



The Architect's Portfolio: Planning, Design, Production

Andreas Luescher

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The Architect's Portfolio: Planning, Design, Production Andreas Luescher

The creation of a successful portfolio is a vital skill needed by architectural students and professionals alike. In a highly competitive global market the accomplished representation of the architect's work must be able to turn opportunities into triumphs.

This book offers a fresh step-by-step approach to achieving a reflective, attractive and successful representation of one's work. Structured in four stages it takes the reader through each step needed in the creation of a successful portfolio, from understanding yourself and your market, to planning, designing and producing it.

Illustrated throughout in full color, the book includes case study portfolios from the USA, UK, Europe and Asia which demonstrate the steps in the process for both practitioners and students, from sketch trials to full-colour stage lay-outs. These contributions come from architects all over the world, providing terrific insight into current practices and inspiration and ideas.

This is essential reading for anyone putting together an architectural portfolio.

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