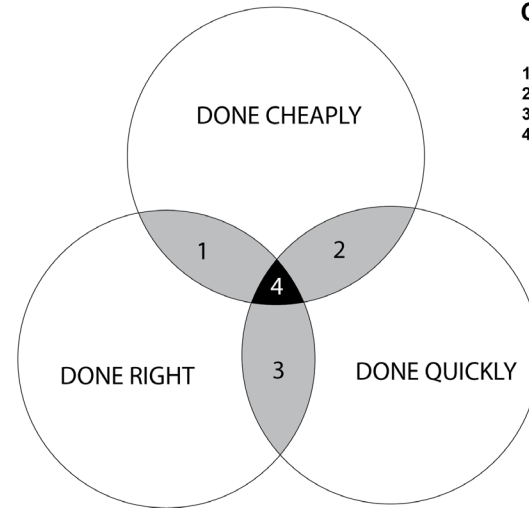


GOOD DESIGN

1. IT'S TOO IDEALISTIC
2. IT'S TRENDY AND DISPOSABLE
3. IT'S EFFICIENT BUT BORING
4. IT'S WELL DESIGNED

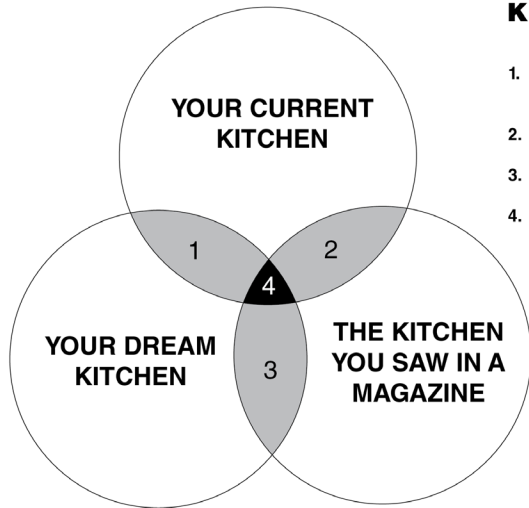


* DESIGNERS



CONSTRUCTION

1. IT TAKES FOREVER
2. IT'S GOING TO BREAK
3. YOU CAN'T AFFORD IT
4. IT DOESN'T EXIST



KITCHEN DESIGN

1. YOU COULD JUST GO WITH IKEA CABINETS
2. YOU CAN'T AFFORD IT
3. BRAD PITT'S KITCHEN
4. YOU'RE BRAD PITT

