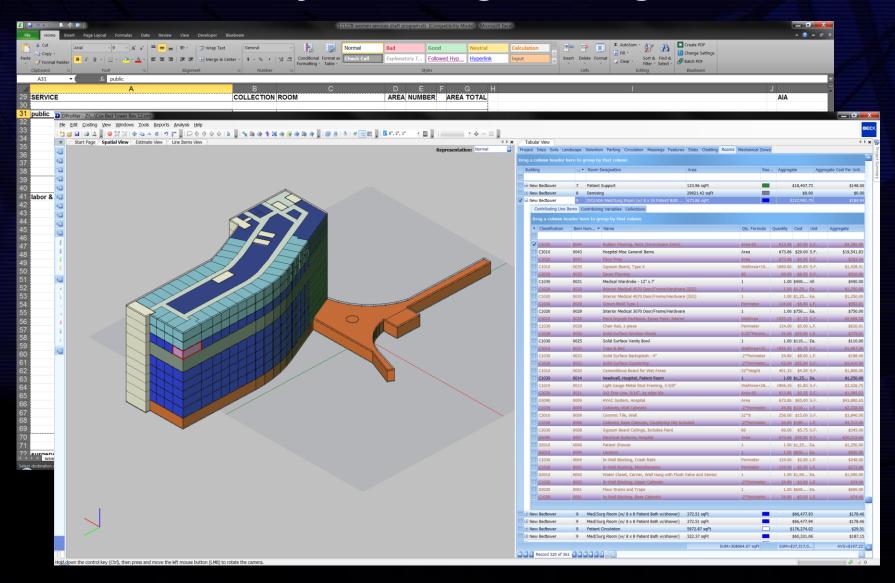# AIA TAP Webinar
Building Programming: Ensuring Owner Requirements

- "Physical Programming"
- Target Value Design
- Project Examples

"Physical Programming"

"Physical Programming"

- Plans/Renderings/Models – Not Spreadsheets
- Define Project data at room level
- Fully scalable for all size projects

Target Value Design

- Largest constraints faced by the Owner?

- An Integrated approach using Target Value Design allows teams to mitigate risk factors in both and better serve the client
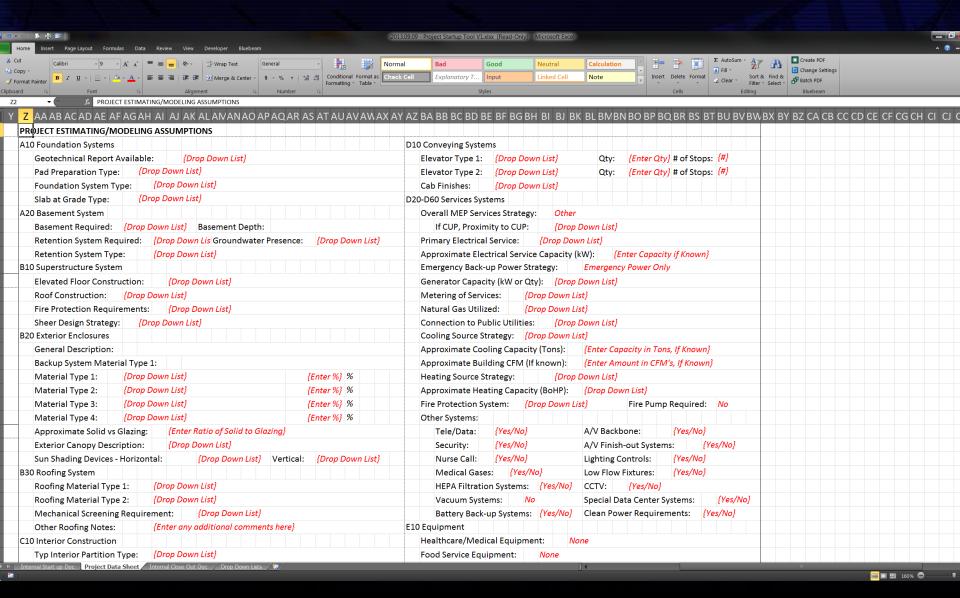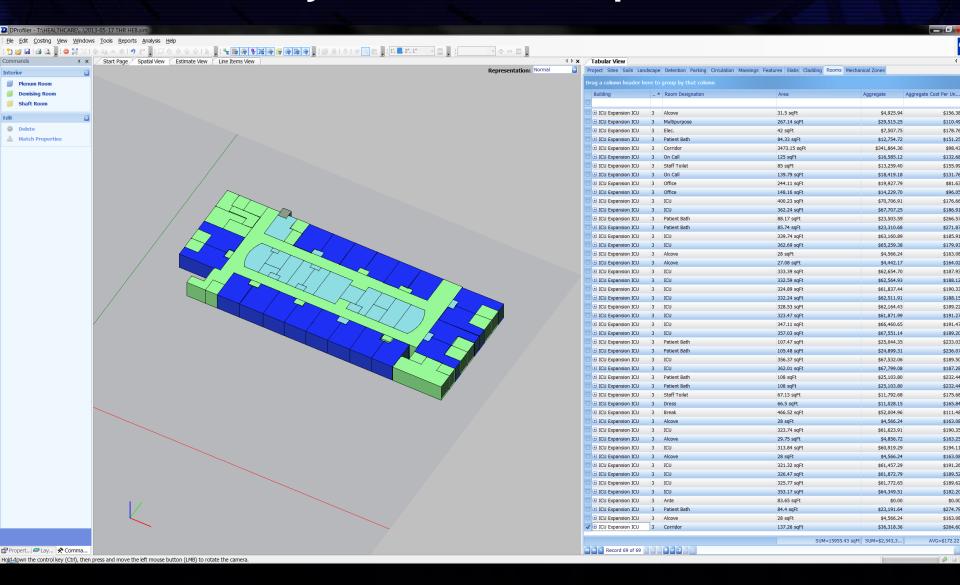
Where "value engineering" occurs

