

# CRAFTING CLARITY: The Power of Visual Storytelling

Paula Madrid  
Graphic Design Lead at BIG



name: Paula Madrid  
age: 33 (but 25 at heart)  
role: Graphic Design Lead at BIG  
hobbies: illustration, taking naps









Kaktus Towers by BIG / Image Credit: Rasmus Hjortshøj ↵





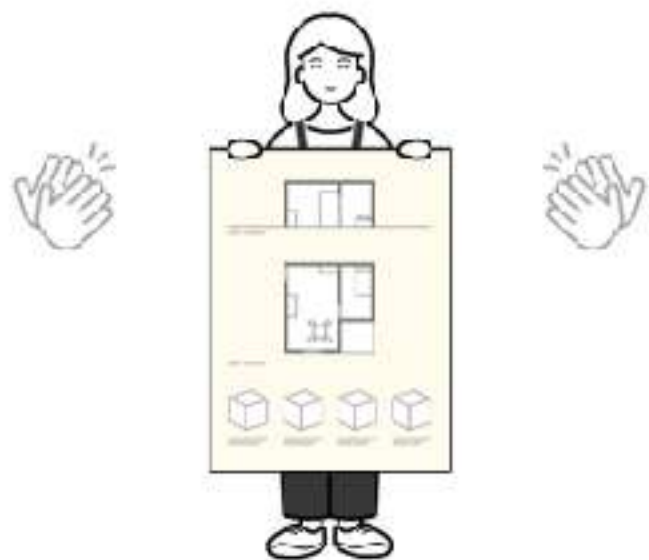








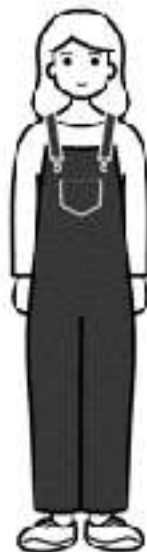








**Sequential Views**  
**Plans and Sections**  
**Architectural Symbols**



**Sequential Views**

**Plans and Sections**

**Architectural Symbols**



**Sequential Views**



**Breaking Down  
Complex Actions**

**Plans and Sections**



**Focusing on  
Key Elements**

**Architectural Symbols**



**Maintaining Visual  
Consistency**

The image features a book cover for 'THE ARCHITECT'S GUIDE TO THE GALAXY'. The cover is dark and textured, with the title printed in white, bold, sans-serif capital letters. The background of the cover is a cosmic scene, showing a planet in the upper right and a glowing nebula at the bottom. The book is set against a larger background of a starry night sky.

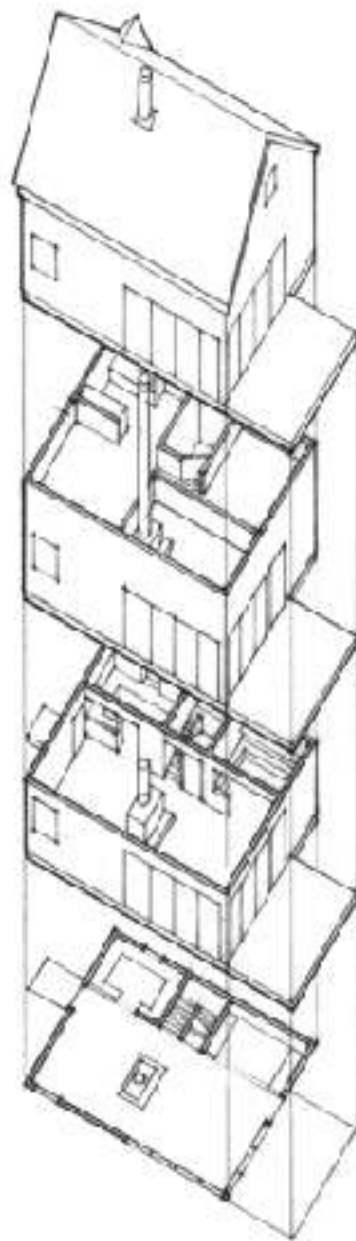
THE ARCHITECT'S  
GUIDE TO THE  
GALAXY

# 1. Sequential Views





A sequential view, or **exploded axonometric**, is a 3D drawing that shows a building's parts pulled apart, like layers.

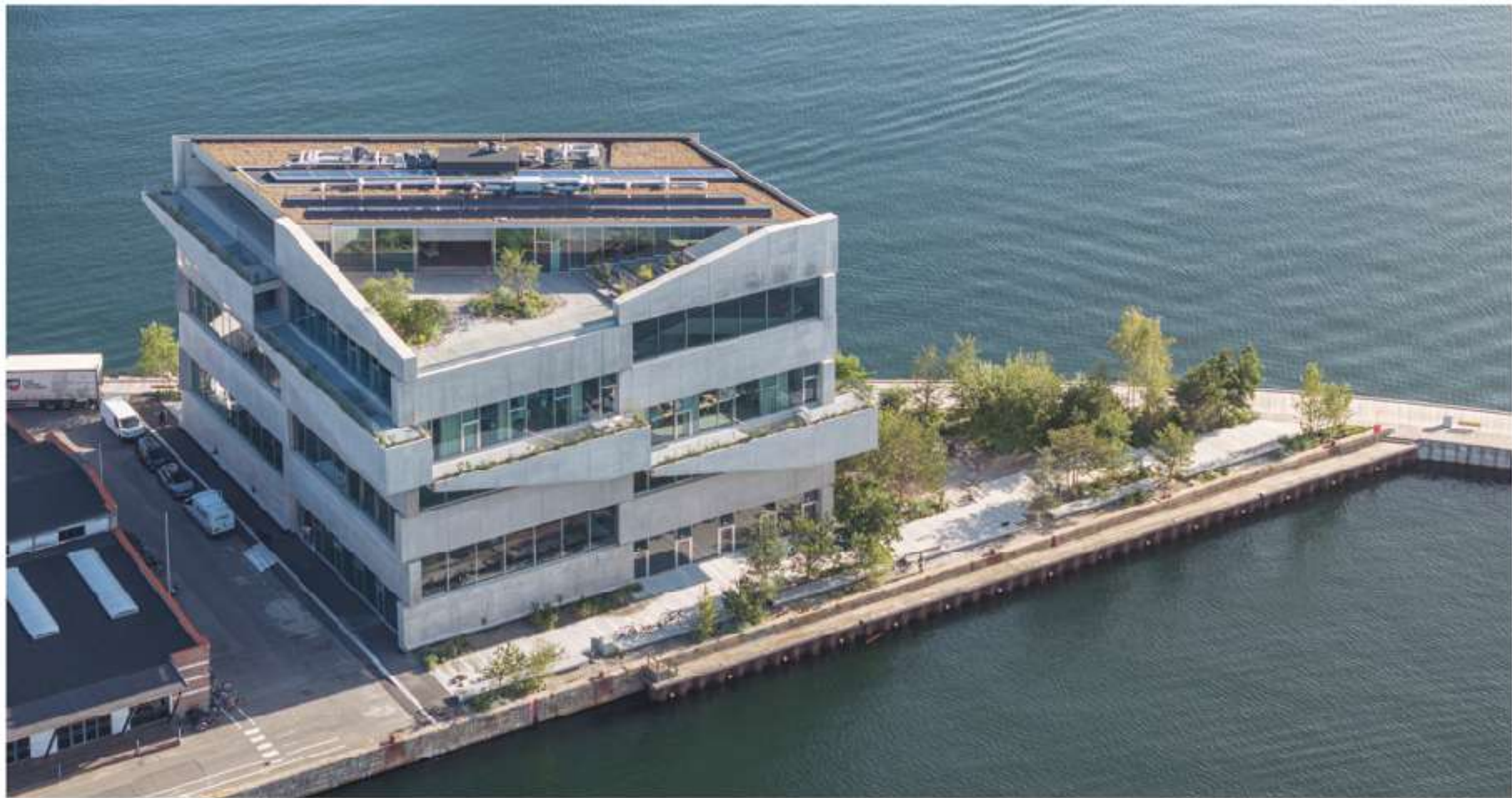


It lets you see inside and understand how everything fits together.

