

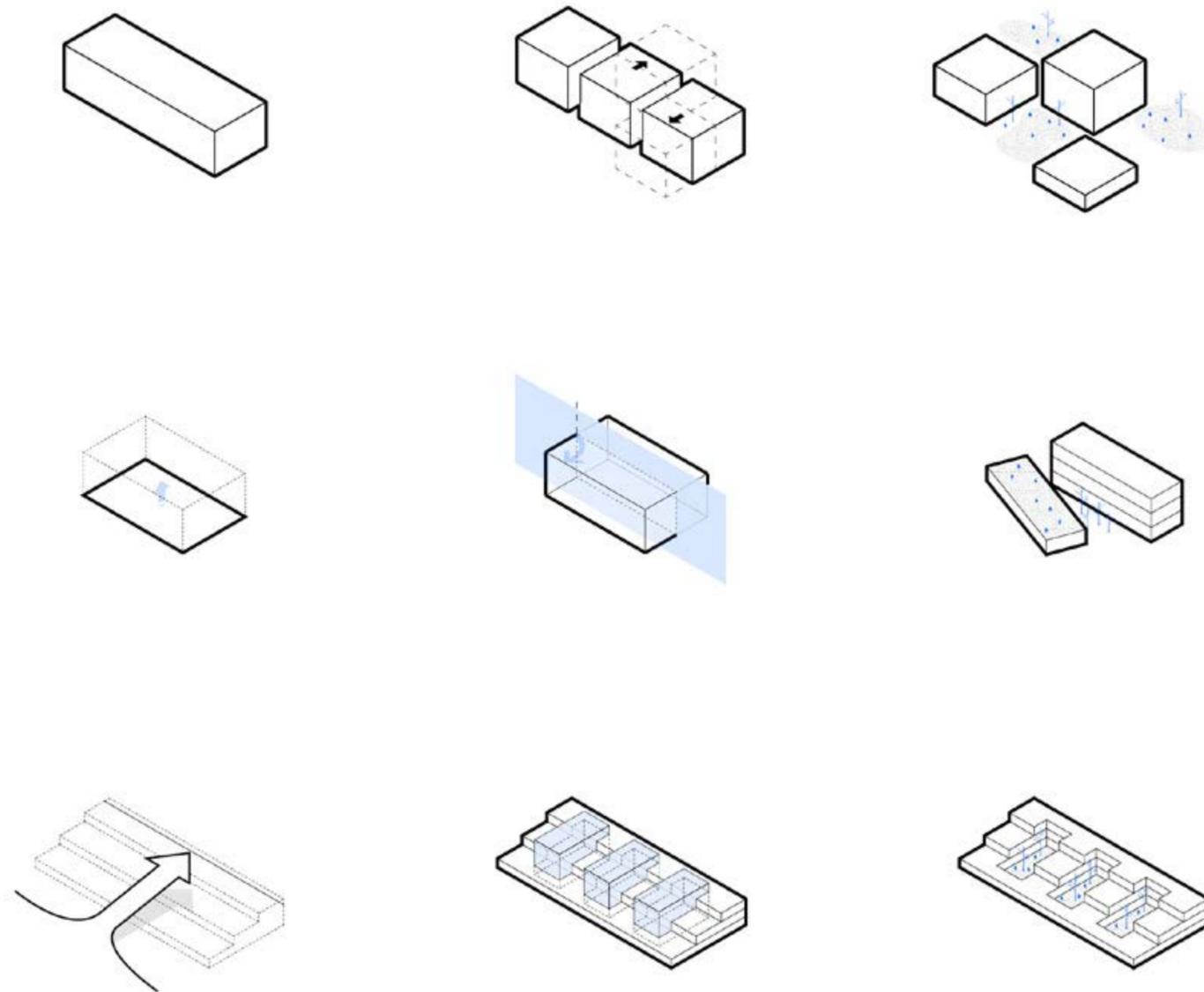


briefing

# Sequence Diagrams Competition

representation  
challenge

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**challenge yourself,  
explore new skills!**

**PROJECT : UNBUILT**  
Sequence Diagrams Competitions





# 01

# Introduction



If you are reading this, we probably don't need to convince you about how important it is, as an architect, to be able to translate your thoughts and ideas into meaningful drawings, capable of conveying practical information as well as emotion. These visual representations of a space help us show clients, professors, or simply colleagues, what's going on in our minds.

