



BIG PICTURE REPORT

A vision that captures the imagination

Put the pre-design information into a 3-dimensional building concept that is tangible. Capture the essence of your place, brand and story in a design strategy, represented through diagrams and images. Confirm that the scale and cost of your preliminary ideas are in line with your expectations.

The vision concept should get your investors and stakeholders excited about the project, and invested in it going ahead. Creating simple representation of a concept idea - a big picture - helps you to balance the outlay with surety of commitment and confidence moving forward.

Capture the vision with our big picture report:

- **Consultation:** Surveys and workshops with various stakeholders to further understand the project and its visitors needs.
- **Project brief:** Return brief to ensure the project's objectives and scope are mutually understood.
- **Visitor experience journey:** Identify and map the current and desired journey of each of the different visitor groups and staff operations. Propose a storytelling pathway.
- **Story boards:** Describe the experience and the story to be told at each point of a visitor's journey through the centre.
- **Character development:** Propose character response: phrases or words that describe the spatial characteristics, and materials for brand character. Source imagery and mood images for character and space requirements
- **Diagrams:** Review site analysis, functionality and operations needs, site opportunities and restrictions analysis. Propose spatial relationships. Convert construction budget into building scale. Evolve site analysis to diagrammatically show design priorities - siting, scale, entrance etc
- **Concept masterplan:** Overlay information onto a site masterplan response. Diagrammatic explanation of form, progression of 3D application. Colour and texture overlays to demonstrate character
- **Report:** Design statement, concept designs, engineering reports. Response to council requirements. Cost reporting.

Quotation: +GST

Date:

Project Name: _____

Business Name: _____

Name of authorised person: _____

Signature: _____