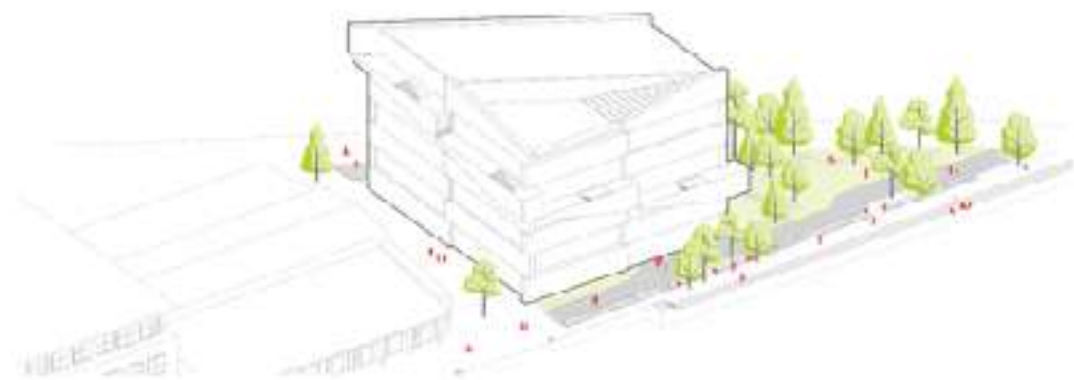
# 1. Sequential Views

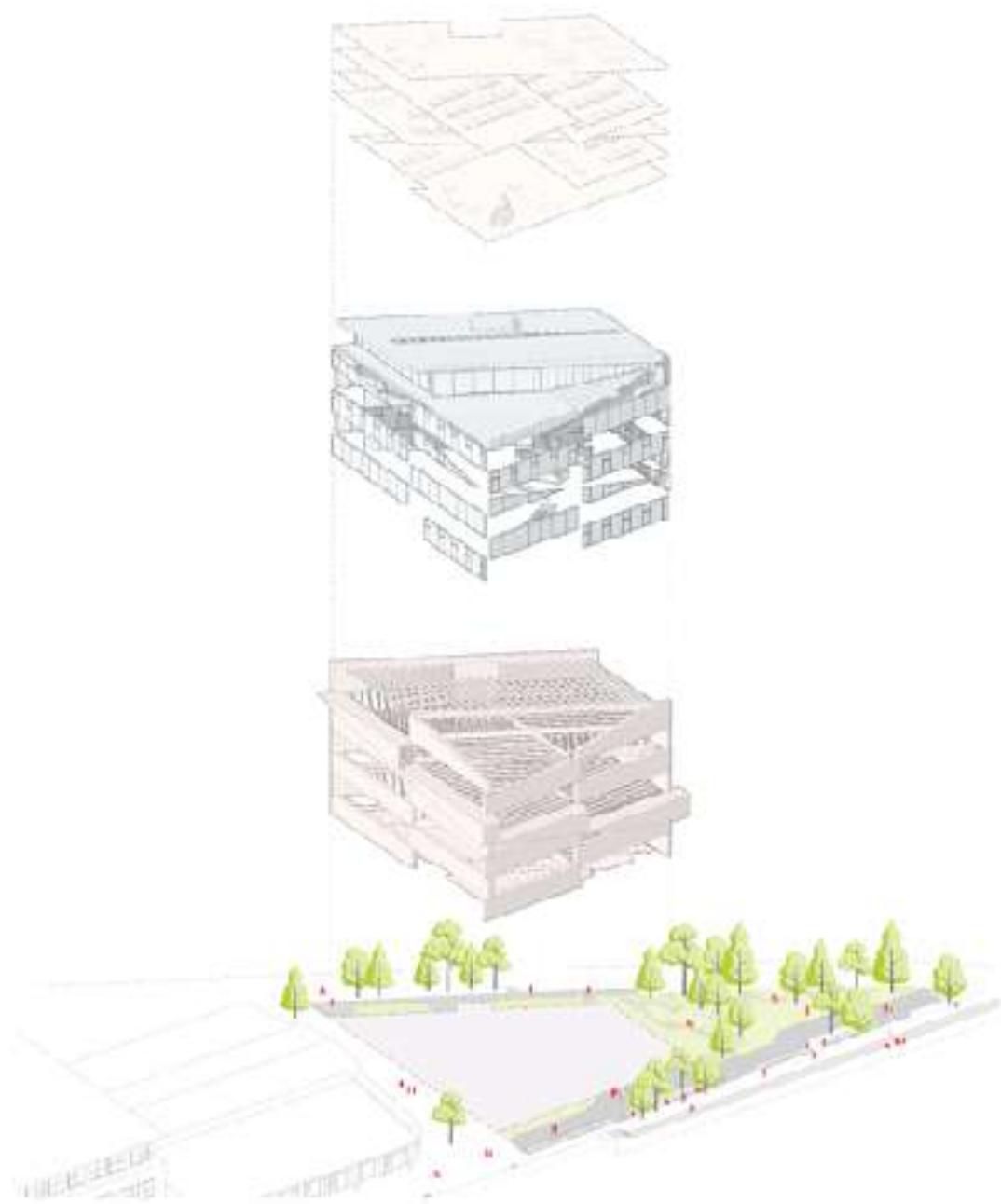
# 1. Sequential Views

↳ **Breaking Down Complex Actions**



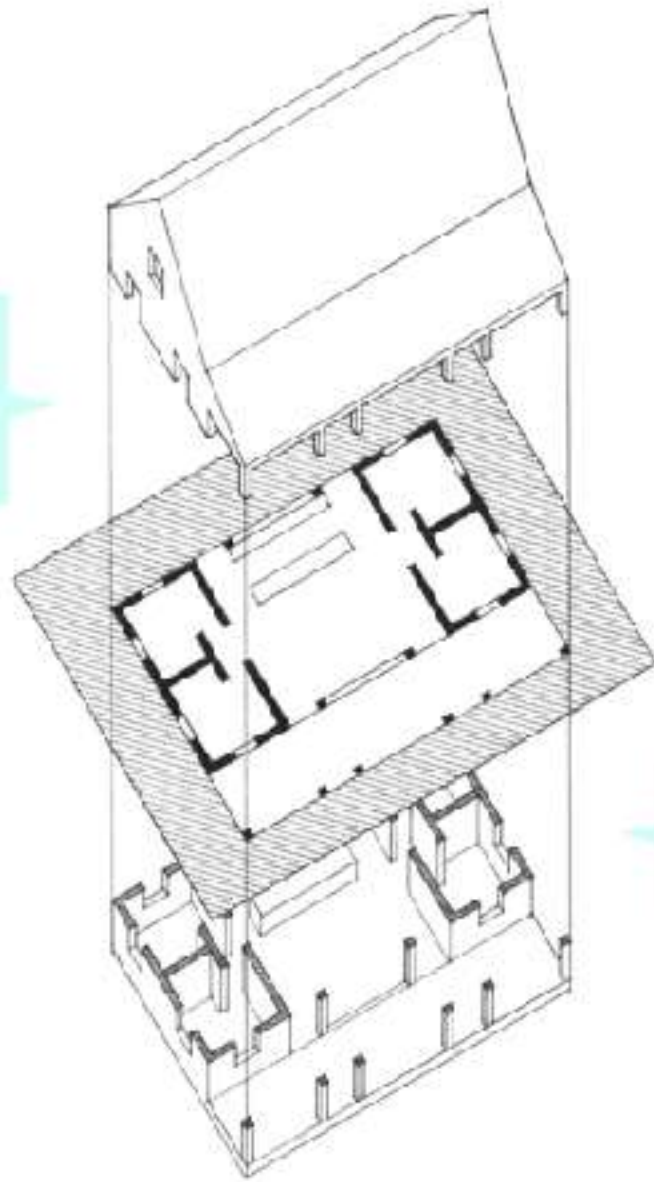






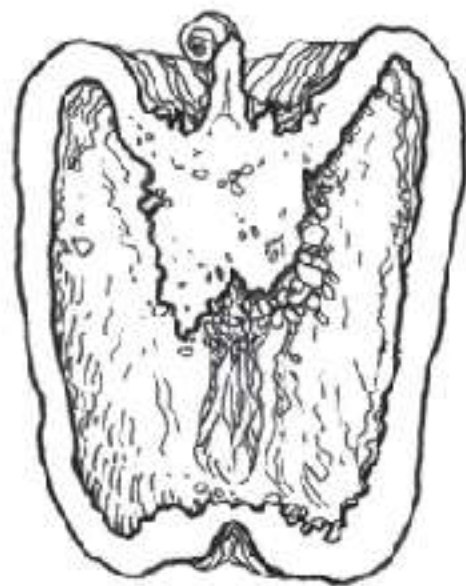
## 2. Architectural Plans and Sections

In architecture, a **floor plan** represents a section of a building as it would appear if cut through by a horizontal plane with the upper portion removed.



It's an **orthographic projection** of the portion that remains.