Initially, being able to produce an image

that represents a space, as you imagine it, might be enough. But as your projects evolve and mature, being able to tell a story is what will set your presentations apart.

Showing that you are not only able to design beautiful spaces, but also explain how you got there, what's your concept, and how your design evolved until reaching its final form, can be the difference between standing out to a

competition jury or actually winning the competition, or between your teacher giving you an A or an A with honors.

An excellent way to add this kind of value to your presentations is to include a concept diagram, or more specifically Concept Sequence Diagrams. This type of diagram is composed of simple drawings capable of explaining the design and thought process of a space in just a few consecutive steps.

## ///// introduction

Diagrams first became popular during the industrial revolution. When companies started mass-producing products, manuals became the way for people to learn how to use these products.

The power of diagrams over text quickly became obvious, and diagrams have only kept spreading ever since. Think about IKEA for example, the Swedish brand has mastered the art of diagrams to the point where literally anyone can

easily assemble their products, which is one of the pillars that has led them to become a multibillion-dollar business.

Soon after Architects started incorporating this way of thinking in their work, not only to use as finished products, but also to help in the design process. Some say the Architect Peter Eissman is the father of diagrams and has pushed the boundaries of what had been done. Nowadays Diagrams have evolved so much also thanks to the

digital tools we have at our hands.

So why not take advantage of the power of diagrams in our architecture presentations as well? As architects working in a highly competitive environment, we need to be able to explain our concepts clearly and quickly, and often we need to be able to explain them without words or being present. We need our drawings to do the talking for us, to be self-explanatory, and that's where diagrams come in.

# 02 Challenge



< We challenge you to create a Concept Sequence Diagram! >

We're going all the way back to the very first stages of a project design, when you are still playing around with simple volumes; stretching them, dividing them, staking them up, moving them around, etc. based on environmental parameters and the specific characteristics of the site.

We want you to practice this very specific skill: Storytelling through diagrams. We have created this imaginary site, which already sets a very interesting context and some challenges.



///// the challenge

Your task is to create a building volumetry that represents the idea of a project and show the design decisions that you took as a sequence diagram. The goal in this competition is not the design itself, but to tell the story of how you came up with it.

*"It's a series of very clear, well-informed design decisions that have created the shape [of the building]"*

- Bjarke Ingels during a dezeen interview

And to make it even more interesting you have two decisions to make: •

Make these choices and then use them as starting points to develop a concept. That's what your sequence diagram should represent!

## 1. Where is this site?

You have basic parameters on the site that has been given to you. We are going to let you decide where this site is located. Is it in the north or south hemisphere? In a cold or a warm climate? Is it windy most of the year? Does it snow heavily?

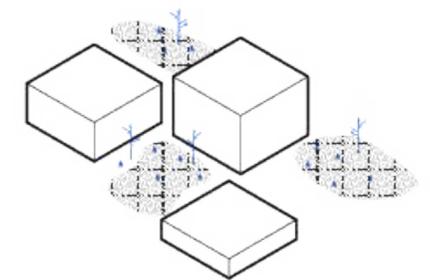
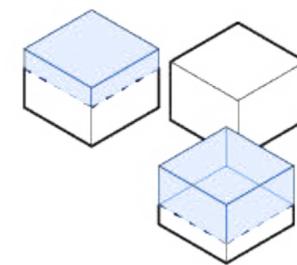
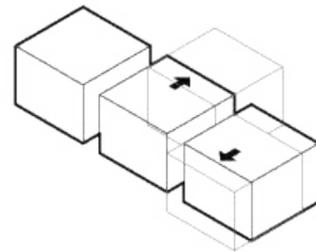
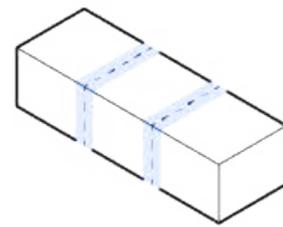
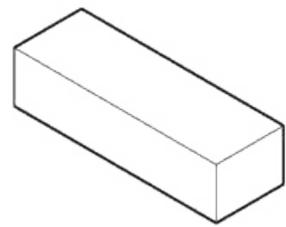
These decisions are optional as they will not be part of the evaluation but can help you set the scenario more precisely, thus helping you tell a better story through diagrams.

