

Memorandum

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Preparations of Visuals for Board of Trustee Meetings

This is a checklist to help in preparation of BOT visual submittals.

Point of Contact:

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Link for Board of Trustee due dates:

<http://www.calstate.edu/CPDC/Executive/DDt05-06.shtml>

Visuals due to CPDC at least 3 weeks prior to BOT actual date:

http://www.calstate.edu/CPDC/Executive/CPBG_Agd_Item_Ckfst.shtml

Purpose of Presentation:

We (CPDC) develop a visual presentation for each major capital project presented to the Board. The purpose is to provide a concise sixty-second overview to the Board. In some unusual cases additional or alternate information *might* be needed to adequately convey the project, but for most projects the main effort is in deciding what information can be cut rather than added. Floor plans, elevations, sections and most interior views are typically not necessary or desired.

We need 4 visual images to make each presentation:

1.) Campus Master Plan

Provide an image of the current master plan. (For master plan revisions provide images of both current and revised master plan).

Do not place circles or arrows or highlights over the master plan or site plan images.

Fax us a *separate* page-sized print with the project circled or highlighted so *we* can locate the circles and arrows. On this same print identify the vantage point(s) from where the site photo was taken.

2.) Existing Site Photo(s):

The photo needs to be taken from the same direction as the rendering. If possible a site photo taken from the same vantage point (direction and approximate height) as the project rendering is particularly effective in establishing the project in context.

3.) Architectural Site Plan:

This should be a colored presentation plan with landscaping indicated. Building floor plans can be indicated, but should not be central to the image.

4.) Rendered Perspective:

The rendering should be cast to best describe the project with *one* view. Typically these are colored renderings, but a good ink line drawing would also be acceptable. The project should be rendered in context, with landscape, people, etc. Multiple 'mood' vignettes and interior renderings are typically not desired.

As an alternate to the perspective rendering, a physical presentation model has been used on occasions in the past. If you want to go this route please call and discuss. As a practical matter, in order to photograph well, a model must be well constructed with fine edges. Study models of foam or cardboard with elevations blueprints attached will not provide satisfactory results.

4a.) Presentation Board of Rendered Perspective:

A presentation board of the rendering is also required. The board should be 30x42 size landscape orientation. A small text label identifying project and campus is desired. Rendering needs to be rigidly mounted (gator-board recommended) with a semi-gloss laminate. (Foam core gives poor results) Coordinate delivery of this item to Chancellor's Office at least one week before the actual BOT date. Unless specifically requested, boards will not be retained or returned.

Hardware Changes

There have been some changes.

Electronic copies of visuals are now required. Delivery via CD-ROM preferred, email may work, but files may need to be split up. FTP sites, of course, also work.

We currently use Macromedia Director for presentation development. Please reserve visuals as individual. JPG files. Do Not develop in PowerPoint.

Electronic File Format:

Format: JPEG (quality setting 10 or better) really preferred.

Resolution: 1024 x 768 dpi of image-able area. Feel free to make them larger. We will sample down in our assembly of presentation.

If your source programs cannot write .jpg files supply as PDF or Photoshop. Please do not supply files in CAD (.DWG) or PowerPoint.

Examples from past BOT presentations:



This is an example of a good master plan view. The B&W image supplied from the campus was perfectly acceptable and preferred. CPDC will overlay color to the site along with the arrows and circles as a part of the presentation.



Site Plan View:
Site plan tells the (site plan) story. Building floor plans were omitted in this view. This is acceptable, but not necessary. Notice no titles. We add those as a part of the presentation.



Site Plan View:
Same idea as above but includes floor plan of building. Both are acceptable. The small text legend gets absolutely no attention during the BOT.



Good site photo. No question on where the adjacent parking structure project will be placed. The best site photos typically are from the roof of an adjacent building.



Digital Cameras:

Set digital cameras on high resolution to provide an acceptable projected image. A resolution of 1024 x 768 dpi or better is the goal. A 640 x 480 (small size/low-resolution) image will not provide satisfactory results.



Site photo does not convey how the project relates to the site.



(Left) One of the best renderings for the purposes of BOT. This rendering gives a good overall view of project in context.

A really nice rendering (right), but somewhat less effective in context for BOT purposes than the image above.



An unsatisfactory rendering. An electronic rendering can work. This one was just flat and plain with no site context.



A good illustration in and of itself, but it took 4 renderings to convey the project. The renderings (for the purposes of the BOT) should in *one* image convey the whole nature of the project.
