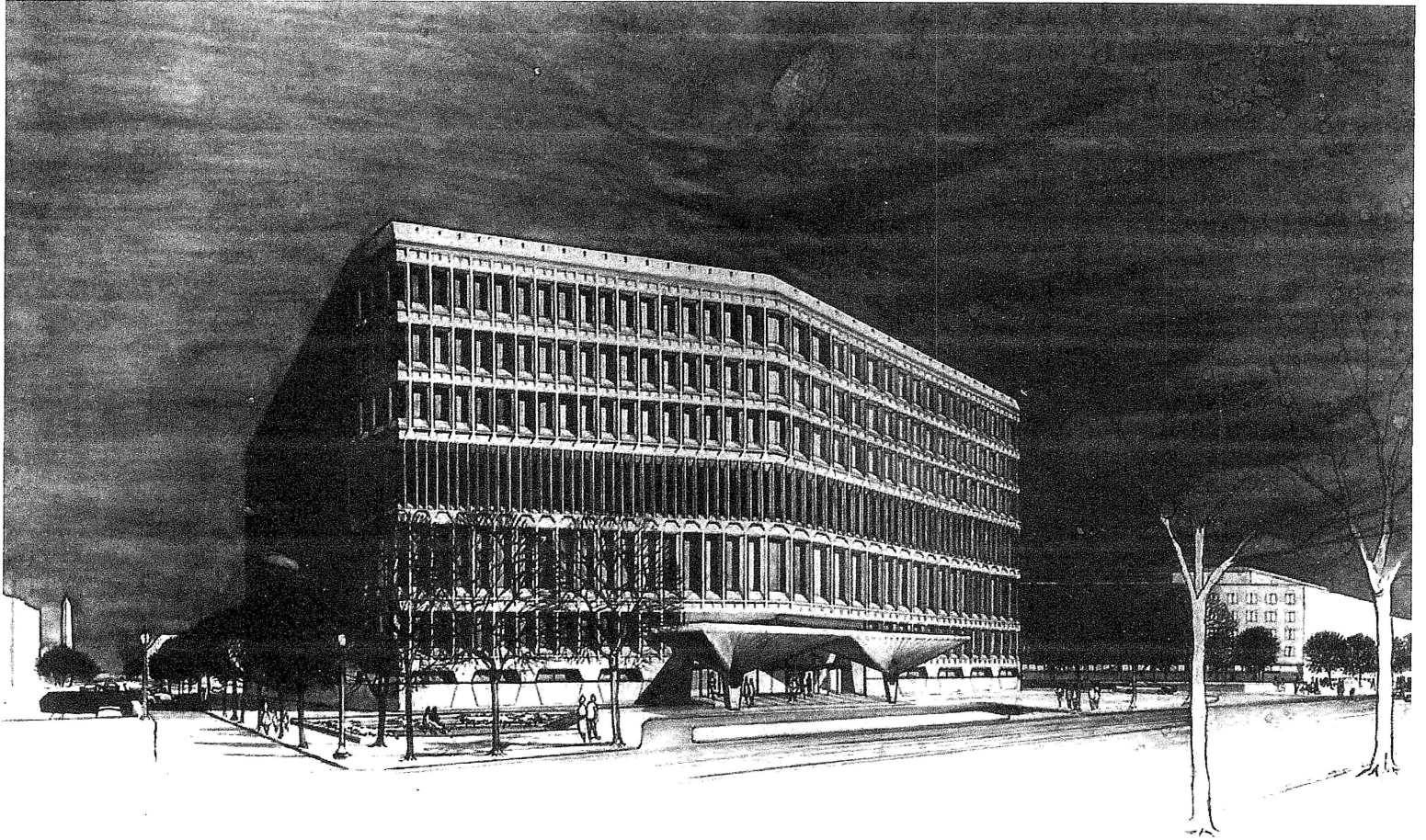
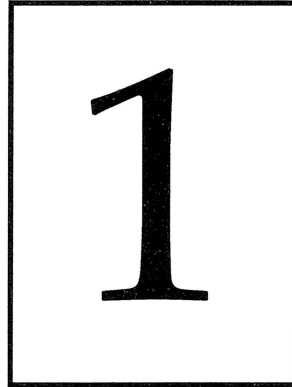


Lessons on Rendering & Reality

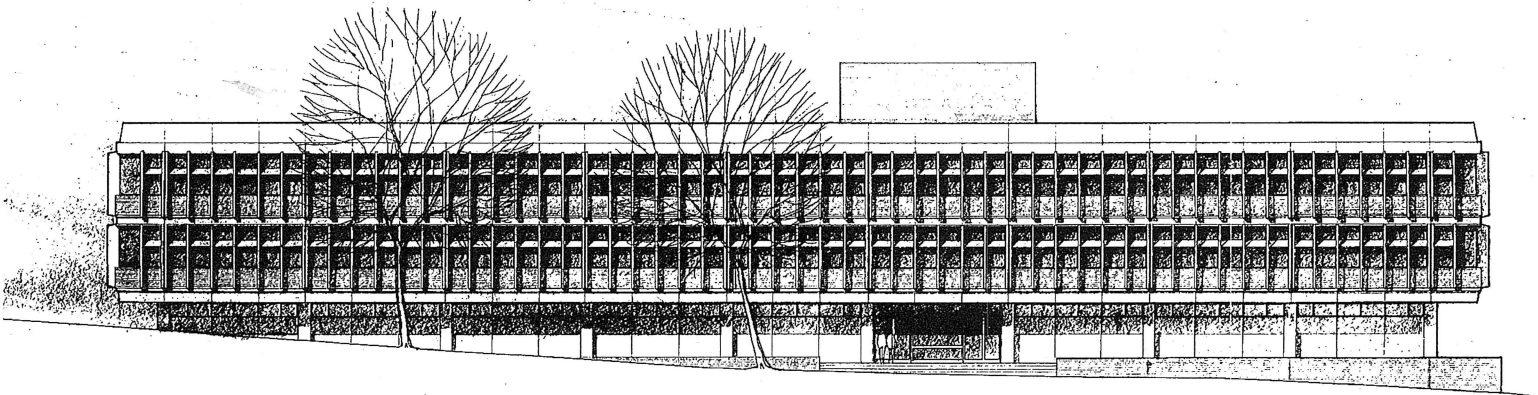
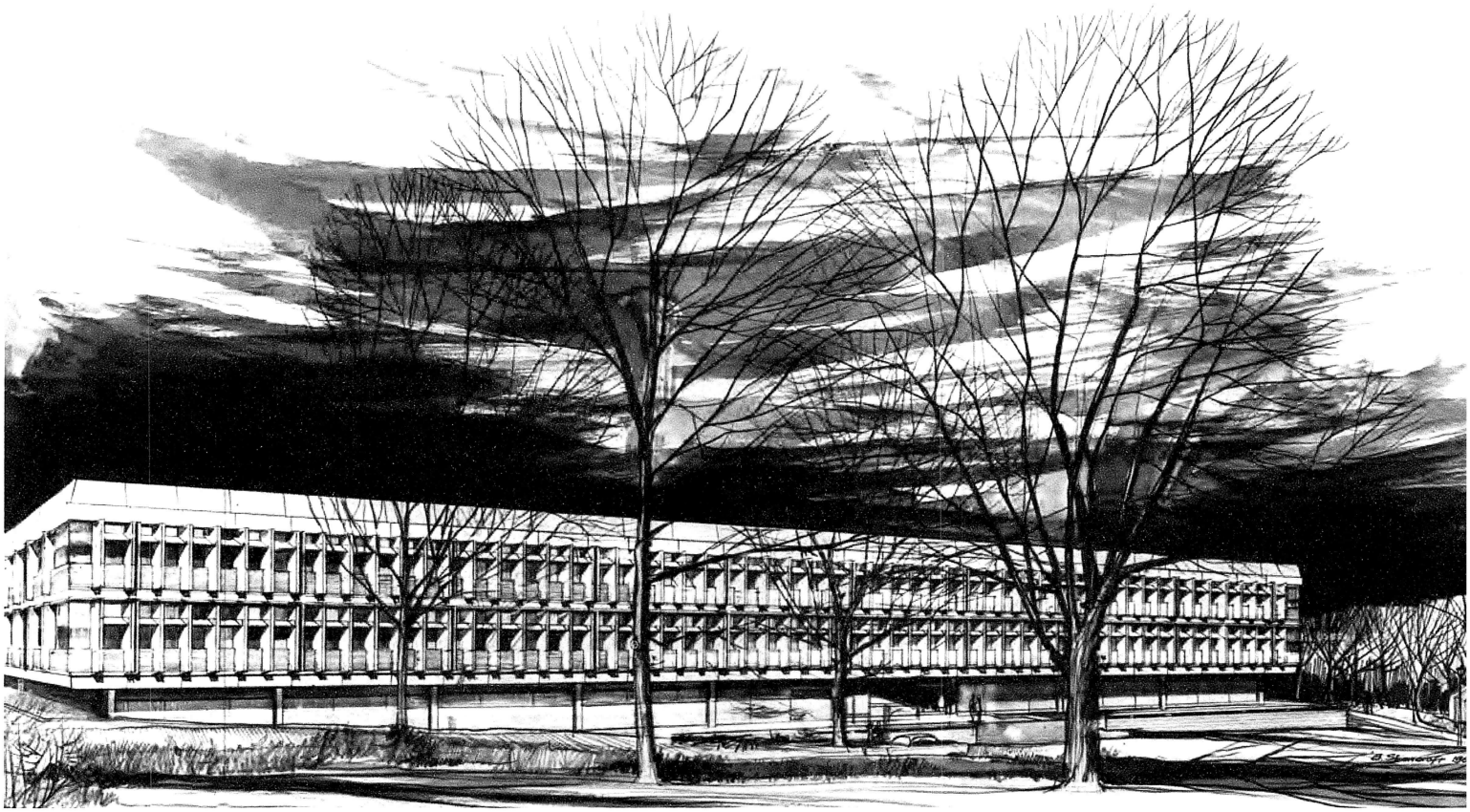


Brian Shawcroft, M. Arch., AIA
NCSU College of Design Student Publication
Vol. No.



LESSON

1. Renderings deal with the insatiable desire in the owner as to what the project will look like in addition to its cost, completion and context.



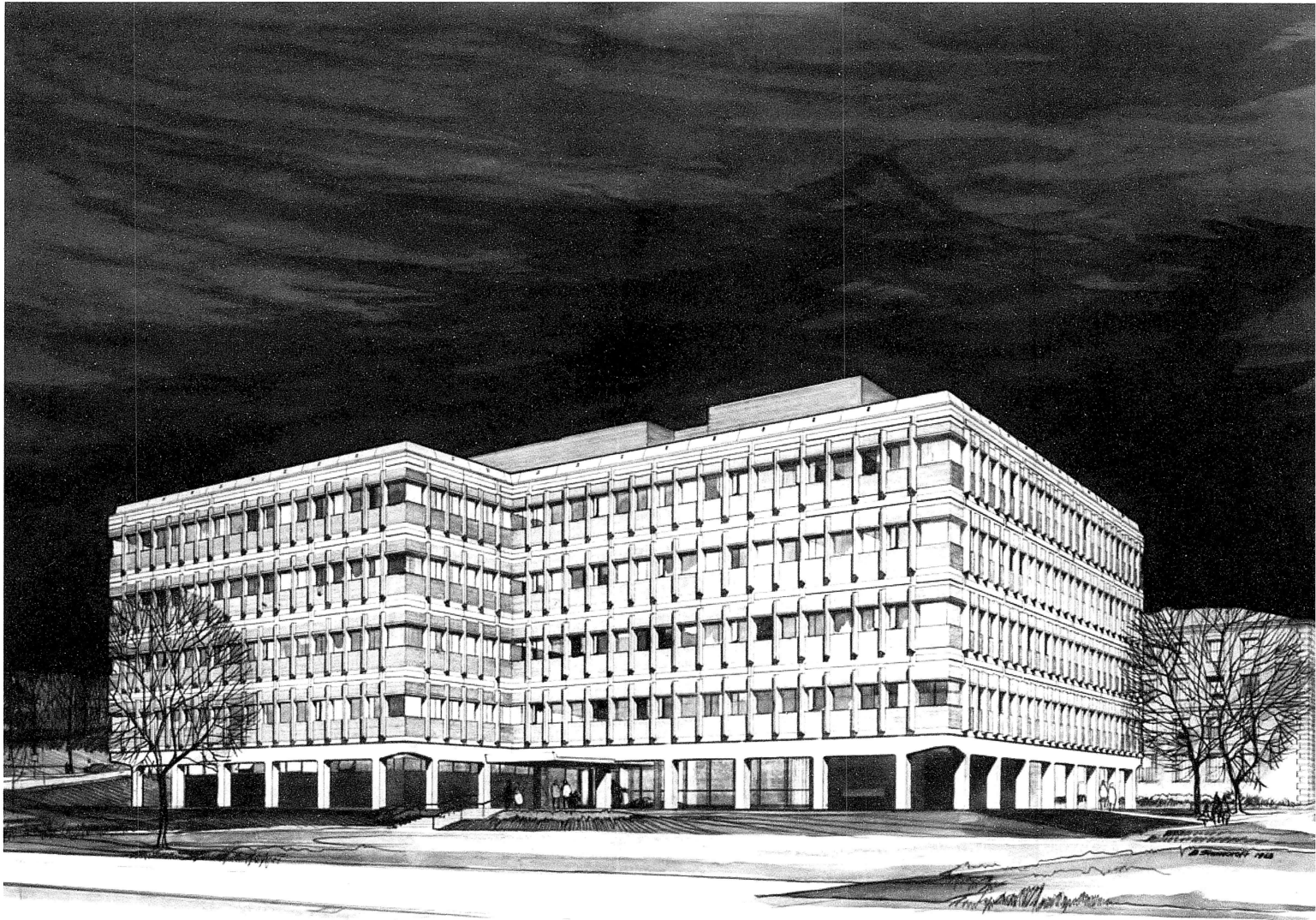
Davie Hall Addition. UNC-CH, Chapel Hill, NC

Architect of Record: Holloway-Reeves Architects, Raleigh, NC

Brian Shawcroft, AIA, Consulting Design Architect



CONTEXT: With the addition of an isometric of the elevation detail rendered in the actual colors of the proposed materials, this assured the building committee of the compatibility of the design as this was the first new building on the campus in over 50 years. A previous design proposed by another architect had been rejected as unsuitable; not in context.