## 2. What is this building?

A museum? A school? A public library? Social housing? City hall? That's your call and this is the biggest decision you'll have to make, as it impacts your project. After all, there's no building that comes to life without a proposed use, right?

///// examples

In the next pages you'll find a couple of very simple examples to help illustrate what the challenge is all about.

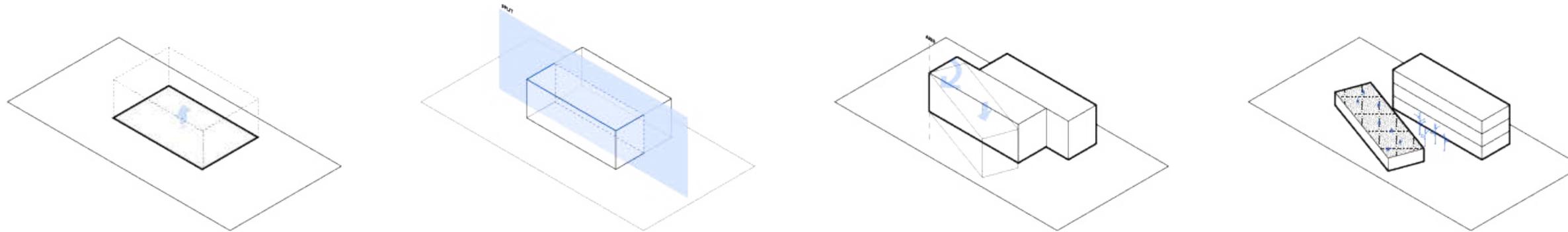


These examples are here just to help you understand the challenge. They are as simple as a diagram can get on purpose so that they will not influence your design. The examples are horizontal, but that's not a requirement. Vertical diagrams are also powerful if done right.



## ///// examples

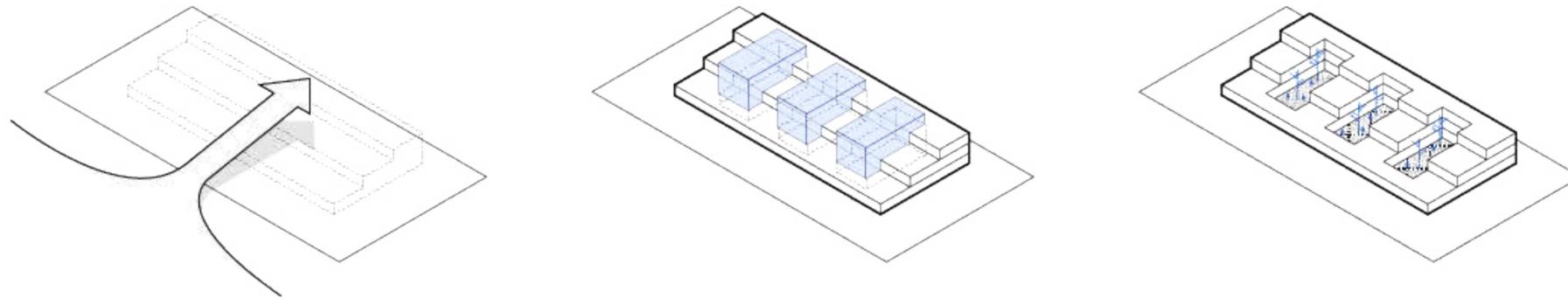
Your sequence diagram can have as many steps as you think is best, but that's also part of the task: deciding how many is too many.



Also, how relevant are the surroundings to your concept? And with what style do you want to create your drawings? It's all part of the challenge!

///// examples

So, don't look at these examples as your only source of inspiration. Research, test, experiment and be unique!



Important!

We know that not all projects are designed this way. Sometimes the final form results from something else that doesn't come from a sequence of transformations, and that's ok!



# 03

# Submitting your work



Your presentation should include all of this in a single file:

**Your sequence  
diagram.**

+

**The building's  
use.**

+

**A legend.**  
*(optional)*

//////// submitting your work

### Your sequence diagram.

Use the steps to show your design decisions and/or how the surroundings affected the project. Remember that the design should stay in its very first stages. We're not asking for any interior or detailing. Volumes only!

The diagram needs to be in 3d volumetric. We suggest a type of Axonometric, which is a Parallel Projection view, as it usually shows 3d volumes better. But perspectives are also open if it makes sense for your drawing.