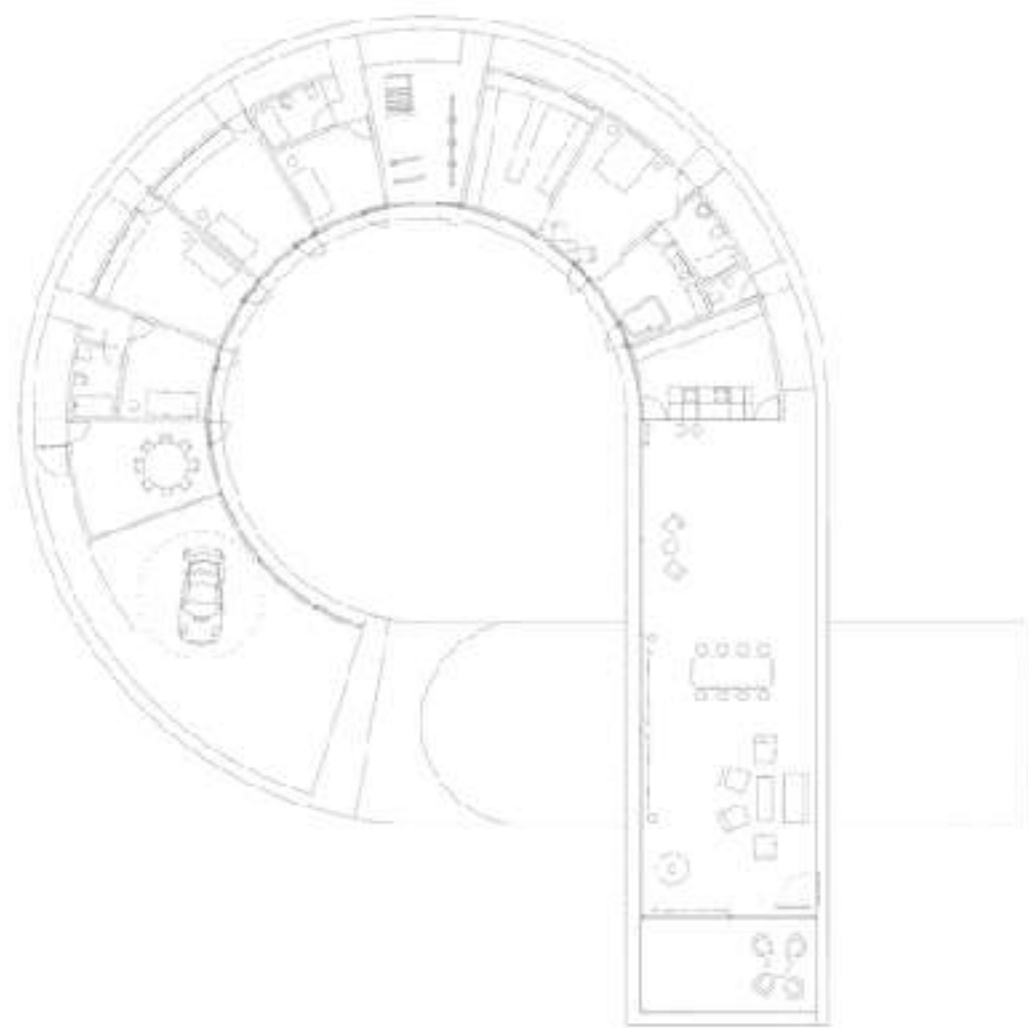
## 2. Architectural Plans and Sections

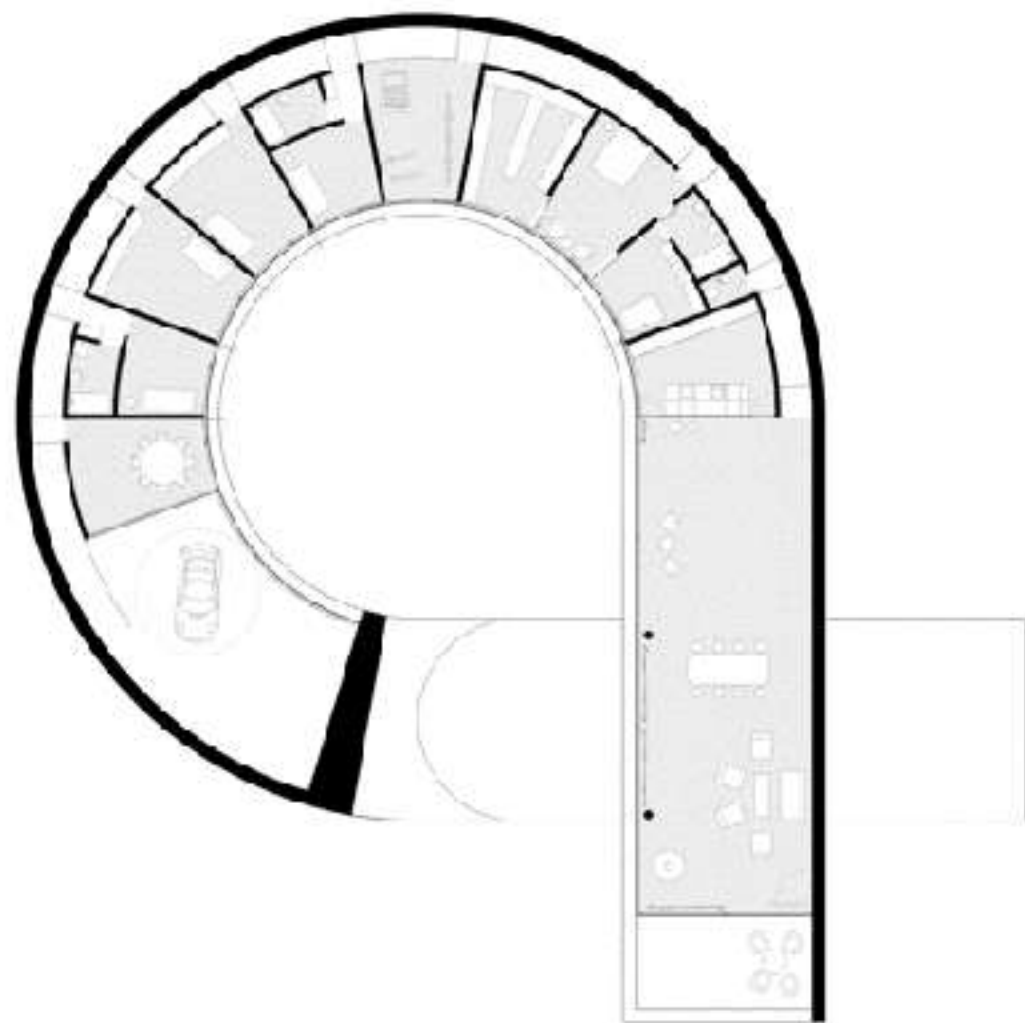
## 2. Architectural Plans and Sections

↳ **Focusing on Key Elements**





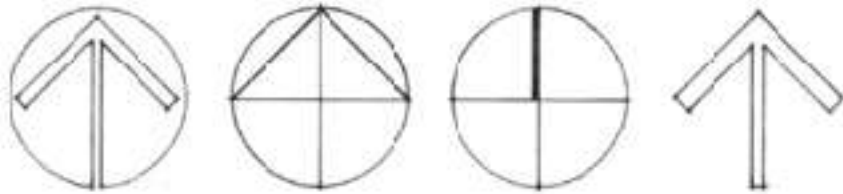




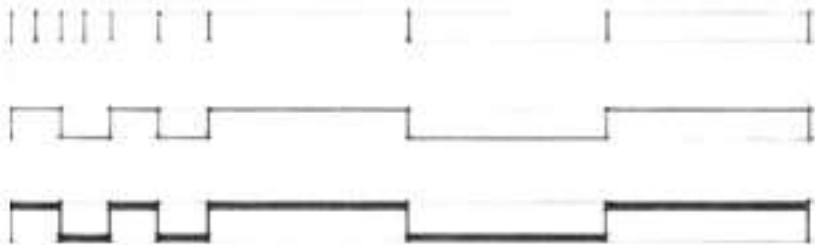