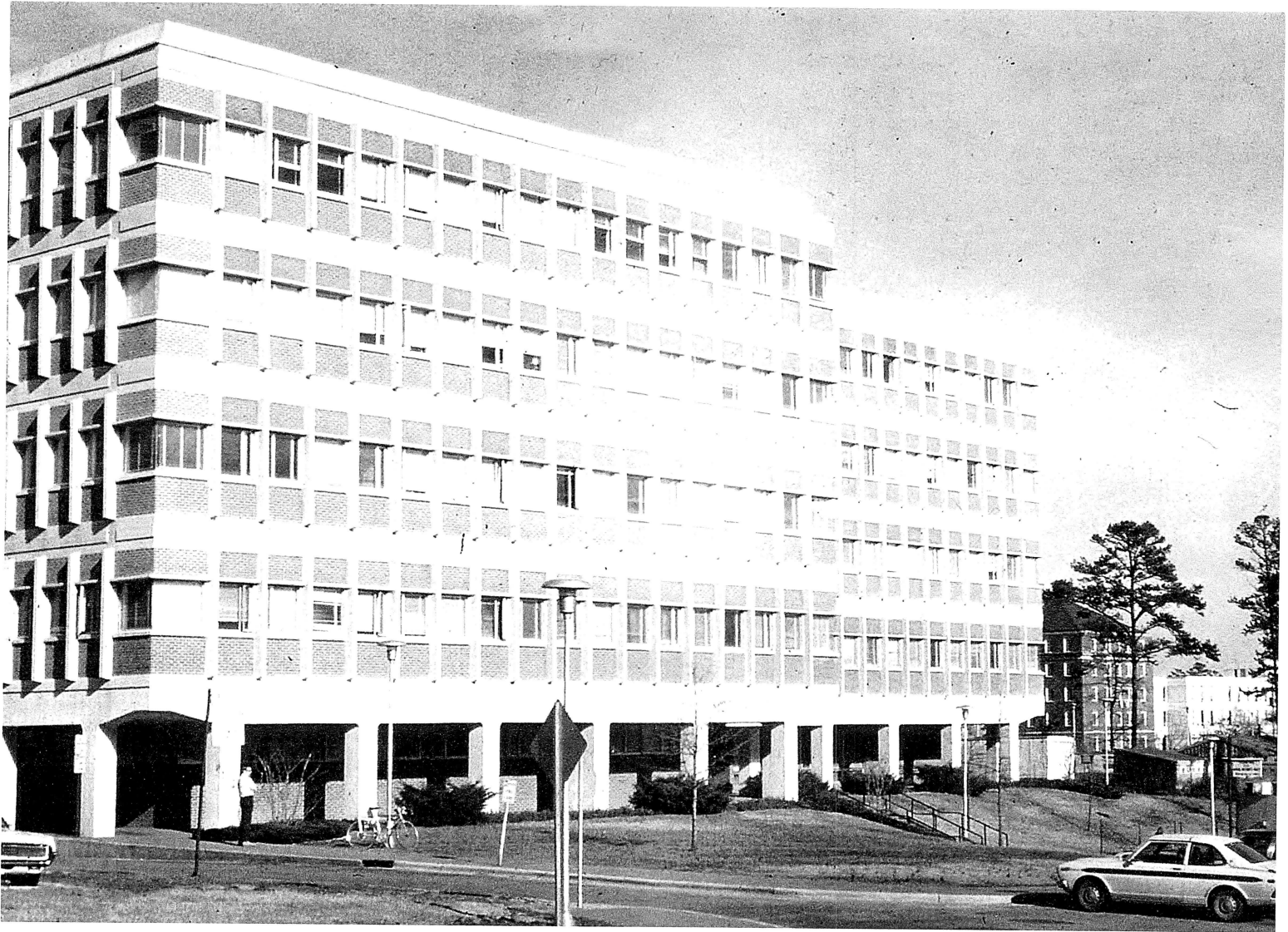


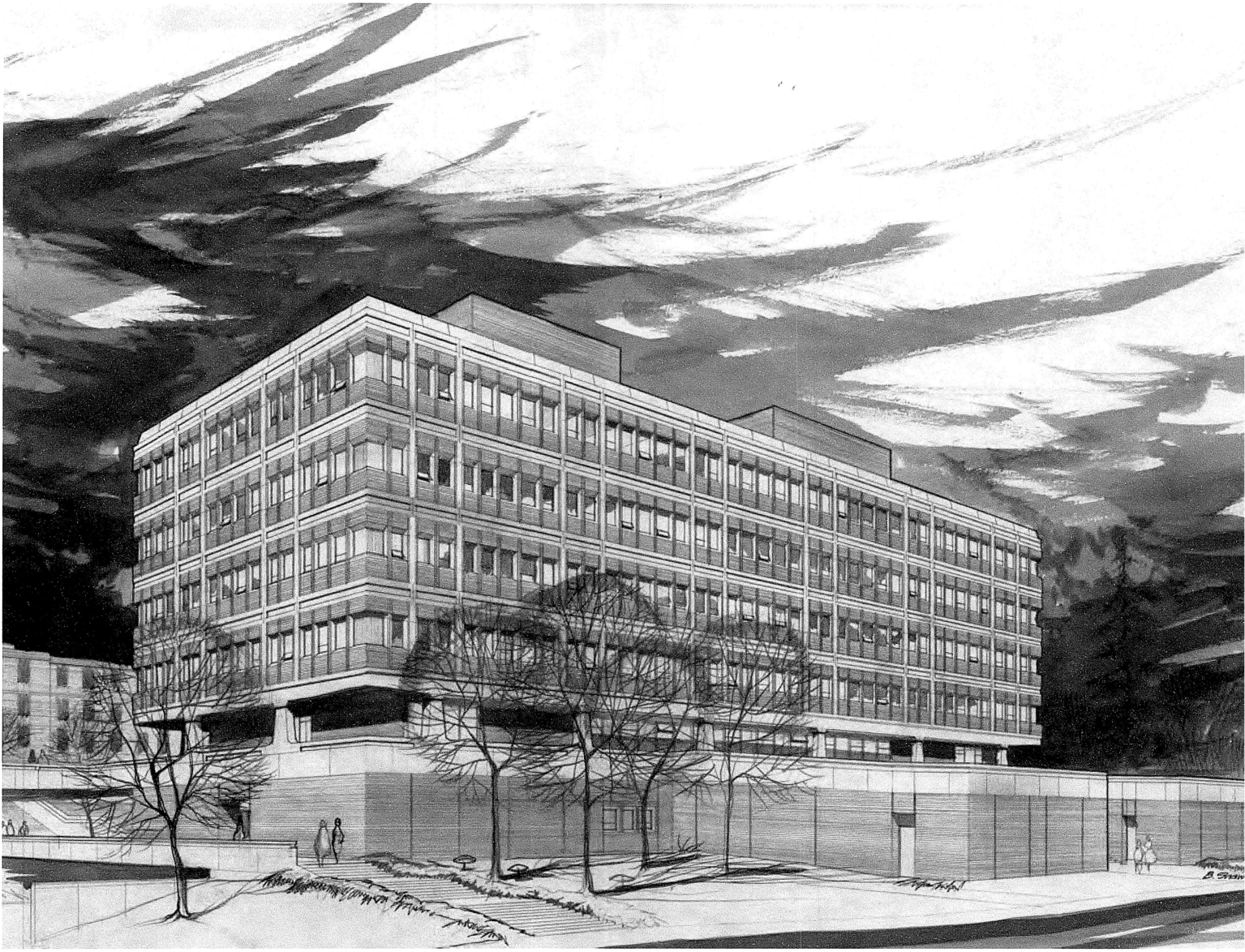
CONTEXT: This was drawn when the design was completed and shows the massing of the finished building in its setting.

School of Dentistry. UNC-CH, Chapel Hill, NC

Architect of Record: Holloway-Reeves Architects, Raleigh, NC

Brian Shawcroft, AIA, Consulting Design Architect



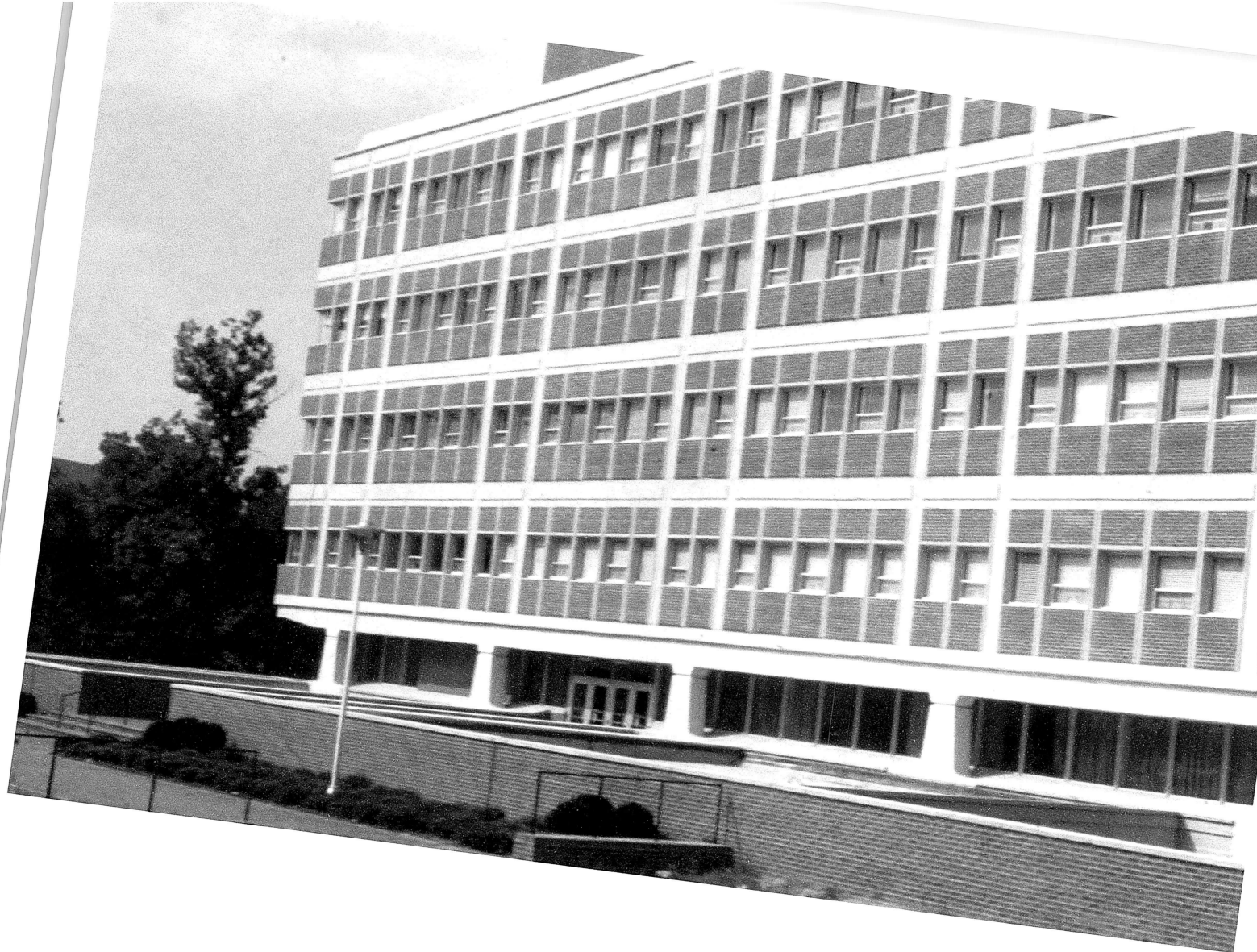


CONTEXT: Shows the variations in fenestration in the medical complex.

