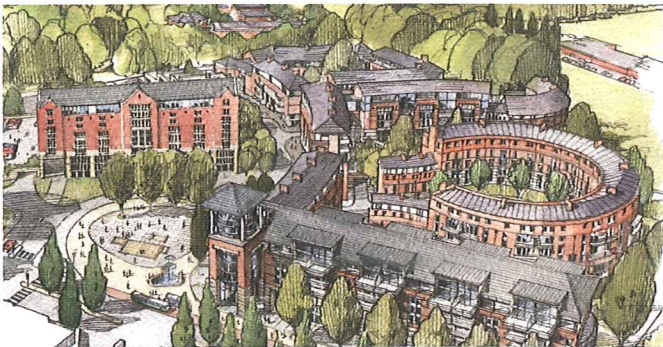


### 1.1.4 Perceptual techniques

Perceptual techniques help a general audience understand how proposed designs might look and feel. They are generally based upon forms of perspective that closely represent the way the built environment is seen and can have varying degrees of realism. All hinge upon the fixed nature of the view, which makes the viewpoint important. Eye-level views give the observer the sense of being in a space, while aerial perspectives can bring masterplans to life and make it easier for people to orientate themselves within the proposals. These techniques are often useful in visioning processes because they present an exciting, coherent image without having to resolve more detailed issues. However, caution should be exercised in using aerial perspectives alone, for instance, as these are views very few are likely to experience in reality.



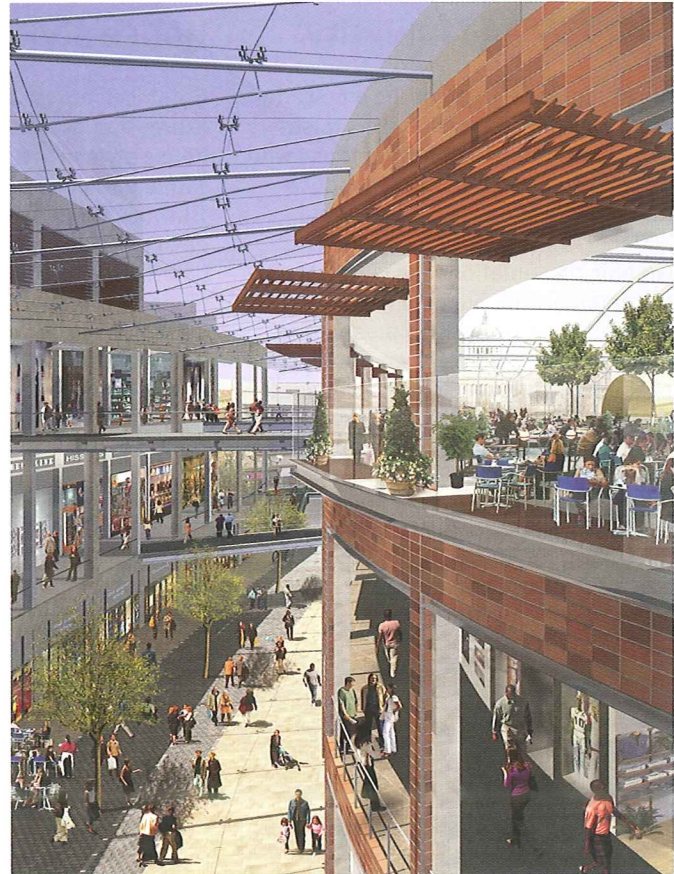
Hand-drawn aerial perspective, Tally Ho

#### What it shows:

- indicative proposal for a clustered residential development in context showing character, scale and interrelationships of buildings
- demonstrates the intended variety of built form and external spaces
- emphasises the contrast between the cluster of development and the broad open landscape beyond
- conveys the intended character and quality of the development rather than actual architectural detail.

#### Why it is good graphically:

- hand-drawn image emphasises provisional stage of design
- user-friendly and accessible
- limited but appropriate colour palette
- colours used to identify different elements clearly.



3-D computer model, Nottingham

#### What it shows:

- indicates the form, scale and character of a proposed central covered street within a new city-centre complex, showing it as a varied and lively route
- indicates how the street in section is made vibrant by several levels of shopping and leisure uses with views and links between them
- emphasises how the space, although weather-protected, is animated by natural light and landscaping.

#### Why it is good graphically:

- cropped perspective emphasises the particular character of part of the proposed development
- use of planting and people conveys a sense of scale and the level of activity expected in the completed development
- emphasises the importance of architectural detail to the quality and character of the development.