# 3. Architectural Symbols



Graphic symbols help the viewer identify the various aspects and features of a drawing or presentation.



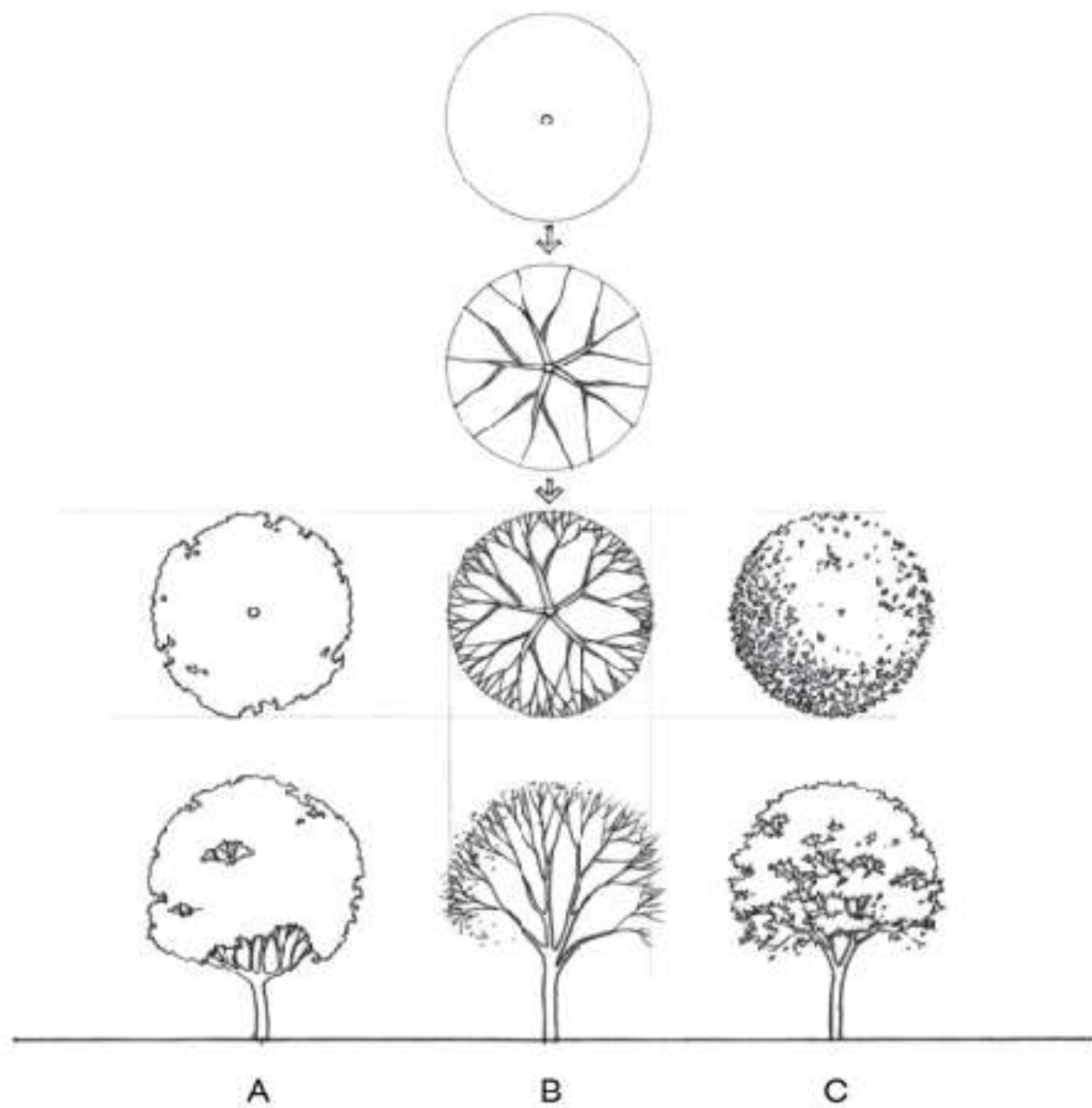
**North arrows** indicate the major compass points on plans so that the viewer is able to grasp the orientation of a building.



