

Fletcher

Constructing the Persuasive Portfolio

The Only Primer You'll Ever Need

Constructing the Persuasive Portfolio helps you learn the art of designing a compelling and effective architectural portfolio. Margaret Fletcher categorizes the architectural portfolio design process into a step-by-step method that you can manage and understand. The full-color book includes 400 portfolio examples from 55 designers, along with more than 50 diagrams, and a set of 48 design actions that are marked throughout. You will learn how to: -Identify your readership -Collect, document, and catalog your work -Organize your portfolio -Visually structure your portfolio -Design your layout -Manage both printed and digital portfolio formats As your ultimate persuasive tool, your portfolio is the single most important design exercise of your academic and professional career. Constructing the Persuasive Portfolio shows you everything you need to know to create your portfolio and is the only portfolio design book you will ever need!



167,50 €

156,54 € (zzgl. MwSt.)

Nicht mehr lieferbar

Artikelnummer: 9781138860964

Medium: Buch

ISBN: 978-1-138-86096-4

Verlag: Taylor & Francis Ltd

Erscheinungstermin: 08.09.2016

Sprache(n): Englisch

Auflage: 1. Auflage 2016

Produktform: Gebunden

Gewicht: 930 g

Seiten: 260

Format (B x H): 189 x 246 mm

