PDVS Language Tutorial Services

FREE GUIDE 02a
ARCHITECTURAL ENGLISH
LEARNING RESOURCES

How to Explain Your Design Concept in English

A clear design concept helps your audience understand the purpose and value of your project.



Ground floor plan – Community Library

A SIMPLE FRAMEWORK

01
State the idea
Start with a clear statement of your design concept.

02
Explain the intention
Describe the purpose and how it responds to the context or users.

03
Highlight key features
Mention the main spatial, environmental or social elements.

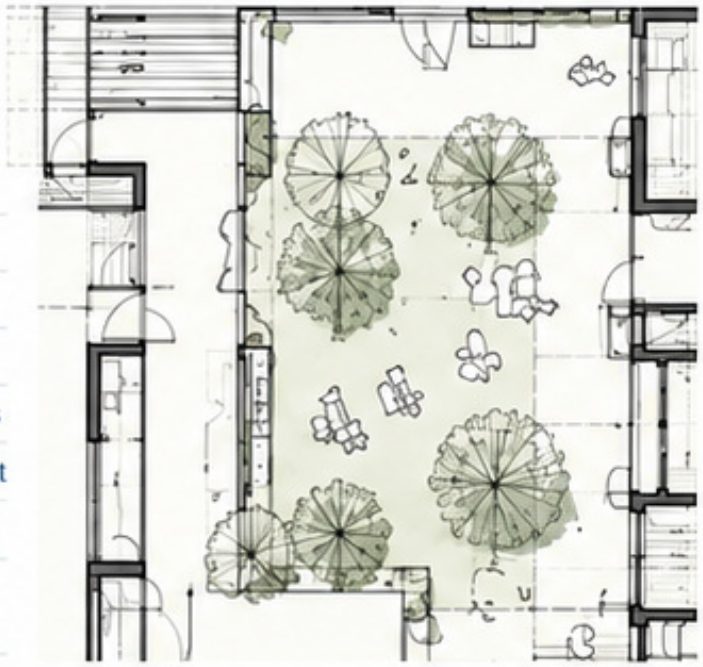
04
Conclude the value
Finish with the overall benefit or experience your project offers.

USEFUL TIP | Keep your explanation clear and specific. Avoid using abstract language without examples. Link your design concept to real spaces and experiences.

01 KEY VOCABULARY

Use these words and phrases to explain your design concept.

- create a sense of ...
- respond to the context
- connect people with ...
- provide a flexible space
- encourage interaction
- improve natural light
- strengthen the relationship between ... and ...
- support the local community
- central courtyard
- spatial organisation
- natural ventilation
- views and openness
- public and private spaces
- a welcoming environment
- sustainable and resilient
- a place for learning and exchange



Courtyard detail – Reading spaces around a daylight courtyard

02 MODEL EXAMPLE

This example explains the design concept for the community library shown on Page 1.

> “The design is based on a central, naturally daylit courtyard that brings people together and creates a calm, welcoming environment. The courtyard organises the surrounding reading and study spaces, providing direct views to greenery and encouraging informal interaction. The library is intended to be a flexible and inclusive place for learning, community events and everyday use.

03 YOUR TURN

Use the prompts below to write a short explanation of your own design concept. Try to complete it in four sentences.

1. What is your main design idea?
2. Why did you choose this approach?
3. What are the key spatial or environmental features?
4. What experience or benefit does it offer?

04 CHECKLIST

Does your explanation clearly ...?

- ☐ state the main idea
- ☐ explain the intention
- ☐ mention specific features
- ☐ show the overall value

YOUR CONCEPT IS ONLY THE BEGINNING.

Learn to introduce your project, explain your drawings and respond confidently to architectural critiques. Explore the complete PDVS learning resources.

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