**Graphic scales** are graduated lines or bars representing proportionate size.



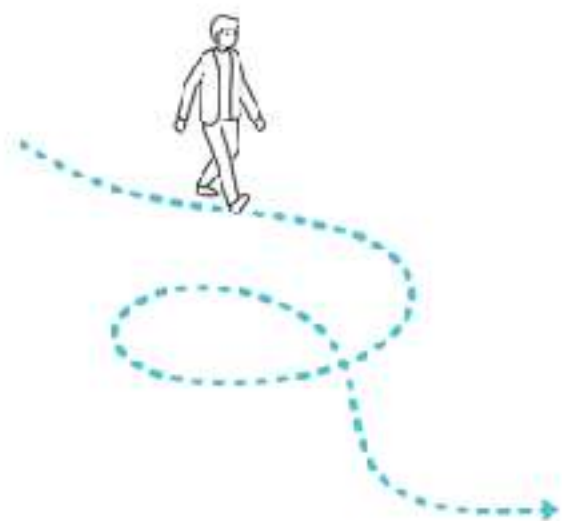
**Section arrows** indicate the location of section cuts on plan drawings and the direction of view.



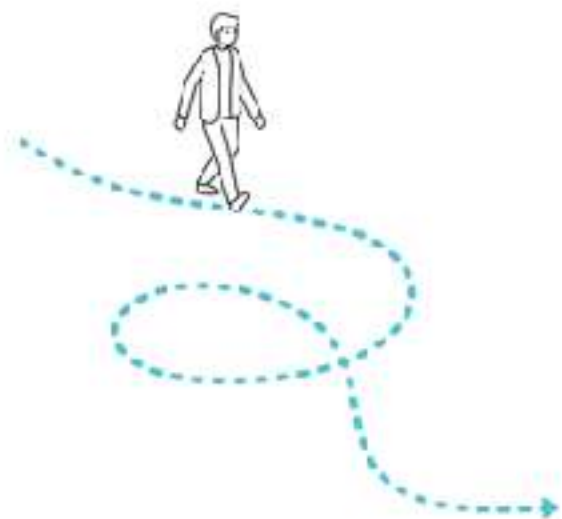
# 3. Architectural Symbols

### **3. Architectural Symbols**

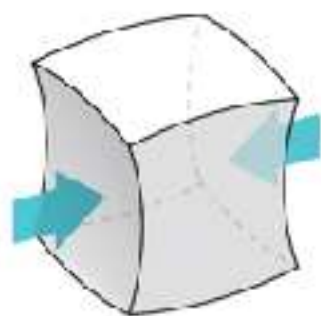
**↳ Visual Consistency**



flows

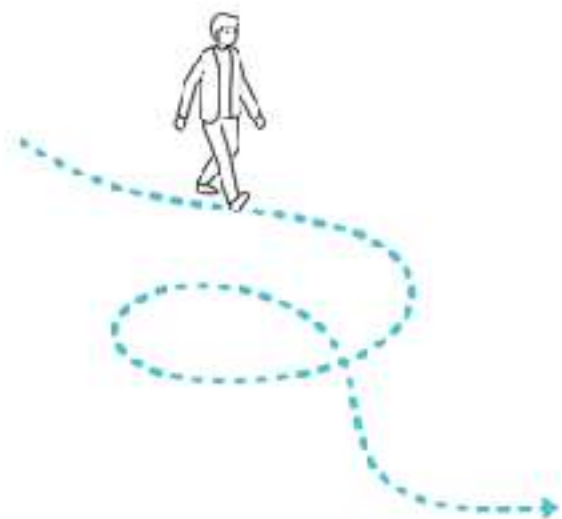


flows

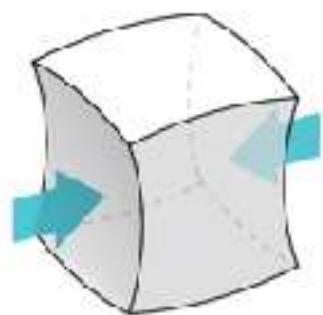


shape alterations





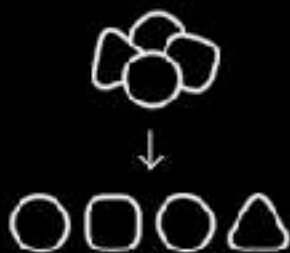
flows



shape alterations



views



**Breaking Down  
Complex Actions**



**Focusing on  
Key Elements**

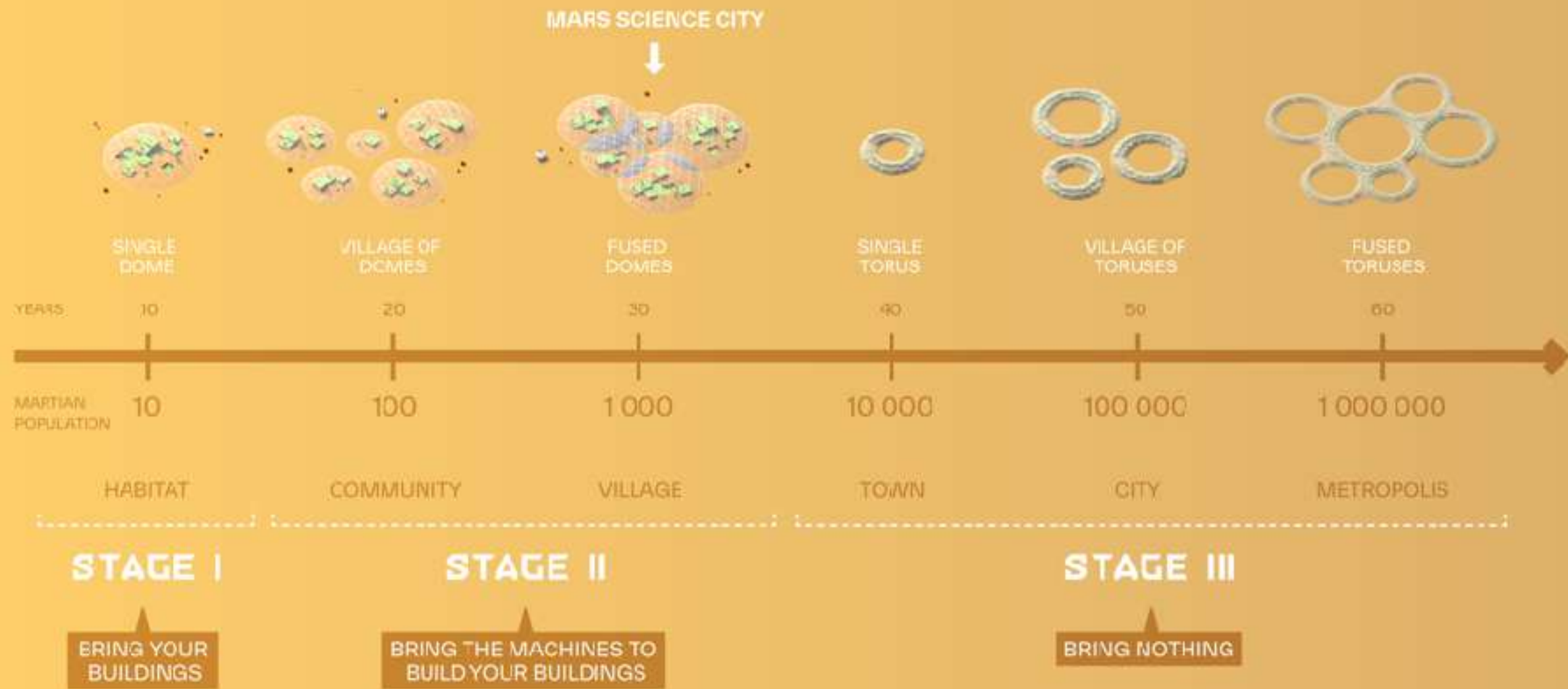


**Maintaining Visual  
Consistency**



THE ARCHITECT'S  
GUIDE TO THE  
GALAXY













## INTRODUCTION

This book aims to cater those interested in exploring and expanding humanity's reach in the wider universe. Building on our childhood fascination with space, we explore where to go, what to discover, and how to thrive beyond Earth.

On Earth, diverse environments have shaped variety of architectural styles, yet space presents even more extreme challenges. Here, we address headwinds conditions will affect architecture and the basic needs for life on other planets.

By consolidating data on planets and moons, we visualize the factors impacting human habitability, construction, and resource availability.

Much of today's technological progress stems from pushing human survival in extreme conditions, like space exploration. We believe that living on other planets can teach us how to live more sustainably on Earth. This book serves as a starting point for those who see space as the future of human growth.

THE ARCHITECT'S GUIDE TO THE GALAXY





DISTANCE IN ASTRONOMICAL UNITS (50 mio KM)

1 AU

5

10

20

30

MERCURY  
VENUS  
EARTH  
MARS

JUPITER

SATURN

URANUS

NEPTUNE

TRITON

TITAN  
ENCELADUS

Titan is the only moon in the solar system with a significant atmosphere.

The ice giants can provide methane as fuel for spaceships, but winds can reach up to 2100 km/h. Varying wind speeds throughout the altitudes of Neptune's atmosphere will make methane collection difficult.

3 years

6 years

8.5 years

12 years