Rework

Programming Phase	Conceptual Phase	Schematic Phase	Design Development	Construction Documents	Bid Phase	Construction Phase

- Information shared among all team members
- Shared accountability for total project
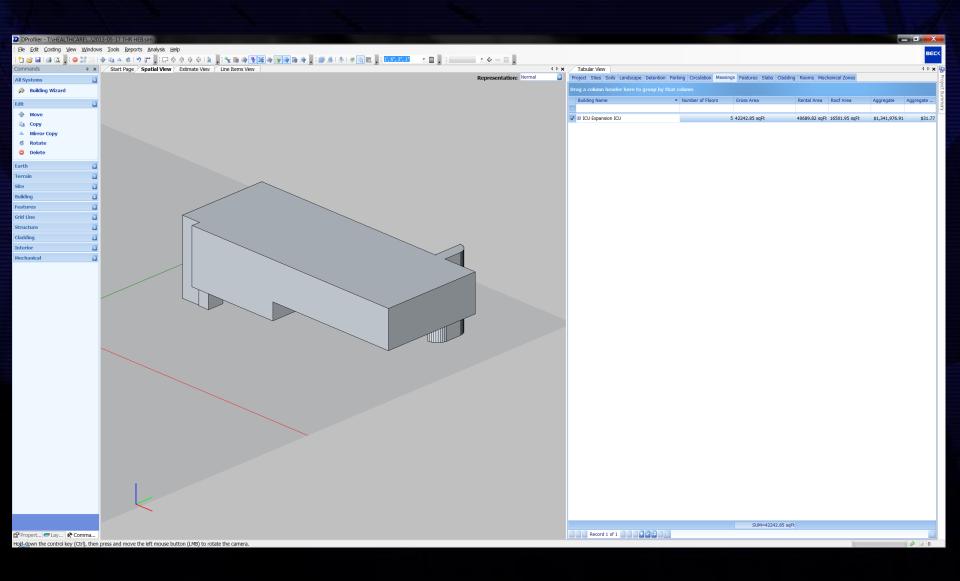
Project Startup
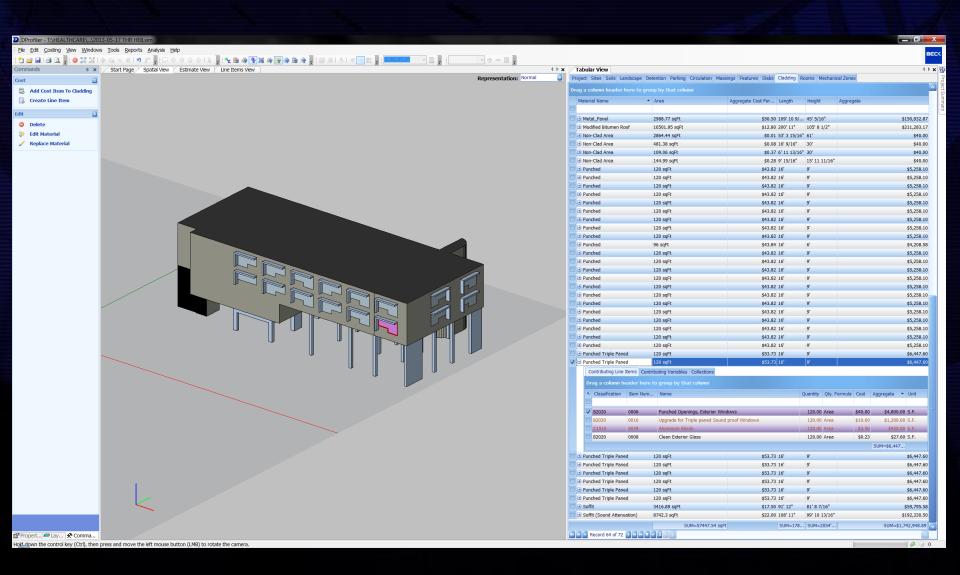
Layout and define space

Define Massing

Arrive at First Conceptual Model

Knowledge Capture

- Don't start from a blank sheet

- Share knowledge

- Define early constraints/assumptions

Q&A