HOW TO

Introduce an Architectural Project in English

A clear introduction gives your audience a reason to keep listening.



GROUND FLOOR PLAN

01 | FROM VAGUE TO PROFESSIONAL

A confident introduction sounds clearer, more specific and more engaging.

BEFORE

"My project is a building in the city. It has rooms and a courtyard."

→

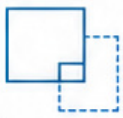
AFTER

"This community library responds to a dense urban site by organising reading spaces around a daylit courtyard."

02 | A FOUR-STEP INTRODUCTION

Use this simple structure to introduce any architectural project.

01 PROJECT



What are you designing?

02 PLACE



Where, and in what context?

03 PURPOSE



Who benefits, and how?

04 IDEA



What makes it distinctive?

03 | USEFUL PHRASES

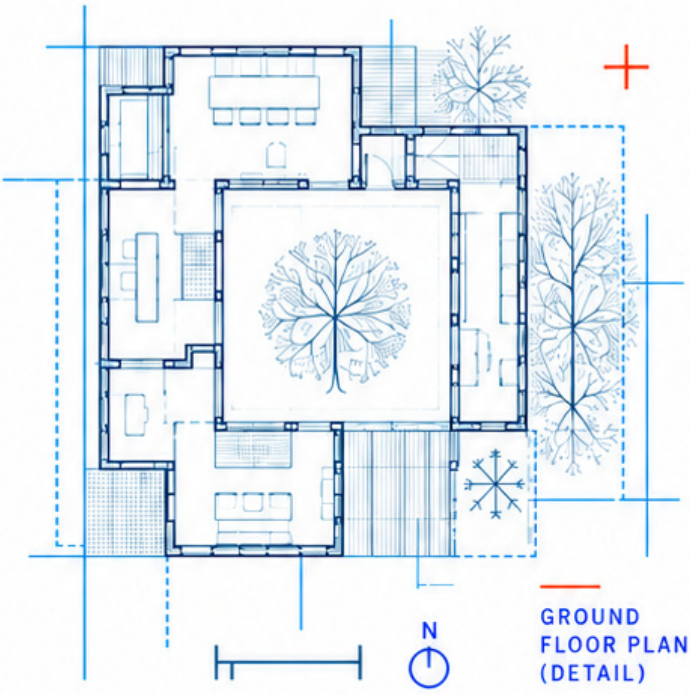
These phrases help you sound natural and intentional.

PROJECT	This project proposes...
PLACE	Set within a constrained site...
PURPOSE	Designed to support...
IDEA	A key idea is...

HOW TO

A Simple 60-Second Opening

Use this model to introduce your project clearly and professionally.



GROUND FLOOR PLAN (DETAIL)

04 | A MODEL INTRODUCTION

Use and adapt this example, based on the same project as page 01.

"This community library responds to a dense urban site. It organises reading spaces around a daylit courtyard, creating a calm centre for study and informal gathering. The proposal aims to bring natural light deep into the plan while supporting clear circulation and a welcoming public atmosphere."

05 | BUILD YOUR OWN VERSION

Use these sentence starters to create your own introduction.

PROJECT	This project proposes... _____ .
PLACE	Located on... _____ .
PURPOSE	It aims to... _____ .
IDEA	One defining idea is... _____ .

06 | QUICK CHECK

Use this checklist to make sure your introduction is clear, complete and persuasive.

- ☐ Name the project clearly
- ☐ Mention the site or context
- ☐ Explain the purpose
- ☐ Highlight one key idea
- ☐ Keep it to 45–60 seconds