	<b>MERCURY</b> 4869	✗	Mercury's proximity to the sun gives a surface too hot to explore.		<b>JUPITER</b> 794	✗	Jupiter has no surface.		<b>SATURN</b> 95	✗	Mercury's proximity to the sun gives a surface too hot to explore.		<b>URANUS</b> 224719168	✗	Mercury's proximity to the sun gives a surface too hot to explore.
	<b>VENUS</b>	✓	Although its surface pressure is likely too thick for a habitat, its upper atmosphere presents potential for floating habitats.		<b>IO</b> 106108672	✗	Extreme radiation.		<b>MIMAS</b>	✗	Near-zero gravity and few resources.		<b>MIRANDA</b>	✗	Near-zero gravity and few resources.
	<b>EARTH</b>	✓	Our precious home.		<b>EUROPA</b>	✓	Mercury's proximity to the sun gives a surface too hot to explore.		<b>ENCELADUS</b>	✓	Mercury's proximity to the sun gives a surface too hot to explore.		<b>ARIEL</b>	✗	Near-zero gravity and few resources.
	<b>MOON</b>	✓	Although it has low oxygen, water at its poles and is proximity to Earth makes it an attractive option for a habitat.		<b>GANYMEDE</b>	✓	Mercury's proximity to the sun gives a surface too hot to explore.		<b>TETHYS</b>	✗	Near-zero gravity and few resources.		<b>UMBRIEL</b>	✗	Near-zero gravity and few resources.
	<b>MARS</b>	✓	The presence of water, a thin atmosphere, and its relative proximity to Earth makes it a preferred destination.		<b>CALLISTO</b>	✓	Mercury's proximity to the sun gives a surface too hot to explore.		<b>DIONE</b>	✗	Near-zero gravity and few resources.		<b>TITANIA</b>	✗	Near-zero gravity and few resources.
	<b>DEIMOS</b>	✗	Near-zero gravity and few resources.						<b>RHEA</b>	✗	Near-zero gravity and few resources.		<b>OSBERON</b>	✗	Near-zero gravity and few resources.
	<b>PHOBOS</b>	✗	Near-zero gravity and few resources.						<b>TITAN</b>	✓	Mercury's proximity to the sun gives a surface too hot to explore.		<b>NEPTUNE</b> 226965472	✗	
									<b>HYPERION</b>	✗	Near-zero gravity and few resources.		<b>PRCTEUS</b>	✗	Near-zero gravity and few resources.
									<b>IAPETUS</b>	✗	Near-zero gravity and few resources.		<b>TRITON</b> 2232416	✗	Near-zero gravity and few resources.
									<b>PHOEBE</b>	✗	Near-zero gravity and few resources.		<b>NEREID</b>	✗	Near-zero gravity and few resources.



EARTH



MOON



VENUS



MARS



EUROPA



CALLISTO



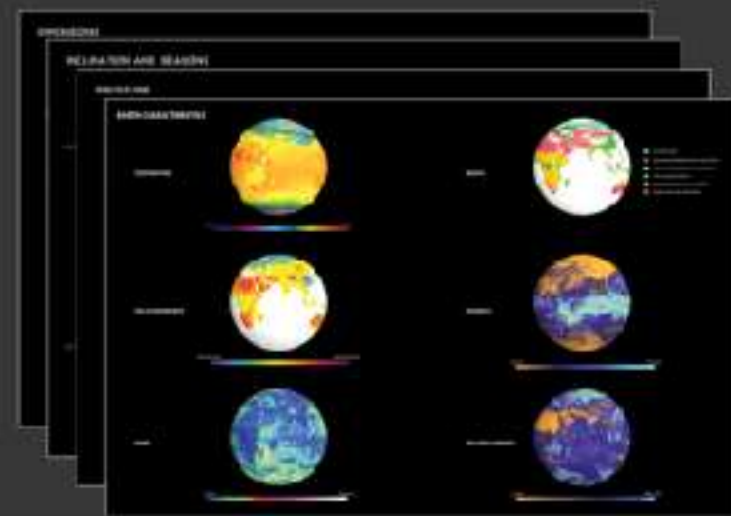
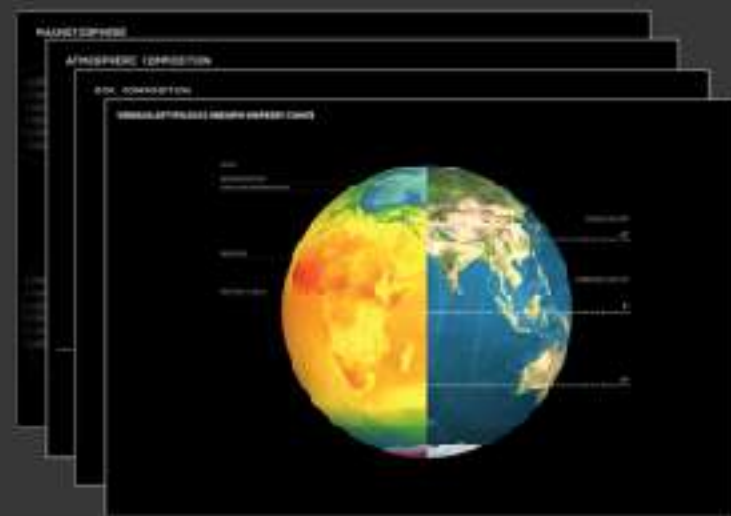
TITAN



ENCELADUS

How to make all this complex  
and scientific information more  
digestable and visual?