Elizabeth S. Carrington Hall, School of Nursing. UNC-CH, Chapel Hill, NC

Architect of Record: Holloway-Reeves Architects, Raleigh, NC

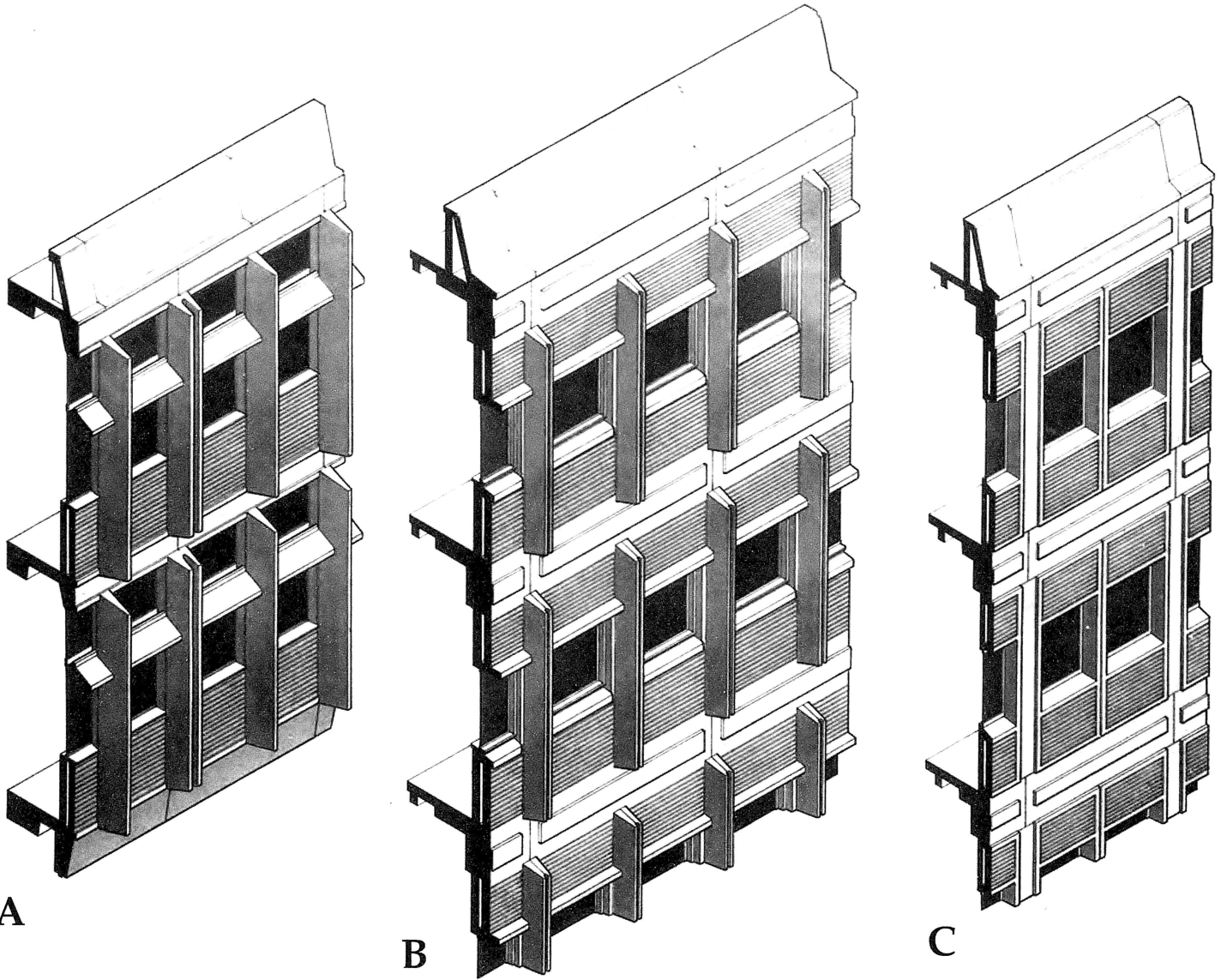
Brian Shawcroft, AIA, Consulting Design Architect





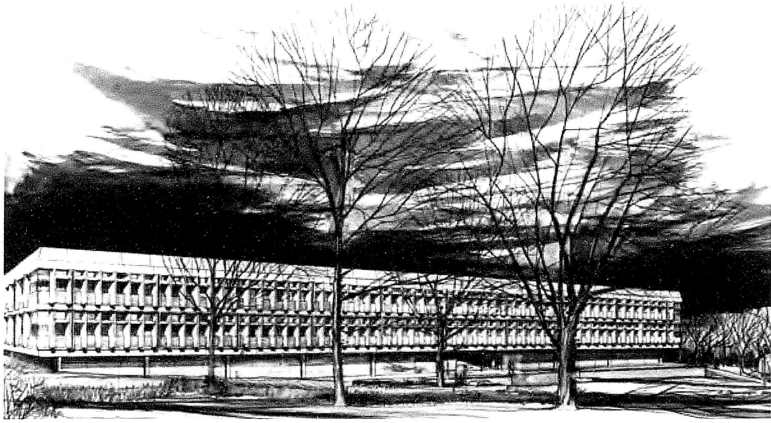
LESSON

2. Renderings record a point in time showing the image of the completed project when it will not be changed by budgets, codes or consultants.

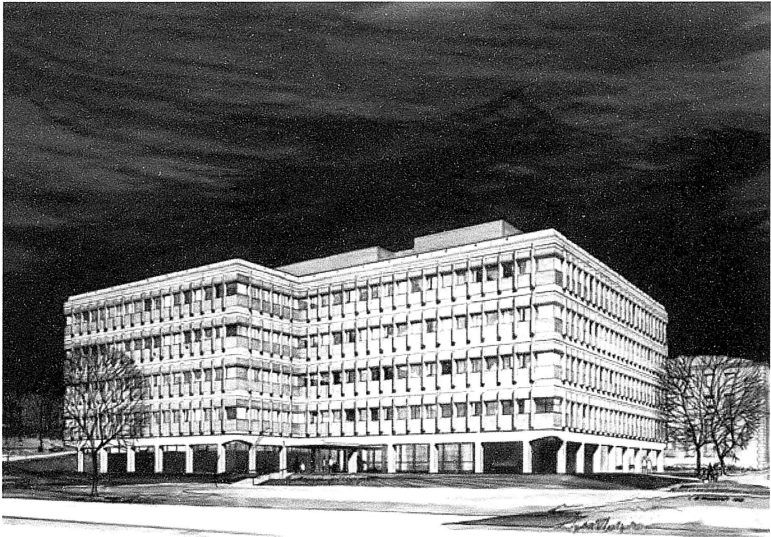


CONTEXT: Variations in fenestration treatment establishing a continuity in context for the medical center.

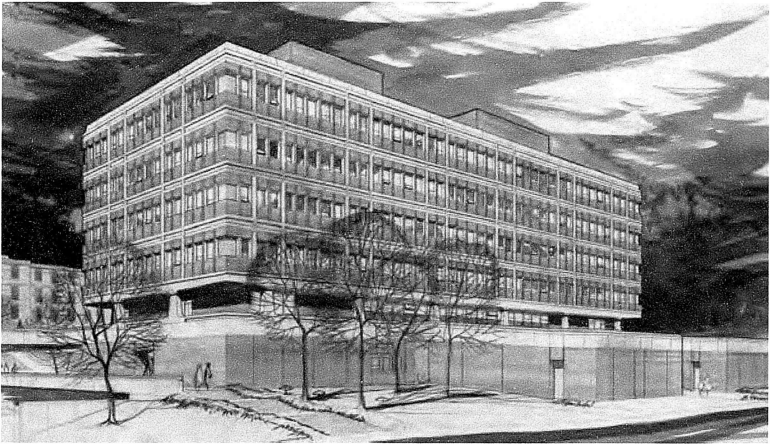
UNC-Chapel Hill Window Treatment. Chapel Hill, NC
 Architect of Record: Holloway-Reeves Architects, Raleigh, NC



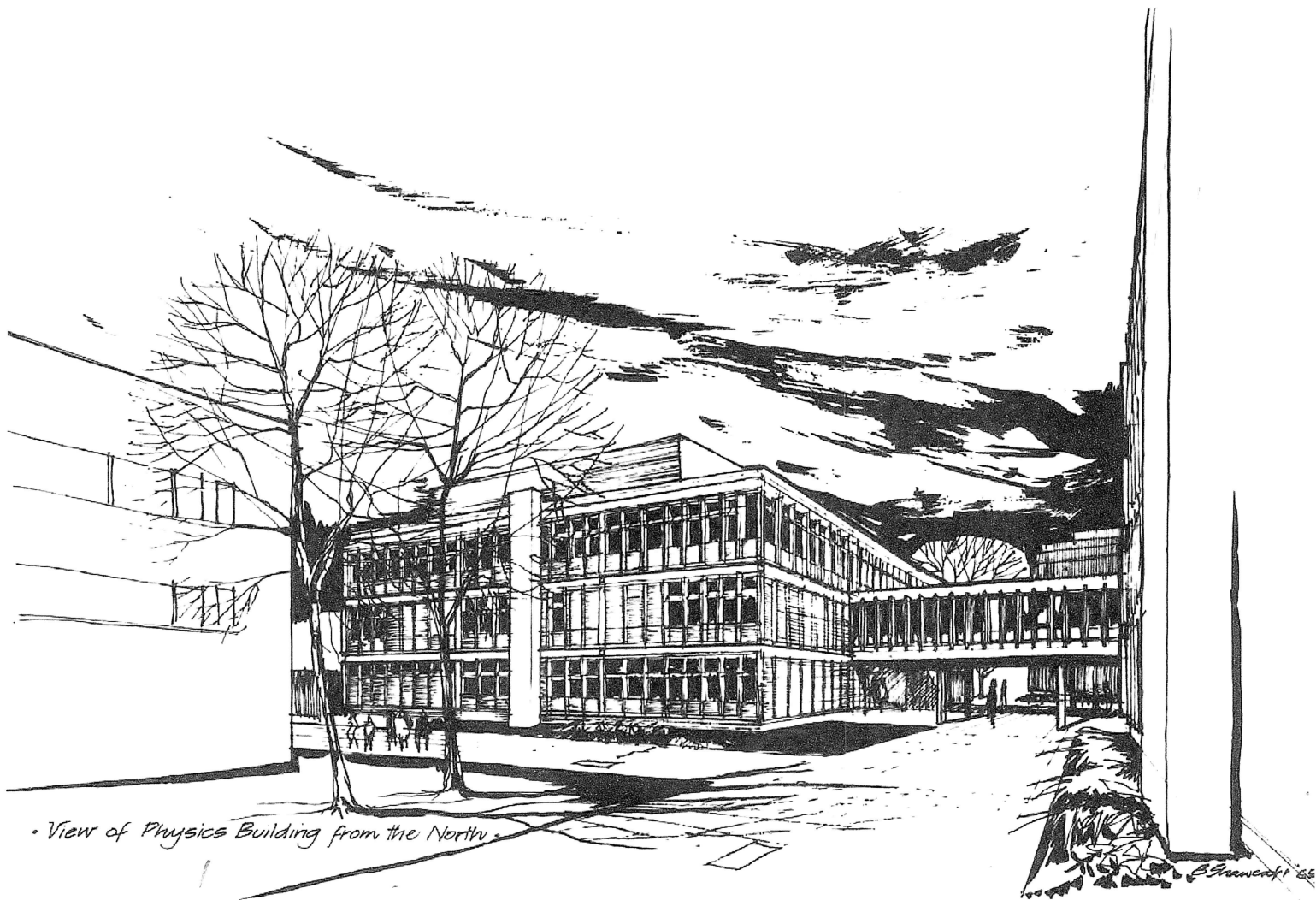
A-Davie Hall Addition. UNC-CH, Chapel Hill, NC
 Architect of Record: Holloway-Reeves Architects,
 Raleigh, NC
 Brian Shawcroft, AIA, Consulting Design Architect



B-School of Dentistry. UNC-CH, Chapel Hill, NC
 Architect of Record: Holloway-Reeves Architects,
 Raleigh, NC
 Brian Shawcroft, AIA, Consulting Design Architect



C-Elizabeth S. Carrington Hall, School of Nursing.
 UNC-CH, Chapel Hill, NC
 Architect of Record: Holloway-Reeves Architects,
 Raleigh, NC
 Brian Shawcroft, AIA, Consulting Design Architect



CONTEXT: Only one week was allowed for the programming & schematic design or the firm would lose the project. Due to the very short time, a basic fenestration pattern was presented, as shown in this rendering.

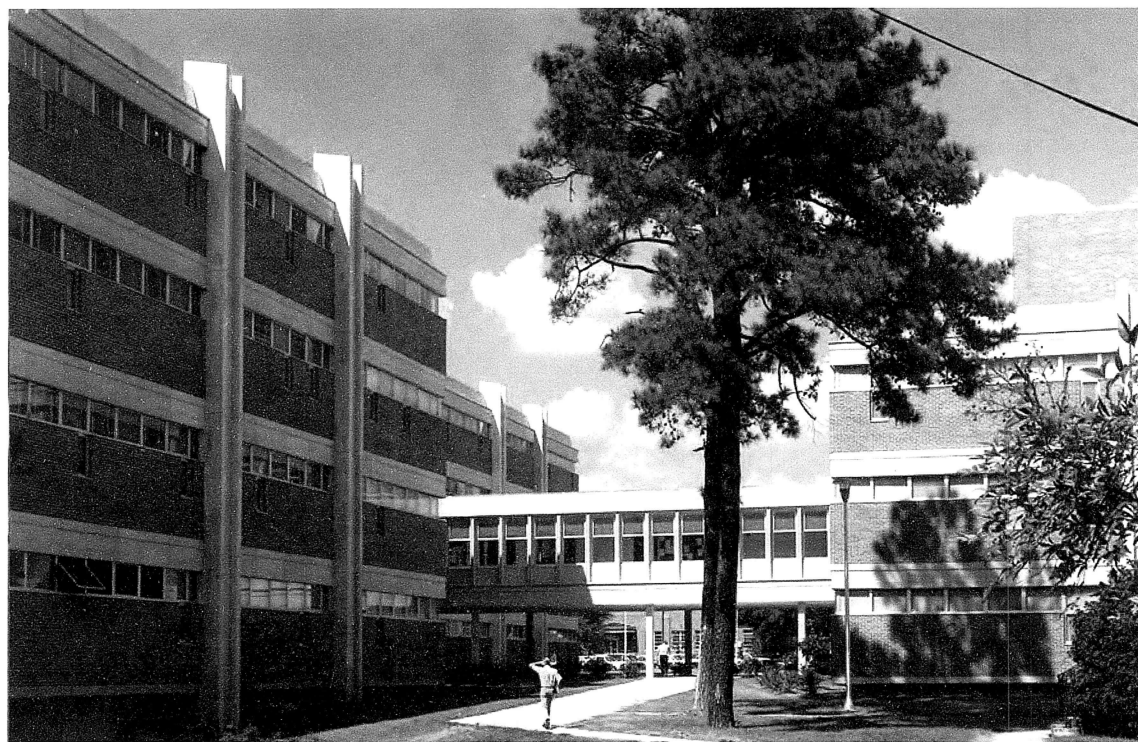
Howell Science Complex. ECU, Greenville, NC