### The Building's use.

Define a use for this building. No project is commissioned without a use intended, right? This will also help you design this volume. What is it? A Public Library to the neighborhood? A Ship Museum that will house the old vessels that once navigated through that river? An innovative Art School and that's why it has such a unique form? A Social Housing Apartment Building to help with the housing crisis in the area? Or any other use! It's up to you now.

**Tip:** Go reference-searching on Instagram, Pinterest, Behance, and on firms that use diagrams to present their projects.

### A Legend.

A legend is often used alongside a sequence diagram to help add more information to the drawing. There are no rules, the legend can be a single column on the side, a single line placed on every step to title it, or even a couple of phrases to explain what sometimes can't be drawn. But remember, an image is worth a thousand words! Avoid being redundant, drawing and writing the same information can make the diagram noisy and cluttered. The examples shown earlier didn't have any text so that we didn't influence you.

//////// submitting your work

**Remember:** this is an architectural representation competition, so the jury will not be judging your design decisions as much as they will be looking at your representation of these decisions. Here is what they will be looking at:

---

**Graphic representation**

Your ability to express yourself in drawings and images. It's not about how advanced are your skills, but more about clearly delivering the information and getting the idea across.

**Storytelling**

Learning how to create the drawing is one step of the way, but can you create a narrative around your presentation? Knowing how to lead the viewer's eyes can help you create effective diagrams.

**Concept viability for the proposed building type**

Does the project form, size and the use of the site make sense? There's no evaluation whether the project is "well designed" or if its use fits to the location. But more of common sense.

## ///// submitting your work

### **Important information:**

All work must be submitted through **Project:Unbuilt's website** before the submission deadline specified in the competition's calendar. No work will be accepted after the submission deadline or through any other channel other than our website (no email, Instagram, dropbox, wetransfer, etc.).

After completing your registration you'll get access to your private dashboard, from where you'll be able to access the submission form. Follow the instructions

on the submission form and make sure your file/s don't exceed the maximum weight (in MB) or size (in pixels) allowed.

Once you submit your work you will be able to find your registration ID in the submissions list. If you cannot find your registration ID on this list that means we did not receive your files, and you should either double-check file weights and sizes and try to upload them again or get in touch with us if you think there's been a problem.

### **Working material**

You are welcome to use the working material provided by Project:Unbuilt within the context of this competition. We do not guaranty the accuracy of this working material, but it is considered valid for the purpose of this exercise. You are also welcome to use any other material available from other sources *(as long as you are not violating any trademarks or copyrights)* or to develop your own.

