

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
B.ARCH - SEMESTER- II • EXAMINATION – SUMMER 2017

Subject Code: 1025006

Date: 30/05/2017

Subject Name: Architectural Communication Skills II

Time: 10.30AM to 12.30PM

Total Marks: 50

Instruction: Attempt any Five questions.

Q1. Please make a Precis of the following passage and give **an appropriate title**. (10 Marks)

The roots of minimalism in architecture are often traced back to the mid to late 1950s. The movement was a reaction to new styles of architecture - and lifestyle - that was being cultivated in the United States. In the U.S. in those 'post WWII boom years', there was a movement towards large and excessive styles of building. During this era, groomed suburbs and cavernous supermarkets popped up all over the map, and there was a trend towards the ornate. Minimalism developed as a response to the increasingly commercial and consumerist lifestyles that were being reflected in design.

Although minimalist art (which is sometimes known as literalist art) has its roots in America, minimalist architecture was born elsewhere. Northern Europe, particularly Scandinavia, and Japan are important in the history of minimalist design, and in fact, these places continue to be among the biggest embracers of minimalism.

In general, the idea of minimalism can be described as "less is more," or as some designers and architects are fond of saying, "doing more with less." Minimalist architects use space as a design feature in and of itself. Instead of trying to fill space with features, they create designs in which the empty space is as carefully thought out and used as everything they add to the room. Basic shapes and straight, clean lines are also important techniques used in minimalist design, as is playing around with different kinds of lighting. The outcome is elegant but without being fussy.

Another technique that is often employed is giving one feature more than one use. One example might be a floor with a heating unit underneath, forming both the foundation for the room and warming the room. This allows designers to create optimum utility without crowding the space. (293 words).

OR

Q1 How to write a Precis? Explain the principles of précis writing with examples (10 marks)

Q2.

'Futuristic Architects' is looking for several Architectural Interns to join its design team. As an Architectural Intern, you will be working on various projects within a team, being trained and mentored by experienced architectural professionals. If you see yourself as a talented and ambitious architectural student, who is interested in testing his/her limits in a fast-paced and competitive working environment, this is a position to apply.

Requirements:

Currently studying Architecture course

Strong graphic and design talent

Excellent command of Adobe Creative Suite and AutoCAD

Excellent craft and model-making skills

Fluency in written and spoken English

A team player with an attitude to deal with challenges of dynamic environment.

Apply for the position of intern by writing a Cover Letter and Resume. (10 Marks)

OR

Q2

- a. Your college is organizing a series of talks on latest issues in Architecture. Write a letter to the director of Great Institute of Architecture to invite the director, faculty and students highlighting the benefits of attending the talks. (5 Marks)
- b. You and your friends had ordered stationery online but you have received damaged stock. Write an email to the stationery supplier to replace the stock. (5 Marks)

Q3 Your friend has received an interview call but is nervous about the same. Give him suggestions on what to do in preparation stage, how to manage appearance, body language, speaking skills during interview and what to do post-interview. (10 Marks)

OR

Q3 If you are to participate in a group discussion on 'All Architecture should be Sustainable Architecture'. Explain different points that you would like to present on the topic. Also suggest what should NOT be done in a Group Discussion. (10 Marks)

Q4

- a. Presentation Skills are one of the most important skills that an Architect should develop. Do you agree? Why? (5 Marks)
- b. Explain the 'Dos and Donts' of great presentations. (5 Marks)

OR

Q4 Explain the differences, with the help of examples, between a personal letter and a professional letter. (10 Marks)

Q5

- a. You are working on a big project with a well known architect of the city. Looking at your work load, she has asked you to appoint someone who can assist you in your work. This project's success and your performance means a lot to you. You don't want to miss on deadlines nor compromise with the quality of your work. You want someone who is committed to work and professional in behaviour. You have invited some applications. What personality traits will you look for in the candidates? (5 Marks)
- b. You are communicating even when you are not communicating. Explain. (5 marks)

Q6

You have designed an office for an Ad Agency. You have to present your design to the Agency's directorial team. What should you do to prepare and give a fantastic presentation? (10 Marks)

Q7

An architect can use postures, gestures, expressions and other components of body language to impress and impact the client. Explain with examples. (10 Marks)