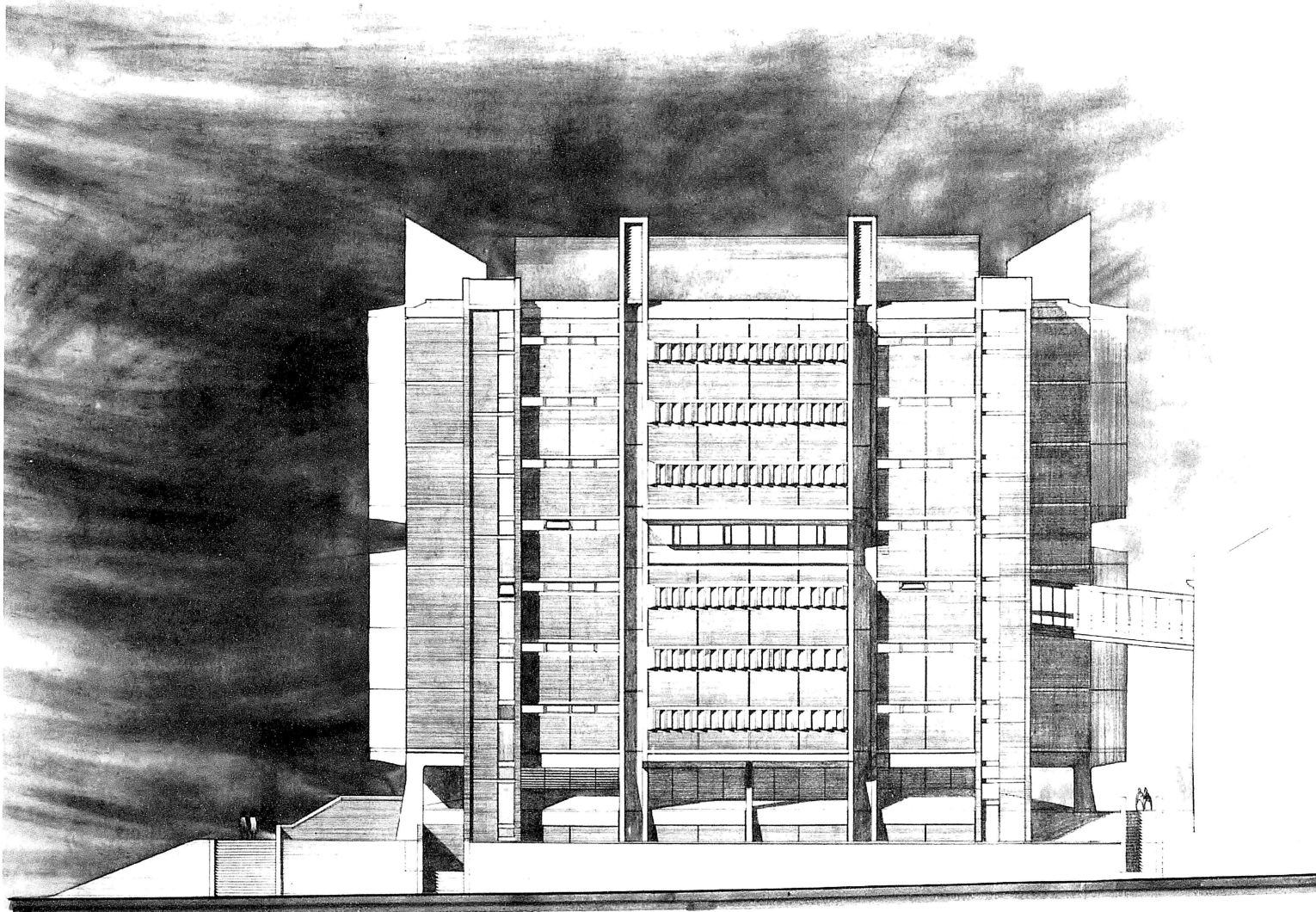
Architect of Record: Holloway-Reeves Architects, Raleigh, NC

Brian Shawcroft, AIA, Consulting Design Architect



CONTEXT: Having obtained the contract by the acceptance of the schematic design, we were able to rethink the fenestration based on the function of the exterior offices and laboratories. This rendering shows that results which determined the final building design.



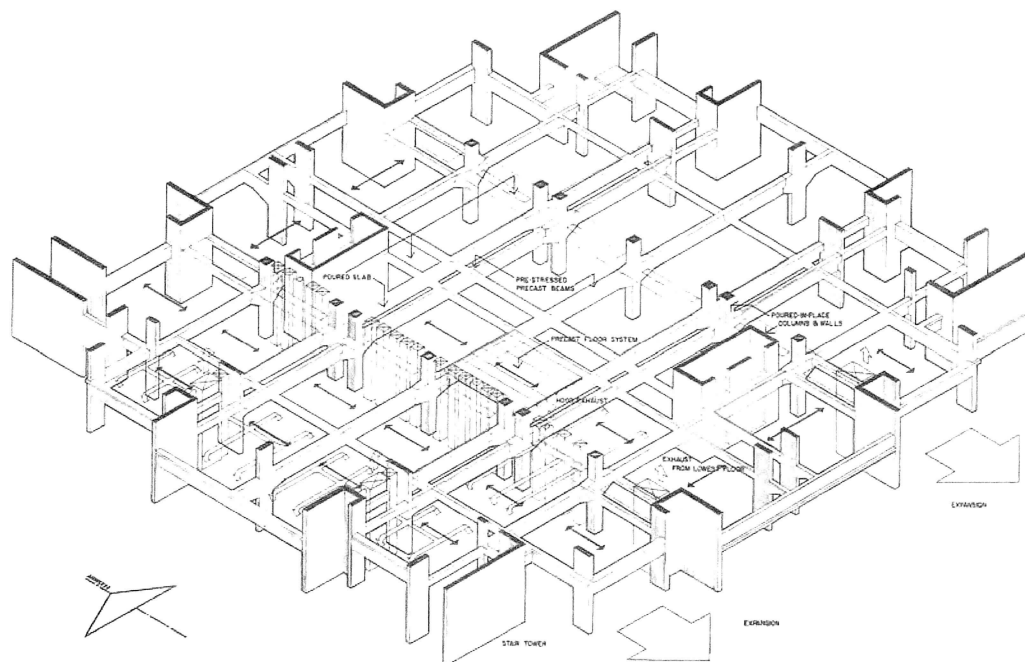


CONTEXT: Due to the size and complexity of the building, this rendering as an elevation was presented at a late stage of the design when all of the systems and, materials were established.

Burnett-Womack Clinical Sciences Building. UNC-CH, Chapel Hill, NC

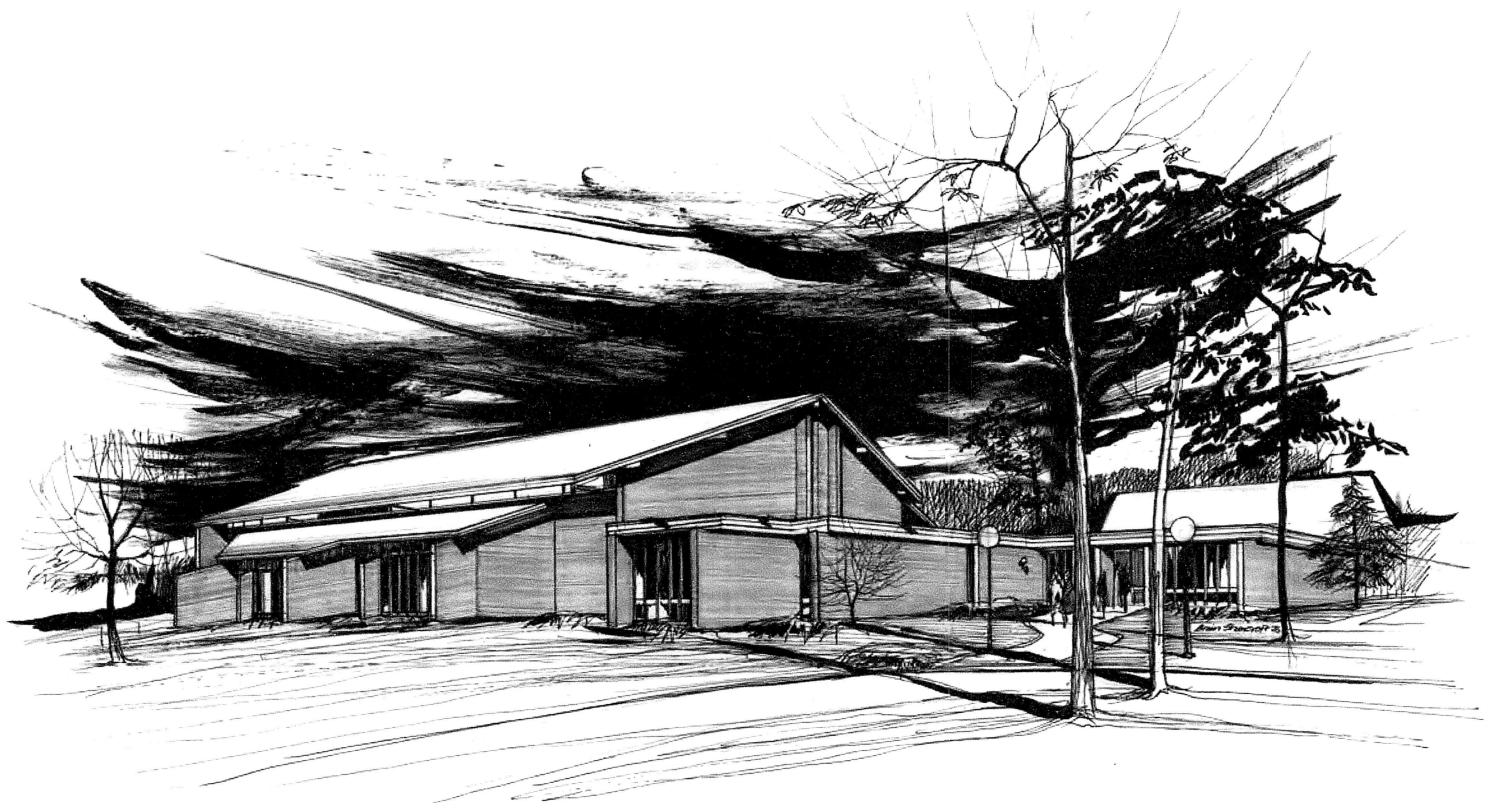
Architect of Record: Holloway-Reeves Architects, Raleigh, NC

Brian Shawcroft, AIA, Consulting Design Architect



TYPICAL FLOOR FRAMING SYSTEM

CONTEXT: After working closely with the structural and mechanical engineers, we developed the typical floor system using precast concrete stabilized by pouring vertical elements at stair towers and elevator shafts. The isometric was chosen to show how the various elements are integrated, a three dimensional illustration for the contractor and subcontractors.

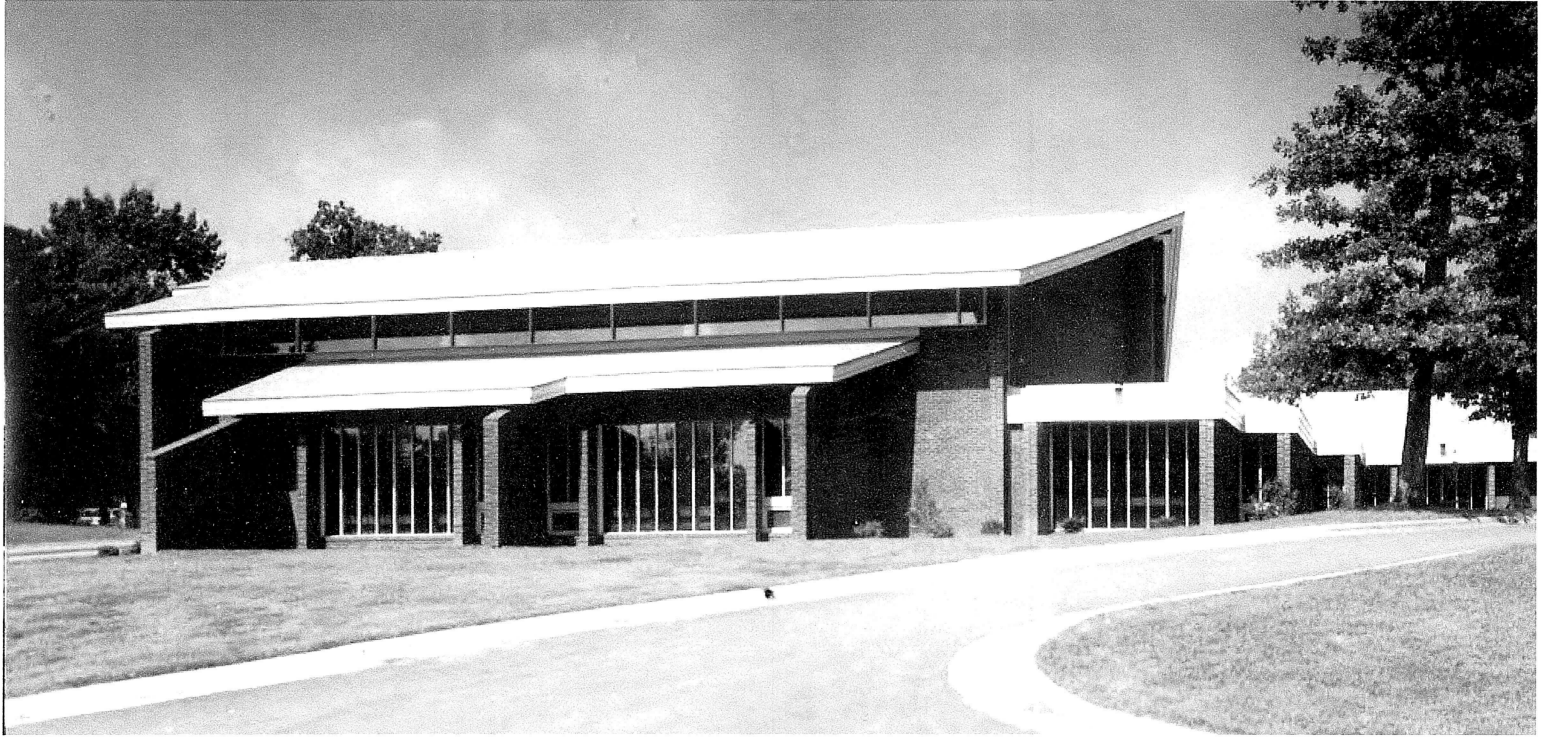


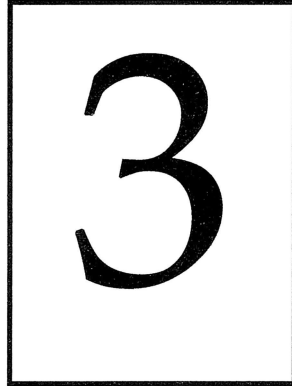
CONTEXT: Shows the form of the church based on the North Carolina farm building vernacular.