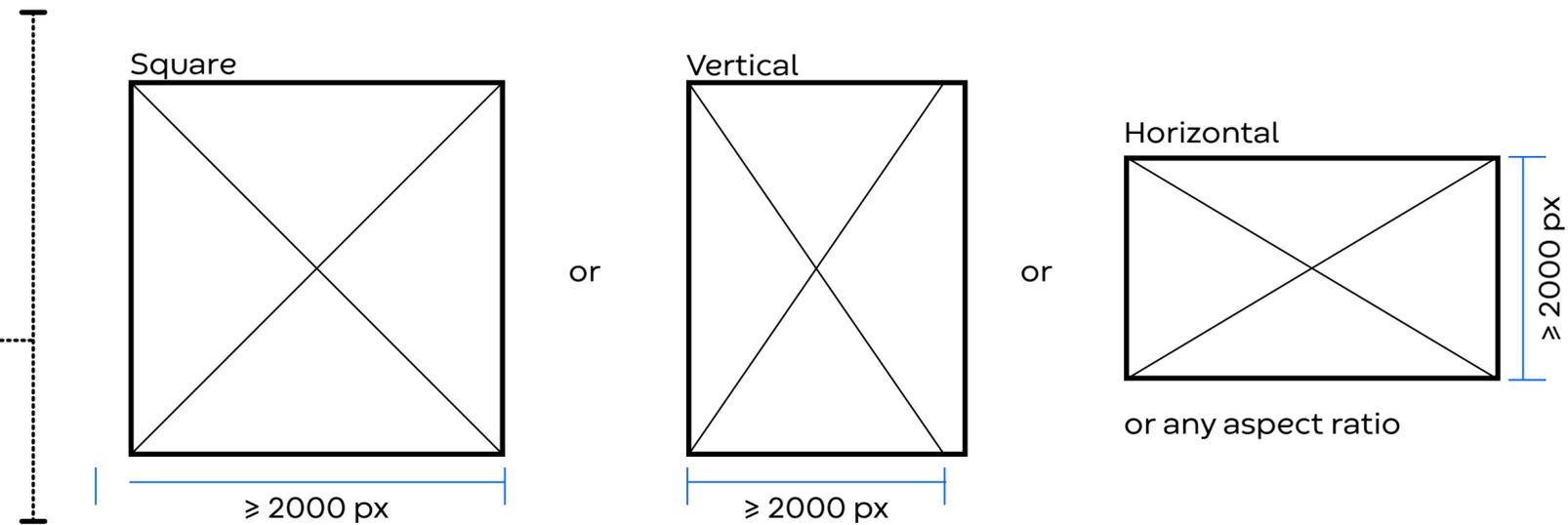
///// submitting your work

**File delivery:**

Each team must hand in, in digital format, the following file:

**01 image file** containing the diagram and the necessary information in JPG or PNG.

- no requirements in terms of ratio
- minimum 2000px on the smaller side
- maximum of 8000px
- file size limit: 16mb





## //////// submitting your work

### **Authorship and Copyrights**

Participants will always remain the owners of the copyright or any other intellectual property originated from their work. As such, you will have the right to use your work in any other way you consider appropriate outside of this competition, including submitting it to other competitions and/or awards, after the results of this competition are announced (*publishing or submitting*

*your work to other platforms before the competition results are announced might get you disqualified*).

As the sole owner of your work, when you submit your work to this competition you will be granting Project:Unbuilt and its partner brands perpetual rights to use all graphic and written material, in both printed and digital media, for the purposes of promotion of any of our brands and/or future events.

### **Additional notes**

Project:Unbuilt reserves the right to make any changes to this brief (dates, requirements, etc.) as long as such changes are in benefit of the majority of participants. Any changes will be announced on the competition's website and on social media. Participants are responsible for regularly checking these channels for such announcements.



# 04 Prizes



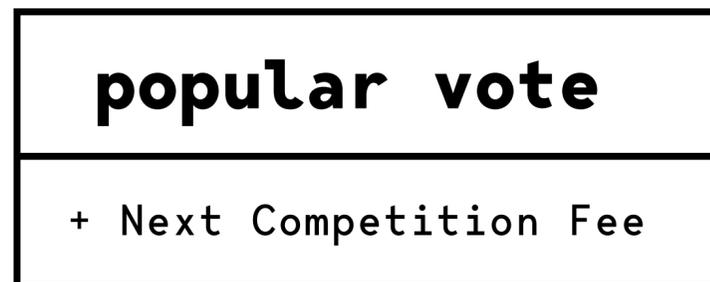
<b>winner x1</b>
<b>\$500 in cash</b>
+ Magazine Subscription
+ Upstairs Online Course
+ 5 Upstairs Packs
+ \$150 rektangulo Gift Card
+ Publication on online media
+ Next Competition Fee

<b>mention x5</b>
Upstairs Online Course
+ 1 Upstairs Pack
+\$50 rektangulo gift card
+ Publication on online media
+ Next Competition Fee

<b>finalists x20</b>
Publication on online media
+ Next Competition Fee



//////// extra prizes



## Rules

It's simple! After the submission deadline and before the winners' announcement

**Project: Unbuilt** will publish a selection of 50 submissions to the **@project.unbuilt** Instagram account.

Whichever proposal has more likes by the time the results of the competition are announced wins!

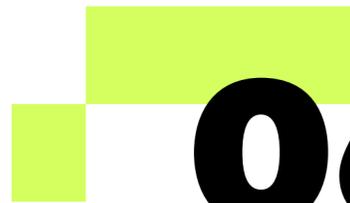
Keep in mind that this prize does not have to do with the quality of the presentation. It is a fun activity to keep us all entertained and engaged while the jury deliberates. It also gives participants the opportunity to see other submissions and judge for themselves before the official results are announced.



# 05 Calendar



*All dates are expressed in GMT-7 times. Deadlines will be at 23:59 on the specified dates.*



# 06

# Register



## Eligibility

This challenge is open to anyone with an interest in architectural representation and visualization who wishes to practice and improve their skills.

Your geographical location, age, previous experience... none of that matter, as long as you are passionate about graphic representation and willing to take on this challenge.

## Teams

Participation can be individual or in pairs (teams of 2).

