

## Professional Practice Seminar Blog

### Week Three – Seminar Three

Attendance: 80%

Attendees: Matthew Bingham, Elizabeth Cowin, Heema Mistry, Sarah Young

Date: Monday 18<sup>th</sup> October

Tutors: Anthony Dalby, Simon Chiou

#### Our Companies Impact

As usual, Anthony started the seminar with a briefing of things we should be focusing on and highlighting the stage in which our business should be at. He showed us some architects websites to give us some inspiration and talked about the importance of clearly showing our ethos through our webpage. He stated how we need to put our own personalities throughout the website in both our personal profiles as well as our past projects, all while thinking about how this will reflect onto the people who are most likely to be interacting with our page. We are also thinking about how these factors will be translated through the websites design on through all digital resources (Laptop, Phone, Tablet.)

We broke out into our separate groups and Anthony came to talk to us about our idea. He checked up on how we were all feeling about our individual roles and how we were coping with the workload, reassuring us about our timeline. He did note that Matthew's roles of both finance and website design were possibly too much, and we discussed how we were having regular discussions about all of our roles and how we were helping each other as a team when someone felt they had too much to do. If one person of our team is overwhelmed, it will affect our whole group and the efficiency of the project so working together and looking out for each other is important to us and our wellbeing. Anthony went on to guide us into specific areas of research we could do in order to prepare us for our presentation next week (25/10/2021).

After Anthony left our table, we briefly discussed the presentation, concluding that Elizabeth Cowin, Heema Mistry and Sarah Young were all going to work together to create a PowerPoint to present next week. As well as this we discussed how our website could reach more people, leading Elizabeth Cowin to create social media pages. We then worked for an hour completing our individual tasks.

Anthony went on to his second discussion of the session where he went through some more architects' websites but dove deeper into aspects that make websites more or less pleasing for interaction, this was important for us all to listen to because he suggested not only the websites designs but the content in them. Simon Chiou was then asked to give us a debrief about his work from the previous work in an official practice where he discussed protocol and how important organised systems were.

After this Simon came over and spoke to our group individually and we spoke about ways we could solidify our ethos and bring our ideas into the way we are working. Making us think about the different aspects of a business and how environmentally conscious an office can be, all agreeing that we would research this and come back to discuss it the following week.

Towards the end of the seminar, Sarah Young came up with 5 points that solidified and gave some reasoning behind our ethos, adding them to the template presentation she had made for our business pitch next week. We then quickly reflected on how far we have come since the start of our practice and how far our ideas have evolved.

We finished the session by assigning tasks:

Matthew Bingham – Complete personal profile for website, Create Infinity Studios Logo

Elizabeth Cowin - Complete personal profile for website, Write Seminar Blog, plan social Media Posts, complete PowerPoint pages for presentation, Research making company and website more sustainable

Heema Mistry – Complete PowerPoint pages for presentation, research ARUP circular economy

Morley Spinks - Complete personal profile for website, research U builds and how self-build houses can reduce our carbon footprint

Sarah Young - Complete PowerPoint pages for presentation, find precedents relating to the 5 points of ethos, create a current world news blog