

Design Communication

Reasons for communications

- Persuading people to follow your recommendations
- Convincing people to accept your ideas
- Records for further work

Communication could be:

1. Verbal
2. Written
3. Sketches and drawings
4. Models
 - Physical
 - Solid model
 - Analogue
 - Symbolic

Reports has to be written describing:

What, when, where, why and how of the project

Types of written documentation:

- Design notebook
- Design portfolio: as an aid for gathering information (it is not used in industry)
- Final report

Guidelines for effective writing:

- ***Good idea of precisely what you want to communicate:***
 - Present information or
 - Persuading people to act or think in a certain way
 - ***Go to the point:***
 - From the general to the specific
 - From conclusion to details
 - ***Express your self clearly***
 - Do not allow misinterpretation (ambiguity, vagueness and lack of coherence or directness may leave a statement open to several interpretations)
 - ***“Before accepting materials from new subcontractors, they should meet our requirements”***
- Who is they:
- ***“Before we accept them, the materials from the new subcontractors should meet our requirements”***
- ***Coherence***
 - Coherent sentences,
 - Coherent paragraphs,
 - Coherent report
 - ***Aesthetics matters (Appearance) :***
 - Margin
 - Fonts, size and type
 - Headings (Bold, underline, shaded etc..)
 - Figures and tables