EVALUATING THE USE OF WEB-BASED PRESENTATION MEDIUM AS AN ALTERNATIVE TO CONVENTIONAL PAPER-BASED ARCHITECTURAL DESIGN PRESENTATION DRAWING

by

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ABSTRACT

For years, architects have been trained to use the paper medium, sometimes with the help of physical models, to communicate with clients on their design intentions or concepts. Since the introduction of the Internet Concept by Ted Nelson in 1965, the advances in information technology, in terms of both hardware and software, have made alternative digital presentation mediums available for professionals.

The Web is not only an immense resource for information, it can be seen as an alternative form of presentation medium for the communication of design ideas between the architect and the client as compared to the conventional paper based media used by architects for the past few centuries. This paper investigates the Web as an alternative presentation medium.

The objective of the research is to examine the information structure of current Web-based presentation, the relationship between information and audience that review the different considerations in using the medium to convey architectural design information. It begins by describing the current status and characteristics of conventional architectural drawing. An investigation into the Web information structures and data characteristics will follow to evaluate its relevance to architectural drawing. An analysis of web-sites of the Web that shows the current lack of using Web’s basic potential of presenting architectural design. Finally, the future development of Web based presentation with respect to presenting architectural design concept.

This paper does not cover the alternative use of the Web as a design tool nor comment on the effectiveness of both mediums. It emphasises the use of the Web as an alternative medium to present conventional architectural drawing.

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