



Visualizing Architecture Volume 4: Architecture Portfolio

Alex L Hogrefe

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This portfolio is an exploration in architectural graphic representation. Each of the four projects are designed across a spectrum of conditions; from urban to rural settings and landscapes to buildings. Each of the investigations are intended to act as a framework to test out new graphic ideas and styles. They are not designed for clients, nor are they intended to be built.

The book is conceived around experimentation and exploration. Each spread investigates representation through an intentionally different lens. Though the styles range, each spread has been carefully composed and certain organizational systems have been deployed to unify the layouts and create a consistency throughout the book.

With each image, I use a limited palette of software, using each tool for its specific capabilities. For my work, I use Sketchup as the modeler, V-Ray for rendering, AutoCAD for line work, and Photoshop for post processing and page layout. This combination of tools allows a greater flexibility throughout the work and gives the right balance of speed and simplicity. As technology and software develop new interfaces and methods, my technical workflow also evolves.

At the end of this portfolio, an image index breaks down all of the images to reveal the process images used to generate the final illustration. Many of the processes and workflows used in the making of this book are also broken down into simplified tutorials. These tutorials and other information can be found on my website:

www.visualizingarchitecture.com

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