White Plains Methodist Church. Cary, NC

Architect of Record: Environmental Planning Associates, Raleigh, NC

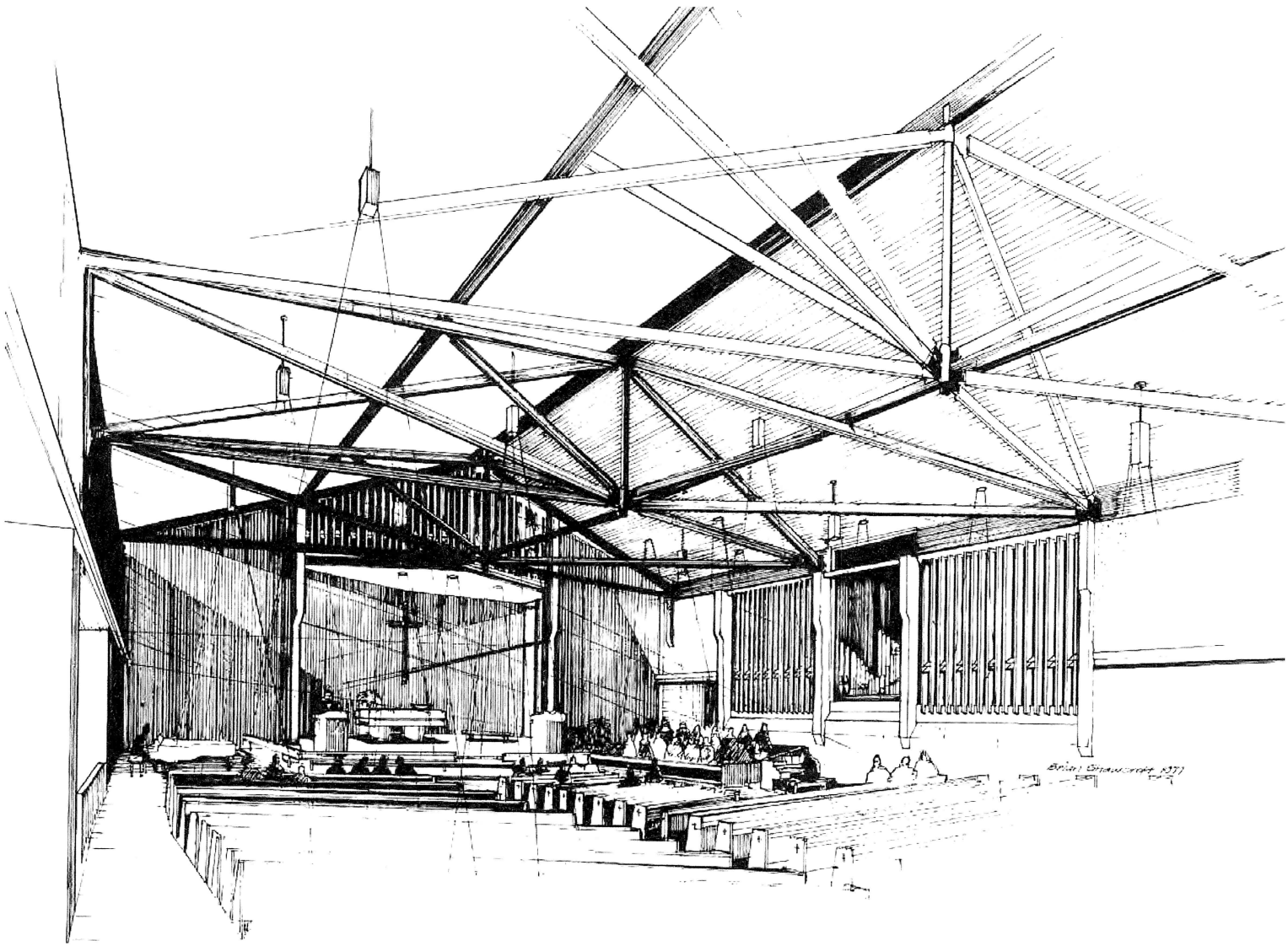
Brian Shawcroft, AIA, Consulting Design Architect





LESSON

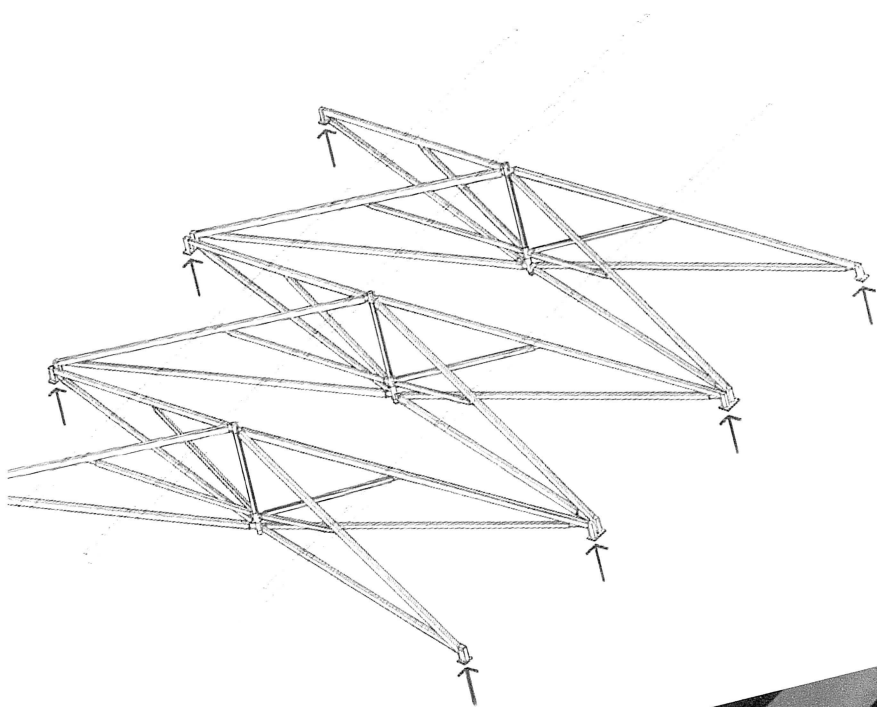
3. The process of drawing is inextricably entwined with the process of design.

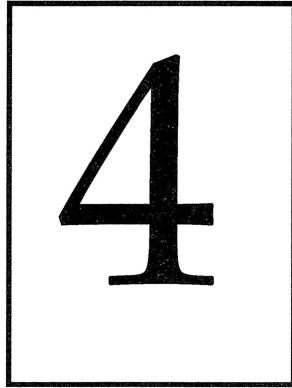


CONTEXT: The drawing illustrates the intersection of the roof trusses sharing a common steel kingpost to stabilize the roof system.

White Plains Methodist Church. Cary, NC

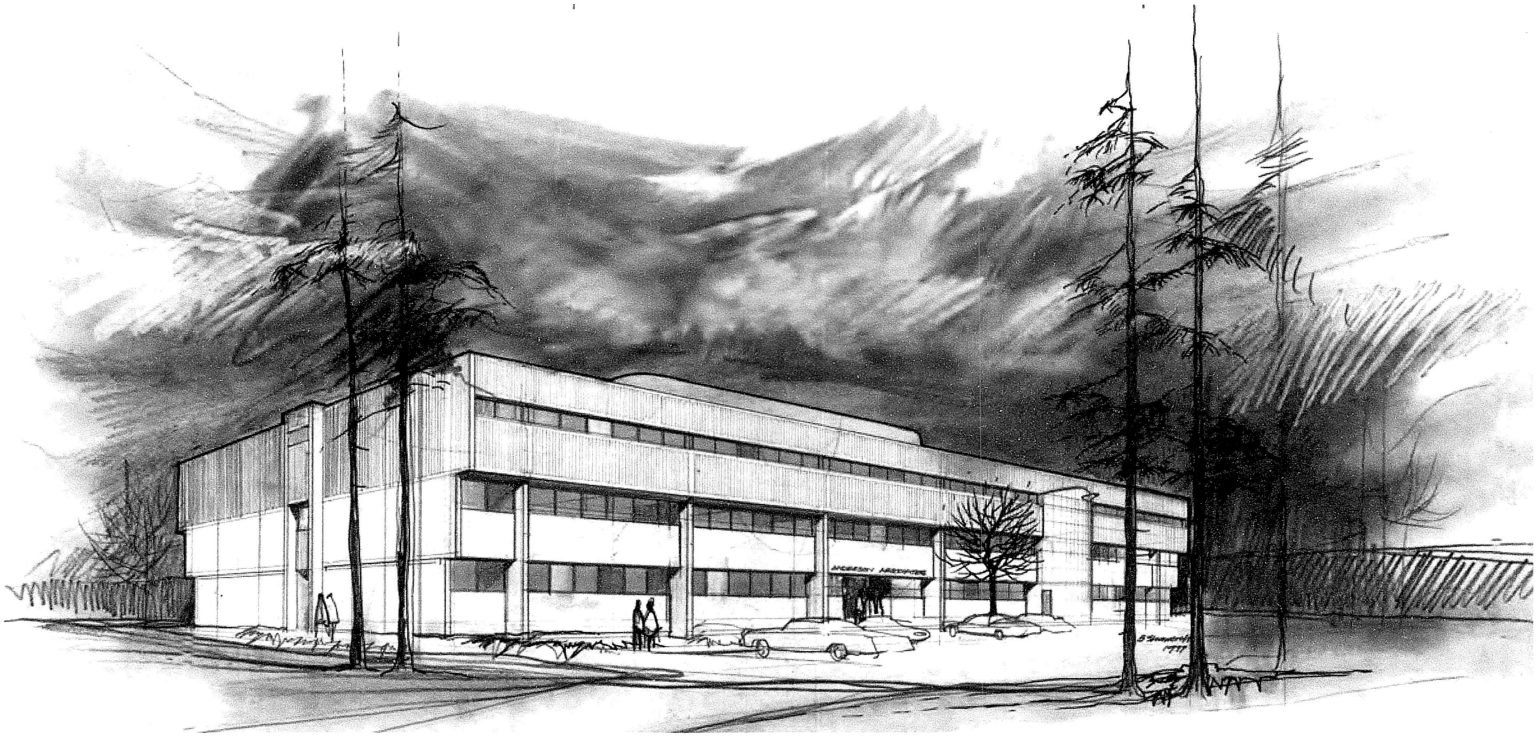
Architect of Record: Environmental Planning Associates, Raleigh, NC
Brian Shawcroft, AIA, Consulting Design Architect





LESSON

4. The drawings at different stages, from sketches to monochromatic or colored renderings, can be used to develop a dialogue with the client keeping him/her involved with the progress of the design.

