

## ORDER

The positioning and arrangement of the many diverse elements in a space, in a way that is consistently understandable by the observer. Order should give the observer a sense of where they are in the space, to put them at ease and prevent them from becoming lost.

### - Orientation

The stitching together of multiple spaces, or areas of a space, giving a sense of where we are and where we may end up.

- *Identity*: An iconic element that will be easy for people to remember and return to.
- *Structure*: The hierarchy of patterns within a space, the most prominent of which are easily memorable.
- *Meaning*: Something the observer remembers about the space as it means something to them.

### - Spatial Definition

The flow of a place and how this is affected by the spatial limits explicitly shown or implied. If the water is our spirit, and the glass the enclosure, how do we flow through it?

- *Explicit Space*: Physically defined spaces that leave no room for confusion in their boundaries.
- *Implicit Space*: The visual suggestion of separate space, giving a sense of an inside and outside - but without heavy physical boundaries.

## ENRICHMENT

The elevation of the core experience in a place, making it more elaborate for the viewer - from either a movement or visual standpoint.

### - Approachability

The appeal to the eyes of the observer, based on how the brain perceives and breaks down patterns in space.

- *Complexity*: The organisation of perceptible patterns and repetition of elements, where our brains can break down scenes into smaller component parts.
- *Legibility*: The appeal to the ability to break down space into its composing shapes, allowing the brain to "chunk out" a space.
- *Coherence*: The appreciation for pattern in space, and perceiving those patterns as part of a unified whole.
- *Mystery*: Presenting an invitation to the observer's curiosity, insisting they investigate the space further.

### - Manipulation of Enclosing Space

Varied shaping of walls, floors and ceilings... or an entire space, to deviate from a normal "box" room.

### - Surface Articulation

The introduction of patterned surfaces, via image or even relief, to add interest. These patterns should not be too perceptible.

### - Spatial Composition

The placement of elements in space that informs us of why they are there and what they are doing. This increases legibility.

### - Novelty

Something unique and impactful because it stands out from everything else. By definition it is to be used extremely sparingly, in order to hold contrast from other parts of the scene.

### - Tension

The feeling of passing through a space that is increasingly closing in on the observer. Tension is all about pacing and can be released gradually or abruptly to great effect.

## EXPRESSION

How we deal with the mood, tone, or narrative of a space. It is the communication of ideas both broad and intricate.

### - World Expression

- *Historical*: The history of a space, told through its visual appearance. The space should communicate the era it was constructed in, as well as the story of its past.
- *Cultural*: The use of symbols to suggest or express the existence of specific type of culture within a space, or the existing culture's views towards another culture in a stereotypical way - in terms of how they perceive other cultures.

### - Inhabitant Expression

The identity of the creator or dweller, expressed through their construction and use of space.

- *Attitude*: The mindset of the inhabitant, conveyed through their environment. It could be something they've constructed or placed. Attitude helps us to understand: who they are, who they think they are, and who they want to be.
- *Sophistication*: The inhabitant's appreciation... or lack thereof, for taste and aesthetics.
- *Self Presentation*: The modifier for overall inhabitant expression. This is how much the inhabitant wants to display of their 'Attitude' and 'Sophistication'.

### - Symbolism

A broader communication of the overall experience for users. It suggests the bigger ideas, rather than the small. It is important to remember that Symbolism is subjective, however when correctly conveyed it can still deliver an impactful experience.

- *Ascension/Descension*: Movement upwards can indicate a heavenly experience, where something is gained. Movement downwards may give a feeling of loss or travelling backwards. This is typically a more subtle theme, underneath the main narrative.
- *Admittance/Refusal*: How welcoming or hostile a space appears. Can be shown through open gates and abundance of light, or barriers and secluded darkness.