**Focusing on Key Elements!**













EARTH



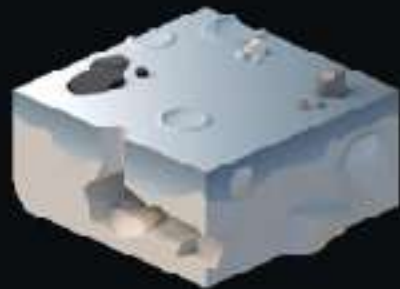
EARTH



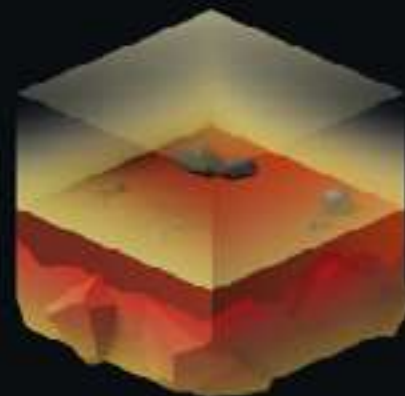
MOON



EARTH



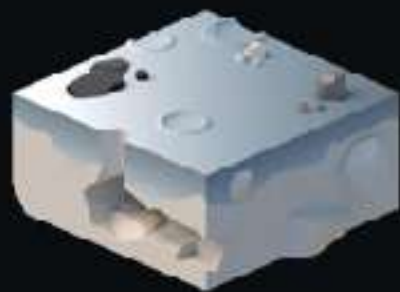
MOON



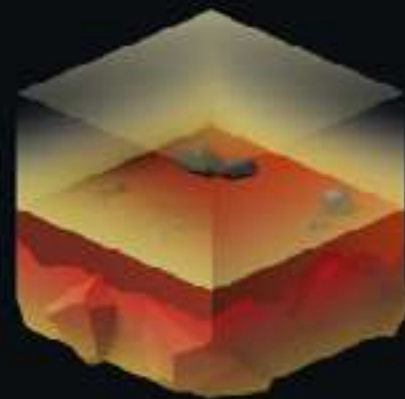
VENUS



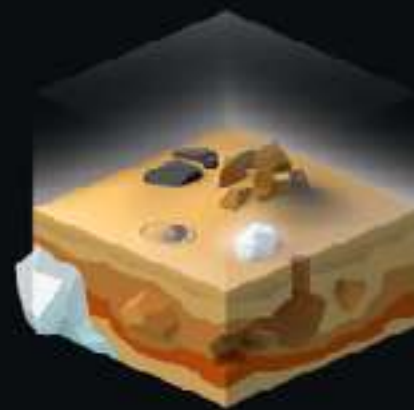
EARTH



MOON



VENUS

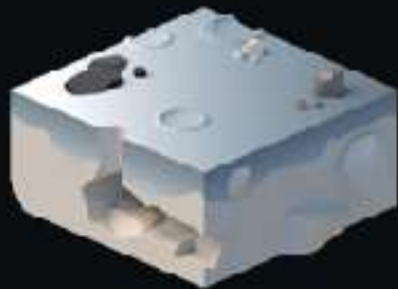


MARS

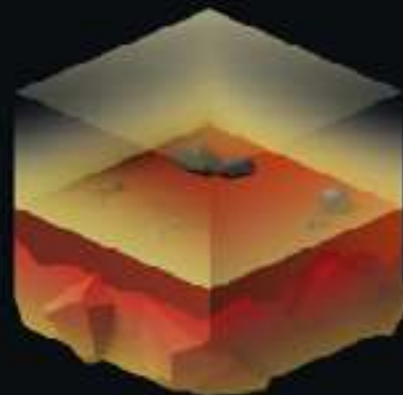




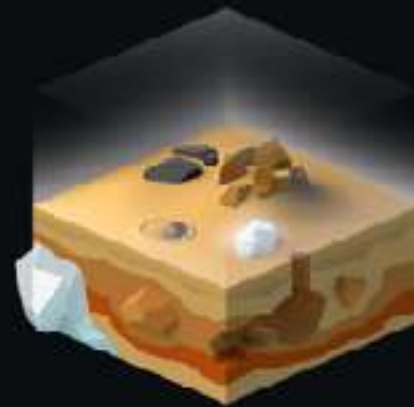
EARTH



MOON



VENUS



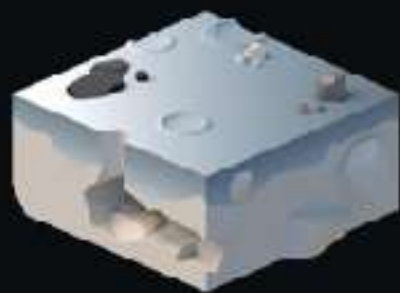
MARS



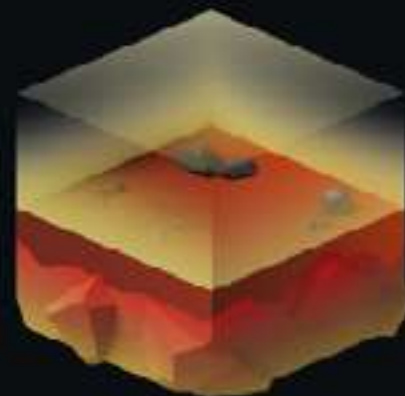
CALLISTO



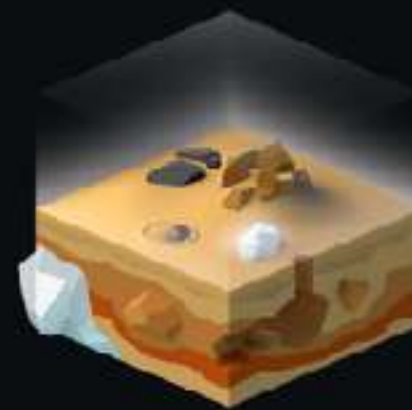
EARTH



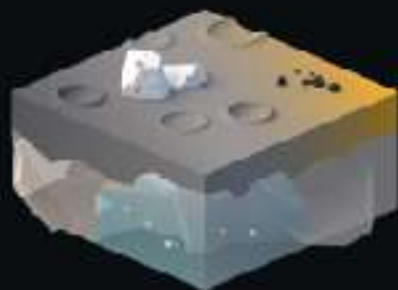
MOON



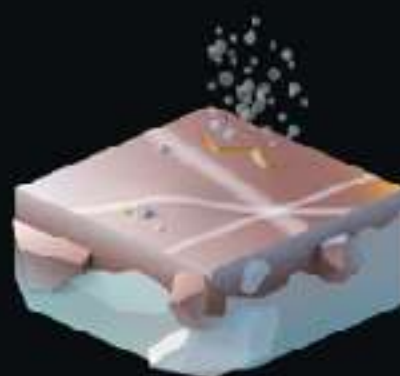