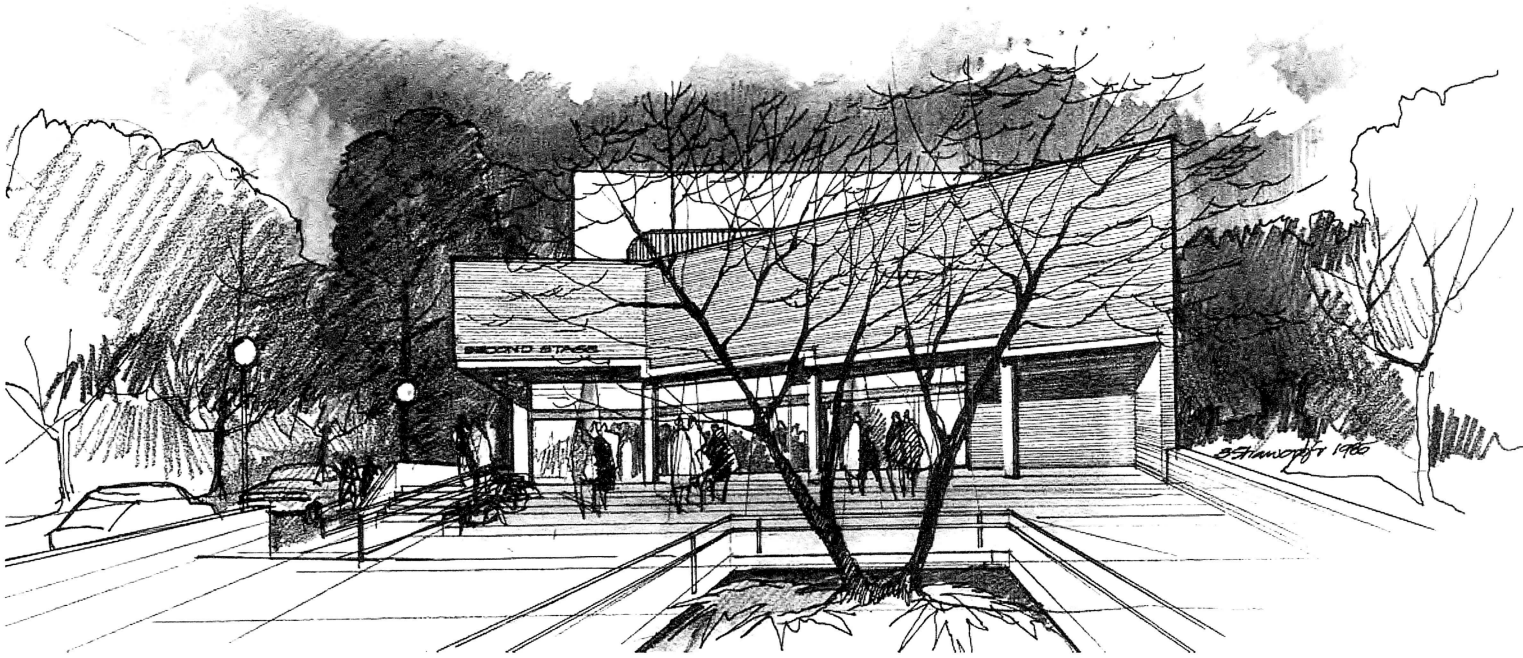


CONTEXT: Shows an office building constructed with precast panels formed on the site developed in cooperation with the contractor.

Anderson Plaza Office Building. Raleigh, NC

Architect of Record: Shawcroft-Taylor Architects, Raleigh, NC

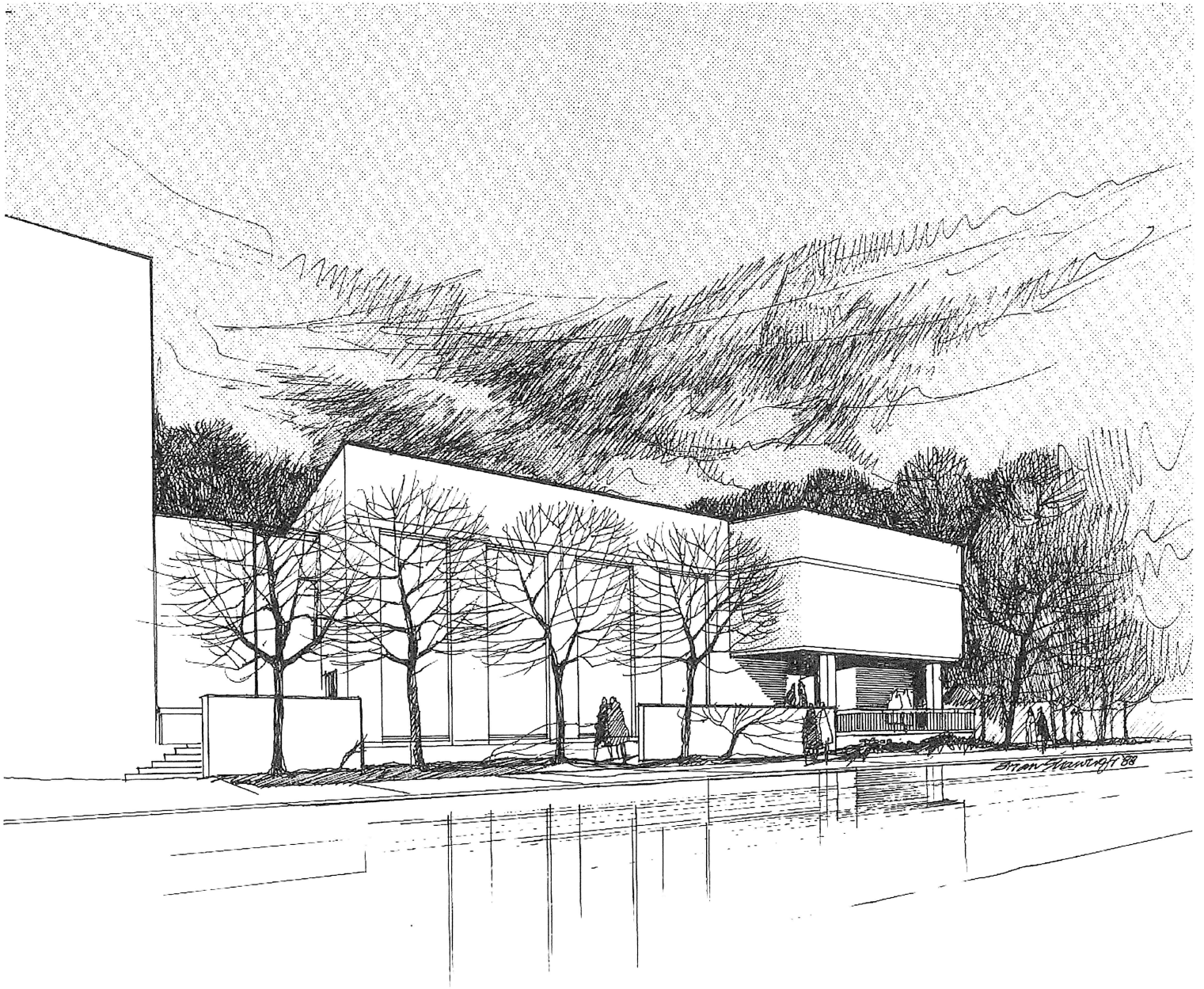




Promotion: When the owner wishes to add or to start a new project, a sketch of what it might look like is prepared to show the scope involved. This is not the final design but serves as an illustration for fund raising brochures, posters, etc.

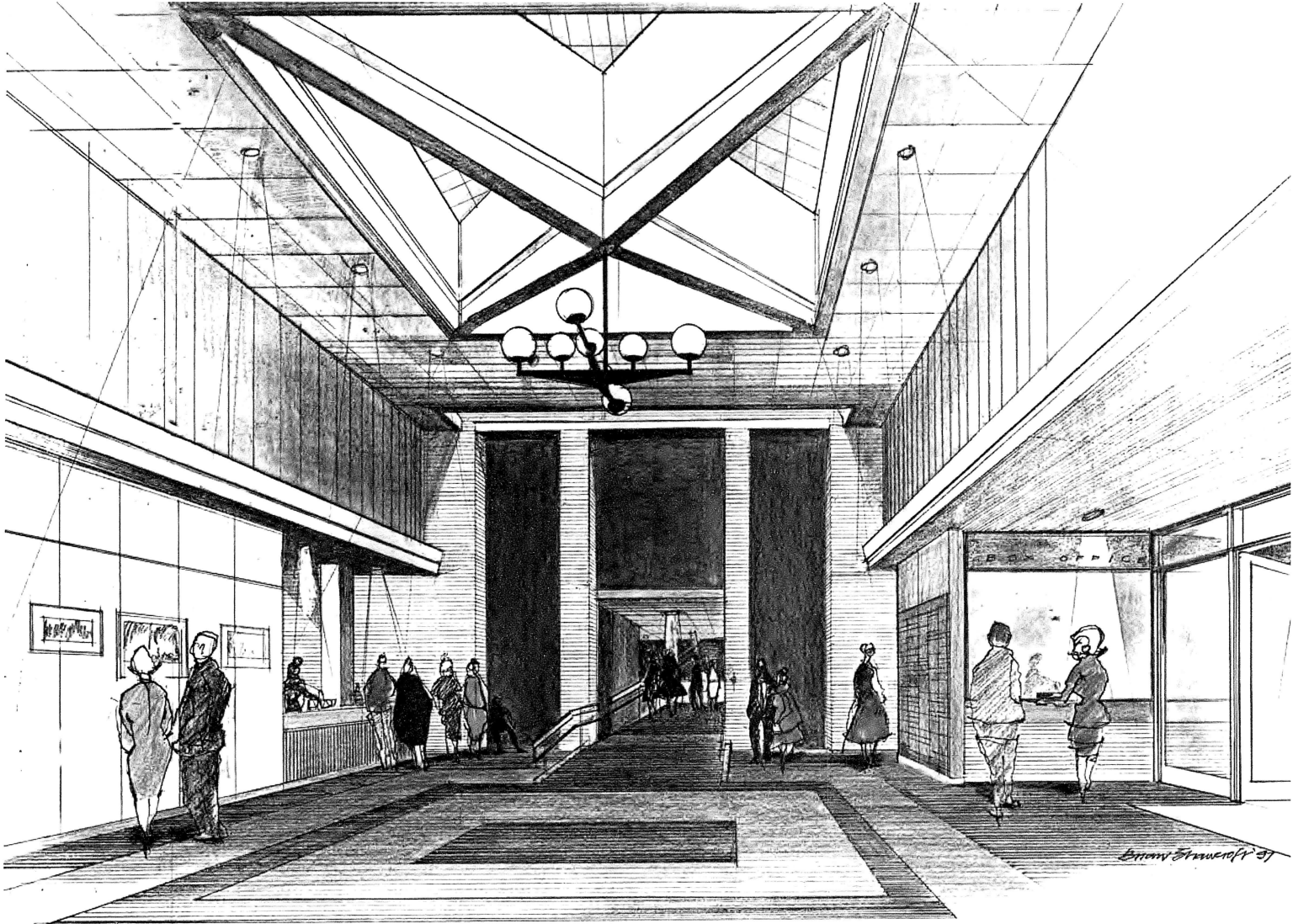
Raleigh Little Theatre, Raleigh, NC

Architect of Record: Shawcroft-Taylor Architects, Raleigh, NC



Gaddy-Goodwin Teaching Theatre, Raleigh Little Theatre, Raleigh, NC

Architect of Record: Brian Shawcroft AIA, Raleigh, NC

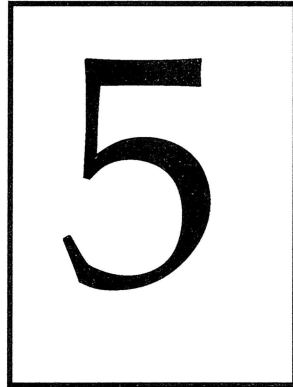


Context: Interior one point perspective showing the remaining original exterior entrance as part of the new interior design expression.

Mainstage Lobby Addition. Raleigh Little Theatre, Raleigh, NC

Architect of Record: Brian Shawcroft AIA, Raleigh, NC





LESSON

5. Conceptual Accuracy. One can only draw what is known at any stage of the design and renderings may be preceded by simple sketches that may be discarded. Models may be employed at early stages as an easier way to show form and massing.

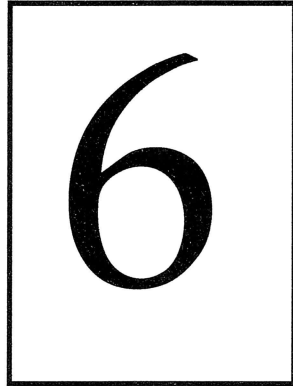


Context: The pencil rendering showing the new building in its context of existing buildings in a downtown urban setting.

