

What is Architectural Visualization?

Worksheet

Architectural visualization uses drawings, physical or digital 3D models, renders, and virtual reality to communicate what a designed building will look and feel like before construction begins.

Questions

1. Which technique is best for quickly exploring early design concepts?

- A) Hand sketching
- B) Photorealistic rendering
- C) VR walkthrough
- D) Construction documents

2. Which visualization method provides exact, scaled dimensions for construction?

- A) Mood board
- B) Orthographic drawings
- C) Watercolor rendering
- D) Physical foam model

3. What does BIM stand for?

- A) Basic Interior Modeling
- B) Building Information Modeling
- C) Built Infrastructure Map
- D) Blueprint Imaging Method

4. Which technique lets a client 'walk through' an unbuilt space?

- A) 2D floor plan
- B) Section drawing
- C) VR/AR walkthrough
- D) Site survey

5. A firm needs to present an early concept to a client. Which technique fits best and why?

6. A contractor needs exact wall heights and window placements before bidding.

7. A developer wants investors to emotionally connect with an unbuilt tower's lobby.

8. Define: What is architectural visualization?

9. Define: What's the fastest visualization technique for early ideas?

10. Define: Which technique carries precise construction dimensions?

Answer Key

1. A) Hand sketching - Sketches are fast and cheap, ideal for rapid iteration on early ideas.
2. B) Orthographic drawings - Plans, sections and elevations are scaled drawings used to build accurately.
3. B) Building Information Modeling - BIM = Building Information Modeling, a data-rich 3D model.
4. C) VR/AR walkthrough - VR/AR creates an immersive, navigable experience of the design.
5. Step 1: Choose hand sketches or quick digital massing models - fast to produce and easy to revise. Step 2: Use loose perspective sketches to convey mood and form, not exact dimensions. Step 3: Present alongside a short verbal narrative so the client can react to the concept, not the details.
6. Step 1: Select orthographic drawings (plans, sections, elevations) - they show precise, scaled dimensions. Step 2: Add a BIM model if coordination across trades is needed. Step 3: Avoid renders alone since they don't carry construction-grade dimensional data.
7. Step 1: Build a detailed 3D model of the lobby with accurate materials and lighting. Step 2: Produce a photorealistic render or a VR walkthrough for an immersive experience. Step 3: Use this near the end of design development when materials are finalized.
8. The set of techniques used to represent a building design visually - from sketches to 3D renders and VR - before construction.
9. Hand sketching - quick, cheap, and easy to revise.
10. Orthographic drawings (plans, sections, elevations), often via CAD or BIM.

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