

ABSTRACT

Arya Kertapati Sulaemansyah (2018101048)

ANALYSIS OF THE INFLUENCE OF DESIGN BRIEF IN DETERMINING THE INITIAL DESIGN OF THE BUILDING

For three months the practitioner does an internship at Scala Design, the practitioner works as an Intern Architect. Practitioner works on several projects given by Principal Architect, there are three major projects such as TN House, S-Villa, and BM Office. Overall the scope of the practitioner's work is to draw 3D Modeling and also 2D Modeling for the interior area. Before the practitioner can start the design process, there are times when the client prefers to provide a Design Brief at the beginning of the contract agreement with the company. Design Brief is a reference that can be used as a basis for thinking that will assist the designer in determining the design to be designed, so that the it can be understood by the client. The lesson that practitioners can get during this professional work is the initial understanding that brainstorming ideas can be assisted by a directed design brief, so design can be communicated better.

Keywords : Influence, Design Brief, Planning, Interior, 3D Modelling