Olivia Raney Building. Raleigh, NC

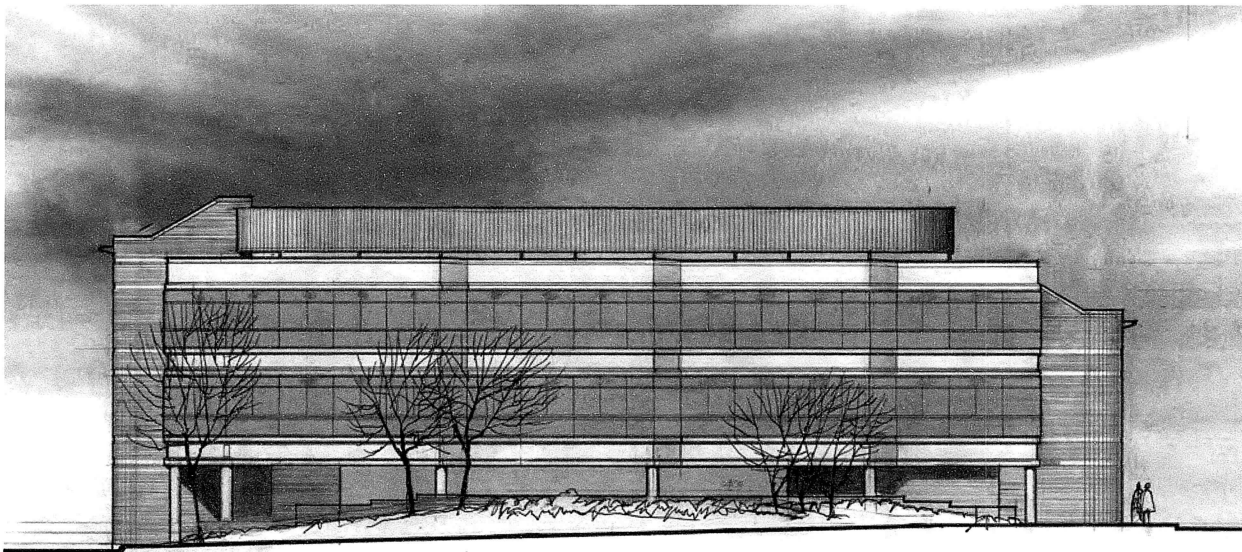
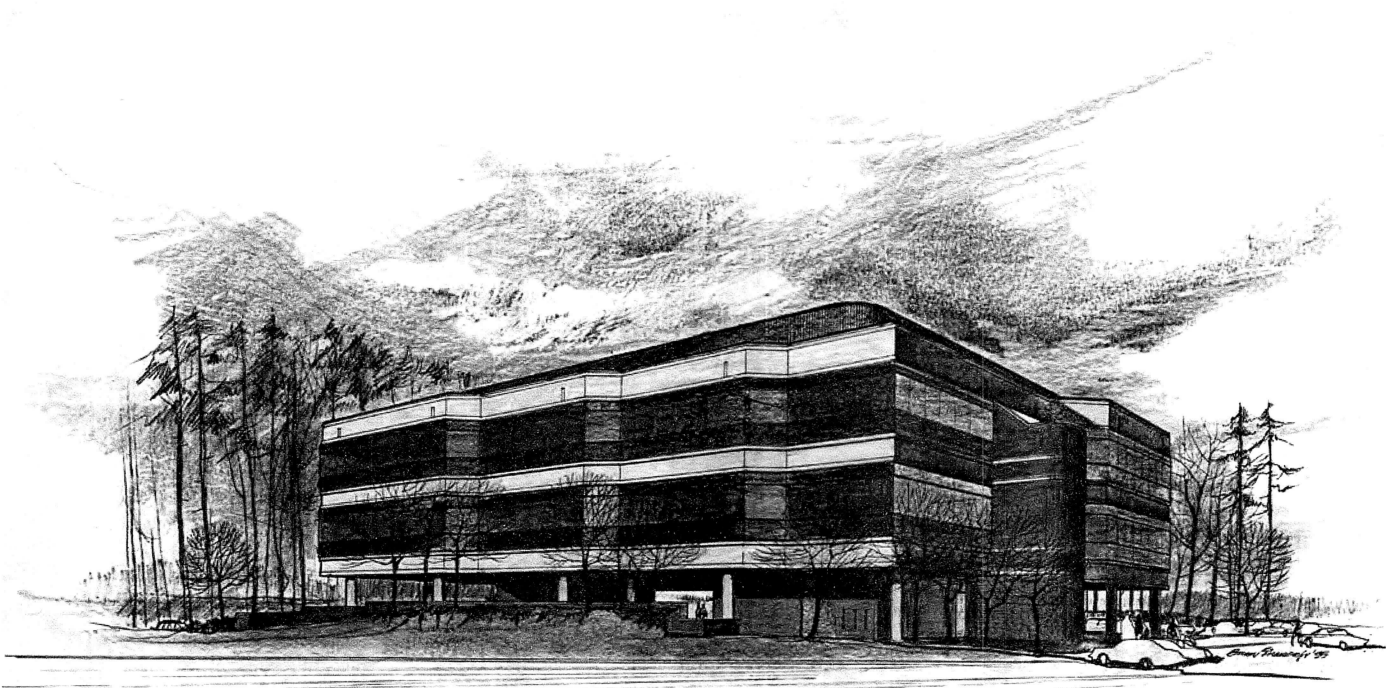
Architect of Record: Shawcroft-Taylor Architects, Raleigh, NC





LESSON

6. Renderings of smaller projects may show spatial concepts whereas renderings of larger projects tend to show mass and form.

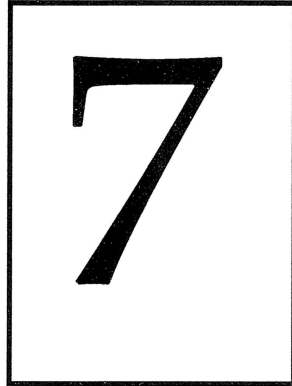


Context: Typical two point perspective & elevation showing the massing and scale of the project from the access road.

Triangle Medical Center. Cary, NC

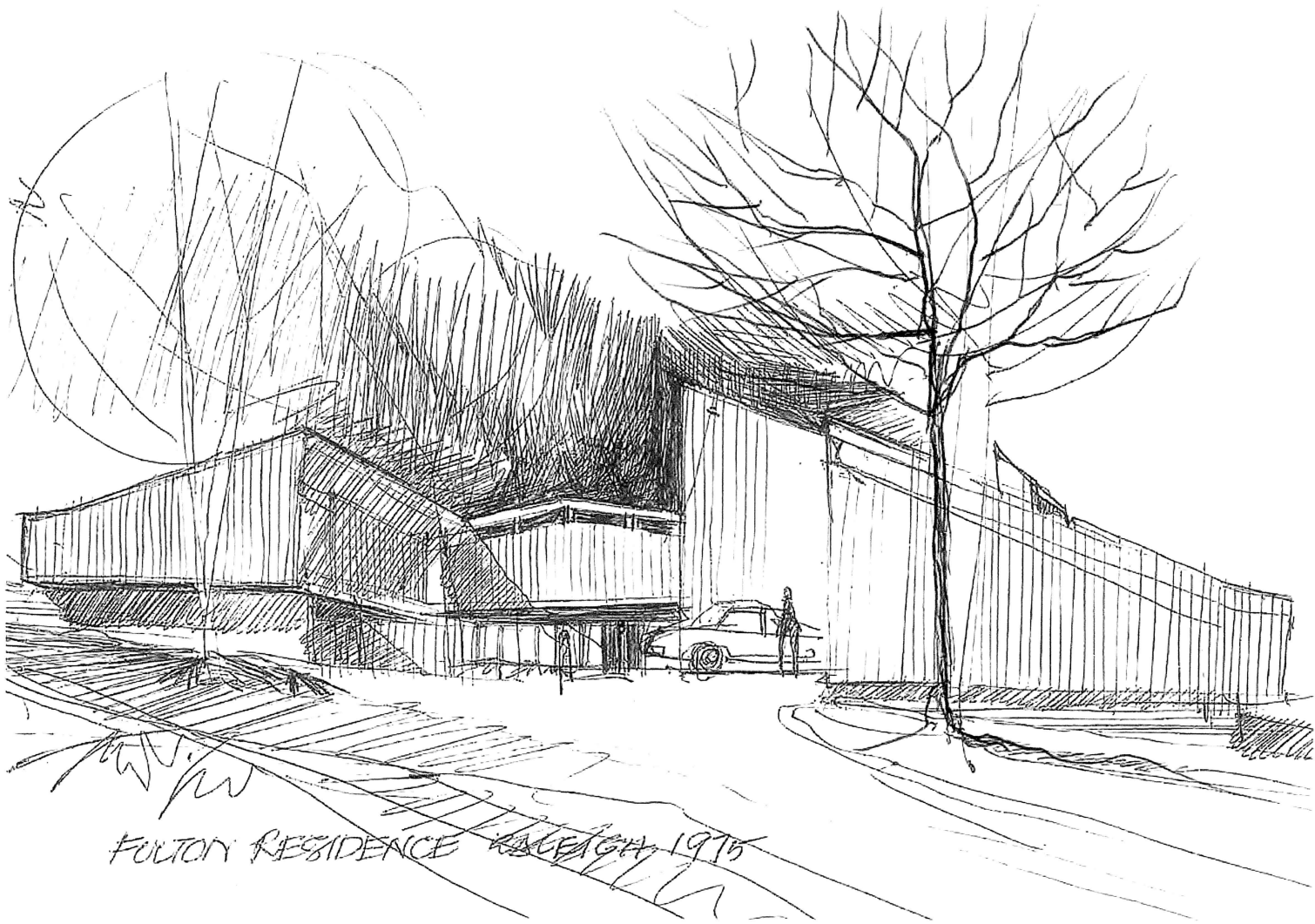
Architect of Record: Brian Shawcroft Architect, Raleigh, NC





LESSON

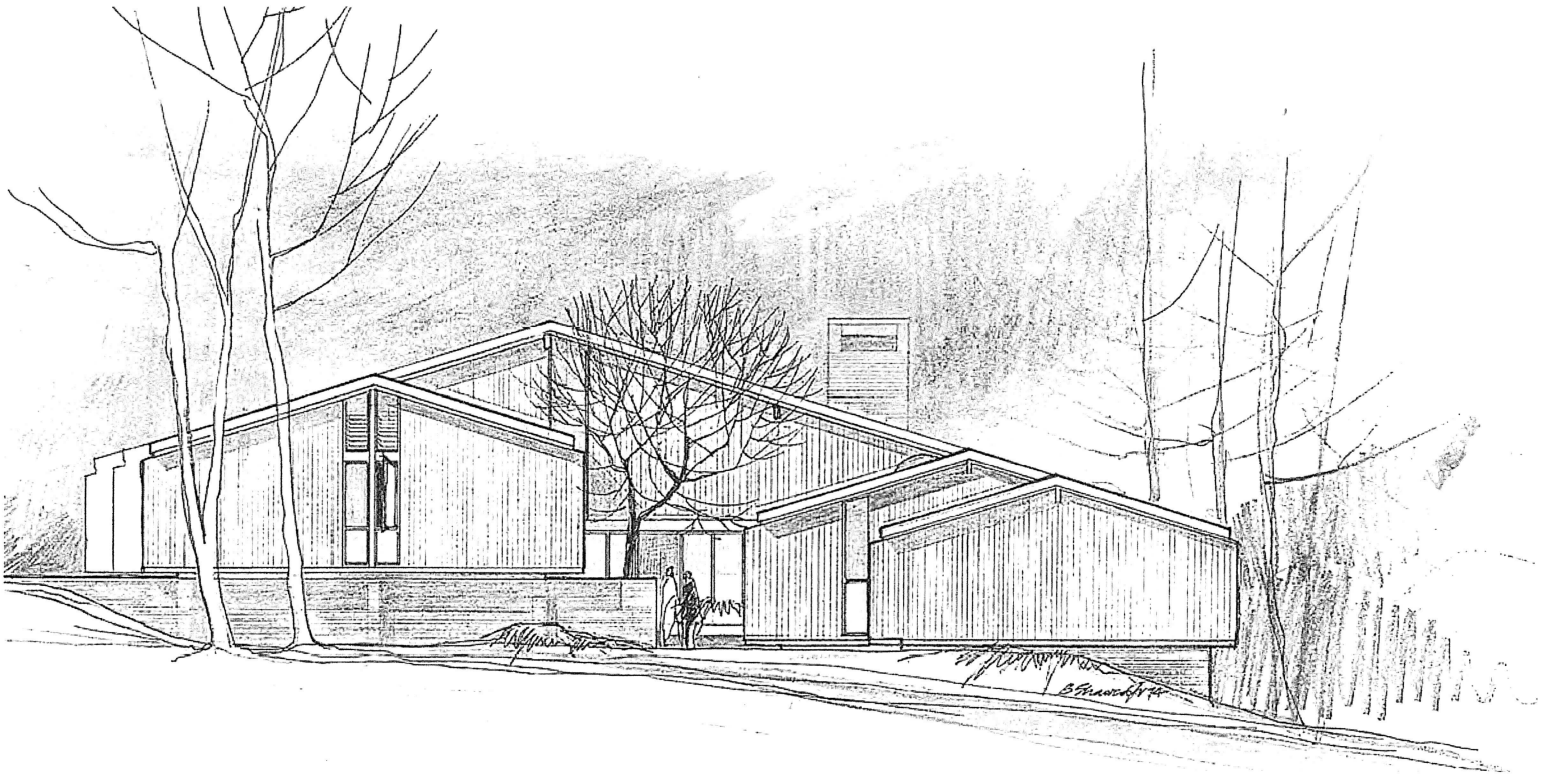
7. Renderings using one, two and three-point perspectives are shown from a fixed point in space. The most attractive view is usually chosen.



Context: Sketch perspective completed at the schematic design phase seen by the clients throughout the whole design process and was deemed to be acceptable. When the work on the construction documents was completed and we were about to start building, the lady of the house announced that she did not like the shed forms and would not agree to move in if was built that way!

Fulton Residence. Raleigh, NC

Architect of Record: Environmental Planning Associates, Architects, Raleigh, NC



Context: After a five hour tour of the area looking at houses, it was settled that the roof should be a A-roof forms. This drawing was presented and the house was built and much appreciated for many years.





Context: A large house & barn complex fully rendered to show the extent of the project in its rural setting and the materials proposed for the construction.

