

Depicting Architecture through Visual Representations

March 2006

Interview schedule for semi-structured interview

Interview length: 45-55 minutes

About the interviewee

Age:

Profession:

Length of the employment (councilor's-the length of the involvement in the process):

Date:

Time:

Introduction

Thank you for being willing to take part in an interview in this project. Can I first of all assure you that you, if you wish so, will remain completely anonymous and no records of the interview will be kept with your name on them.

Also I would like to ask you for permission to audio record this interview. The main reason behind this recording is to have the set of accurate data – your responses and opinions. Also it will facilitate the analysis of the data we have to conduct during the course of the project.

If you don't have any further question I would like briefly to introduce you to the subject of this interview.

As you can see we brought with us 4 different types of visual representations of some of the major retail developments in the UK. These representations, not the developments themselves are the subject of our research. More precisely, this research is not concerned with the quality of design represented, rather it is concerned with your perceptions and understanding of the representations themselves.

Stage	Question	Probe
	Q1 Can I first ask you would you say that, generally, some architectural representations are more credible than others?	
	Q2 Which type of architectural representations is in your opinion more credible: traditional, made by hand or computer generated?	
GENERAL	Q3 What do you consider as the main factors which influence your perception of credibility of the chosen representation?	
	Q4 Can you explain each of these factors a little more fully?	Write them down List them
SPECIFIC	Q5 According to the theory in this field 3 factors have been identified as important for people's perception of credibility of arch. repr. : accuracy, realism and abstraction . Now I would like to ask you a couple of questions about each of these factors	

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Abstraction

- Q6 How does the colour, shadows and reflections on each of these representations affect your perception of credibility:
- Q7 How do activity indicators such as people and cars affect your perception?
- Q8 How does the presence of trees and other plants affect your perception – does it help to perceive them as more credible
- Q9 How does the information about textures, materials affect your perception

Realism

- Q10 Does the mixing of photographs with computer images provide better understanding of design than line drawing?
- Q11 What is the effect of black and white drawing on your perception?

Can you explain that to me?

Accuracy

- Q12 Which of these 4 representations you perceive as the most accurate?
- Q13 Do you think that the chose representation presents the information about the building heights and dimensions generally accurately?
- Q14 Are they any other factors which I have not asked about that make you assess some representations as more credible than others?

About massing
About the context
About the textures

Can you please tell me more about these factors?

CLOSURE

We seem to have covered a great deal of ground and you have been very patient. But do you think these' anything we've missed out?

Do you have any other comments about what we have discussed, or about the research as a whole?

Do you want to see a transcript of the interview?

We will send you a summary of the research findings some time toward the end of 2006, probably December and you are welcome to have a full copy of the final report too.