## Registrations

Registrations must be completed through [Project:Unbuilt's website](#), before the deadline stipulated on the competition calendar. No registrations will be accepted after that date, or through any other channels other than the registration form on our website.

Once you complete your registration you will be assigned a registration ID, which will be your unique identifier throughout the competition.

Each registration will have the right to submit one (1) proposal. If you want to submit more than one proposal to this competition you are welcome to do so, but will need to register multiple times and get multiple registration IDs (one for each proposal you wish to submit).

## ///// registration

### **Entry fees and discounts**

An entry fee must be paid to join this competition. Registration will not be completed until the corresponding payment is received, and it can be revoked at any time if the transaction is disputed.

Registration and payment will both happen at the same time, during the checkout process. However, depending on your selected payment method, bank, or card provider, payment can sometimes take time to go through. In such cases, the payment must be approved before the registration deadline. No payments arriving after the

registration deadline will be accepted, even if the registration process was started before.

The entry fee for this competition is \$35.

Now, we know this can be a lot, so we have created several **discount** opportunities for anyone to take advantage of and be able to participate in this challenge at lower rates.

### **Discounts**

Early bird registration period - During the early bird registration period (*marked on the calendar*), everyone will automatically receive a 30% discount.

Student discount - If you are an active student and have a student ID with a valid expiration date, you'll get a 15% discount.

Promotion discount - Help us promote this competition by posting a few Instagram stories and you'll be able to get up to a 15% discount! See more information on the website.

These discounts can all be combined, and will bring the registration fee down to \$13 if you take advantage of them all!



# 08 Jurors



**Oliver Uszkurat**

*Upstairs*

*Oliver Uszkurat is an architect and the founder of Upstairs. A platform focused on architectural representation and visualization with more than 270k YouTube subscribers worldwide. He has worked as a Junior architect for a couple of years, but today dedicates himself full-time to this community with YouTube, courses, and digital products. Oliver believes that how Architects express themselves is strongly connected to the design process of the profession.*

**Vishakha Tiwari**

*Architecture Candy*

*An Urban Designer at heart, gifted with an eye for details and strong aesthetic sense, Vishakha aimed to combine her skills for developing creative architectural visualizations, thus Architectural candy was born. After completing her masters from University of Westminster, London and working as an Urban Designer she identified the gap between the Illustrations and the concept in the minds of her clients. With a strong purpose of converting her client's Vision into the Illustrations, she utilizes her knowledge of Adobe Photoshop, Adobe Illustrator, InDesign and other visualization softwares and develops images which creatively represents the project concepts.*

**Max Colin**

*Last competition's Winner*

*Student in his fourth year of architecture studies at the École Nationale Supérieure d'Architecture de Montpellier - ENSAM, in France. Already interested in architectural representation, he discovered a passion for the 3D world and the creation of digital imagery during a gap year. Since then, he keeps on practicing and exploring this field, guided by his desire to learn every day. After graduation, he aims to become an artist in the archviz industry.*



# 09 FAQ

//////// 1

## **How big should the project be?**

It is up to you, however, the site itself should dictate the scale of the building. For example, just by looking at its dimensions, you'll probably straight up disregard the idea of a single house, and the surrounding buildings will probably also make you reconsider a super high skyscraper. Makes sense, right?

There is no maximum construction area or height. You are not obligated to build on the entire site either. Voids can be just as powerful as volumes, so feel free to create outdoor areas and empty spaces as much as constructed volumes.

## **How many steps should my sequence have?**

As many as you need. BUT, by definition, a sequence needs at least 2 steps, and the goal of diagrams is to simplify things, so more than 6 steps will probably start becoming too much for someone to quickly understand and digest.



# 09 FAQ

//////// 2

## How much detail should my presentation show?

It is up to you, however, the site itself should dictate the scale of the building. For example, just by looking at its dimensions, you'll probably straight up disregard the idea of a single house, and the surrounding buildings will probably also make you reconsider a super high skyscraper. Makes sense, right?

There is no maximum construction area or height. You are not obligated to build on the entire site either. Voids can be just as powerful as volumes, so feel free to create outdoor areas and empty spaces as much as constructed volumes.

## Got any other questions?

Reach out over [@project.unbuilt](#) on instagram or here on contact on the website.

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**PROJECT : UNBUILT**  
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**questions?**

access our FAQ [here](#)