Meadows Residence. Sanford, NC

Architect of Record: Brian Shawcroft Architect, Raleigh, NC

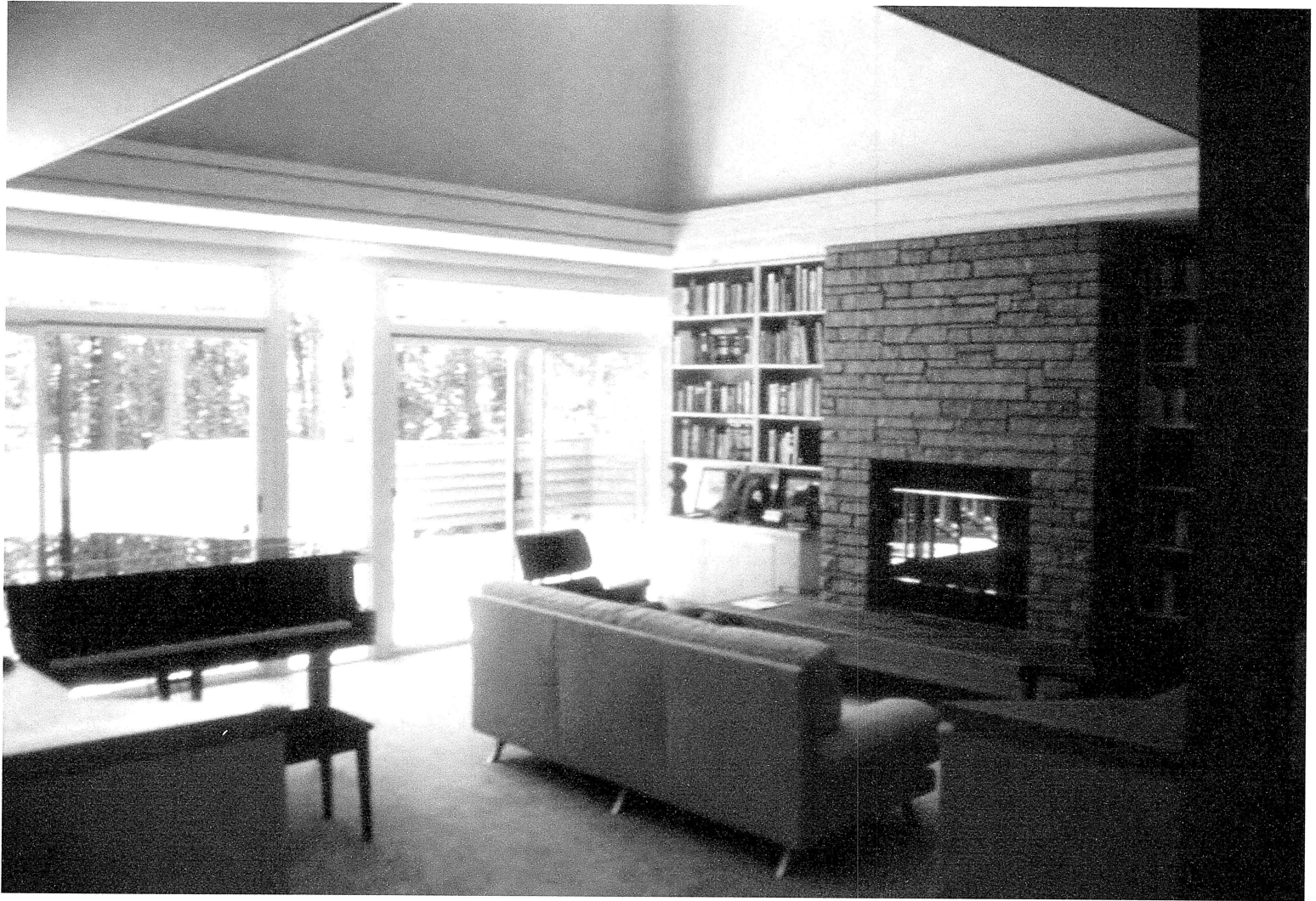


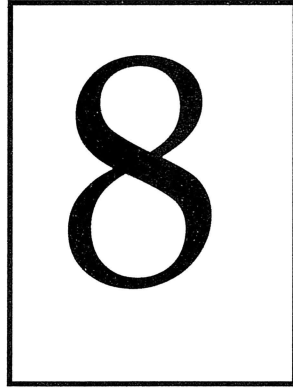


Context: The client was concerned that his considerable library would be accommodated in the living room.

Nelson Residence. Raleigh, NC

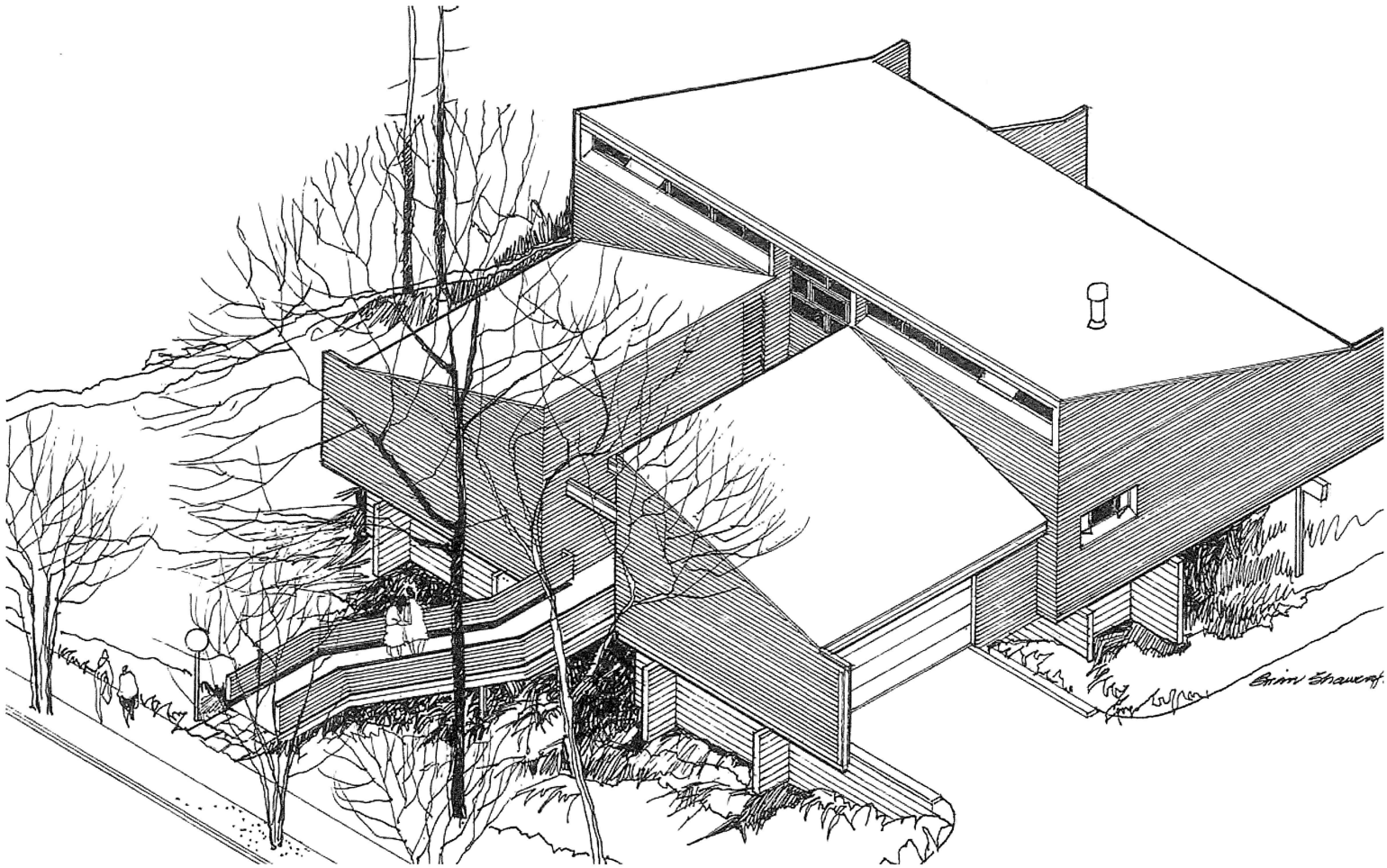
Architect of Record: Brian Shawcroft Architect, Raleigh, NC





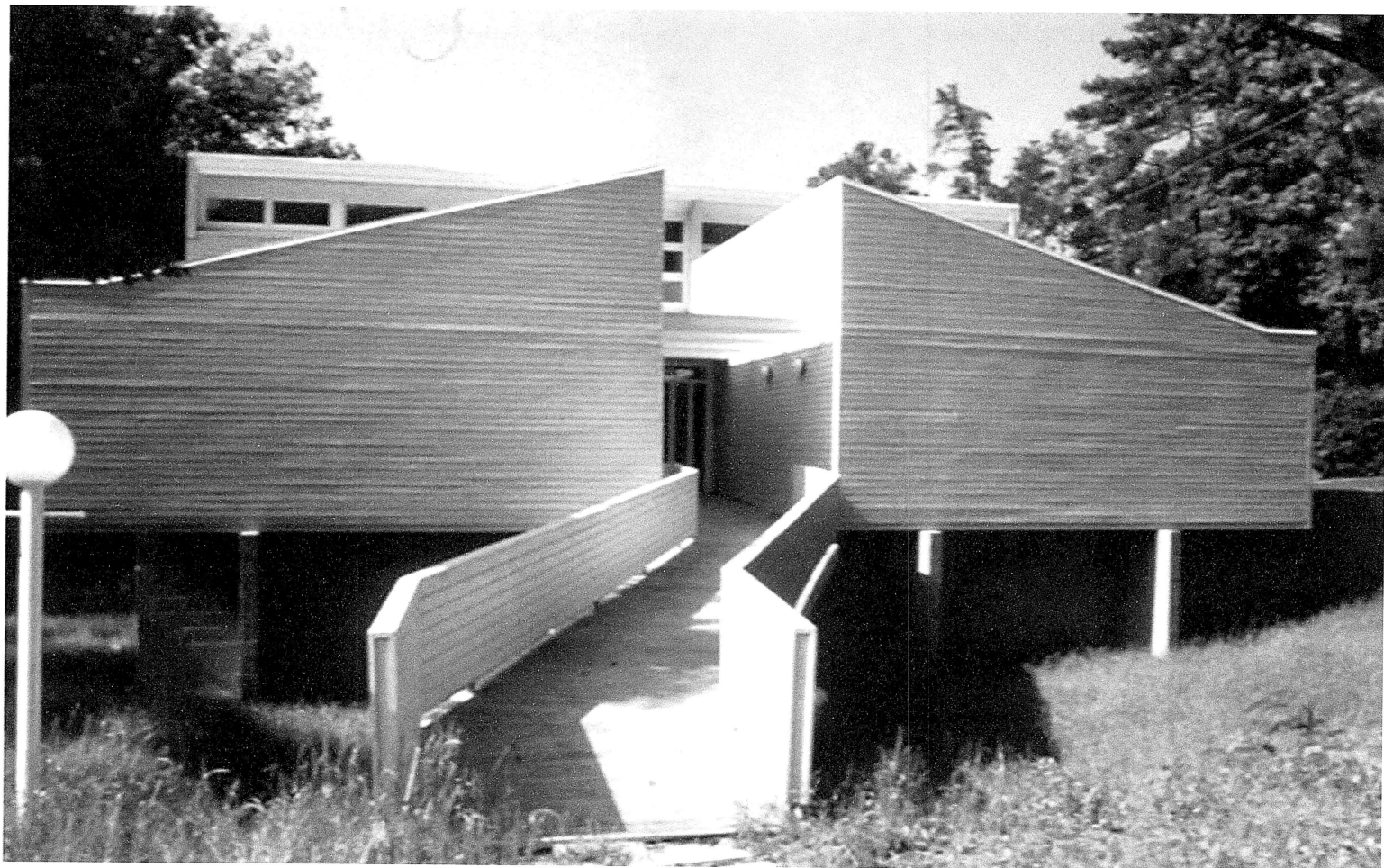
LESSON

8. An isometric which is an easily constructed projection can be substituted for a three-point perspective, showing the whole project from above.



Gruer/Shawcroft Residence. Raleigh, NC

Architect of Record: Brian Shawcroft Architect, Raleigh, NC





LESSON

9. The use of monotone half-tones, in watercolor or pencil shading with the inclusion of shades and shadows, gives a close resemblance to a photograph of the project.



Franklin County Correctional Center. Louisburg, NC

Architect of Record: Environmental Planning Associates, Architects, Raleigh, NC



10

LESSON

10. The renderings when well executed can become works of art in themselves, hence the present-day value of some of Frank Lloyd Wright's drawings.

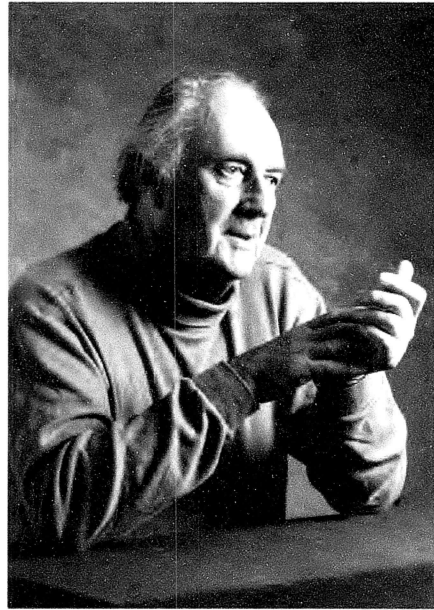
Brian Shawcroft MArch, AIA, was born in Nottingham, England, in 1929. After completing a five-year course study in architecture at the South West Essex Technical College & School of Art in 1953, he was engaged in the design of schools and studied photography at the Central School of Arts & Crafts in London.

In 1956 he joined the office of Page & Steele, Architects in Toronto, Canada. Later, he served as a design critic at the Boston Architectural Center while completing a degree of Master in Architecture at the Massachusetts Institute of Technology and Harvard University in 1960. From 1960 to 1968, he was an associate professor of architecture at the (then) School of Design, NCSU, teaching both architectural design and photography.

He was a co-winner of the 1962 AIA and House & Home, Homes for Better Living Award of Merit and in 1968, he received an Award of Merit for the Addition to Davie Hall on the UNC-Chapel Hill, NC campus as a consulting architect to Holloway-Reeves, Architect, Raleigh, NC.

After establishing a practice in Raleigh, North Carolina, he joined as a partner with MacMillan MacMillan Shawcroft & Thames before establishing the office of Shawcroft-Taylor in 1971. This office was responsible for a large number of buildings in institutional, airport, commercial and education categories.

In 1991, as a result of this body of work, Brian Shawcroft was awarded the Kampfoefner Prize in Architecture for his integrity and devotion to the Modern Movement in Architecture.



Diane Henry, Raleigh, NC