VENUS



MARS



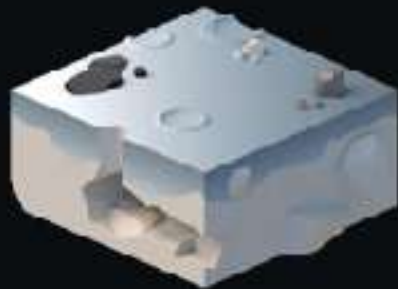
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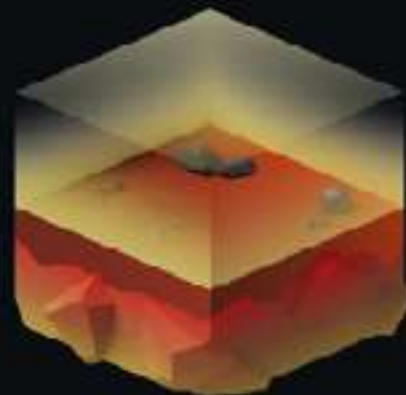
EUROPA



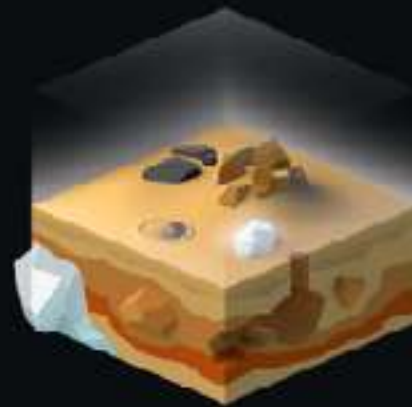
EARTH



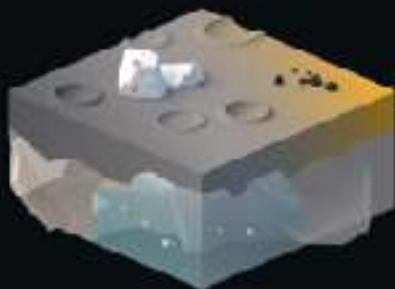
MOON



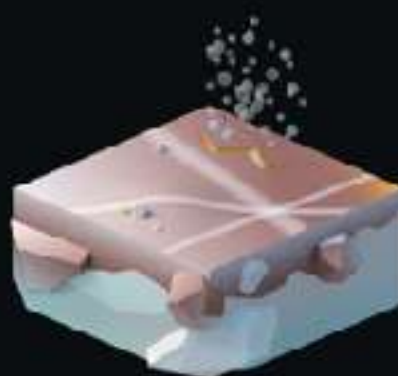
VENUS



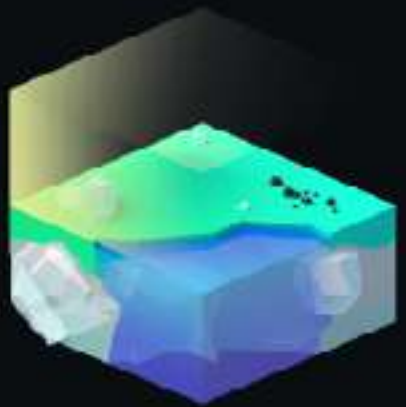
MARS



CALLISTO



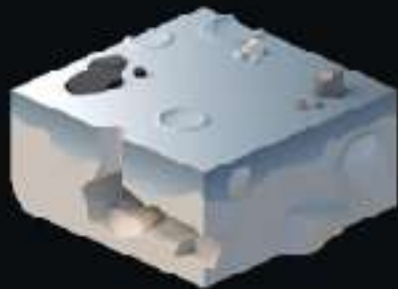
EUROPA



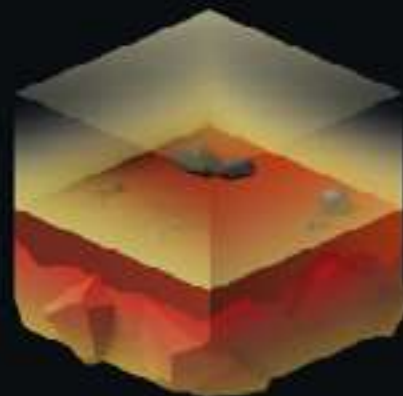
TITAN



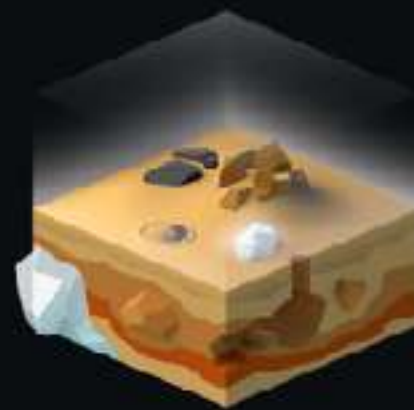
EARTH



MOON



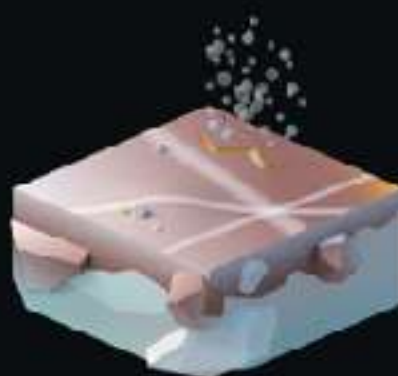
VENUS



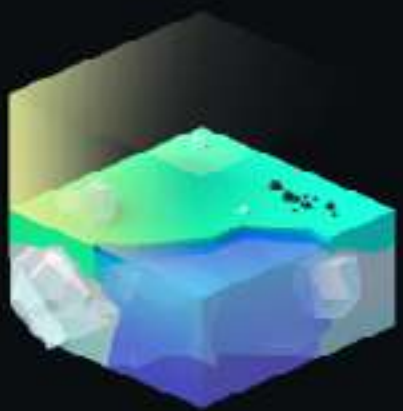
MARS



CALLISTO



EUROPA



TITAN



ENCELADUS

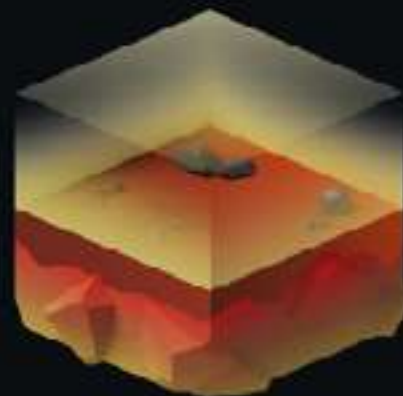




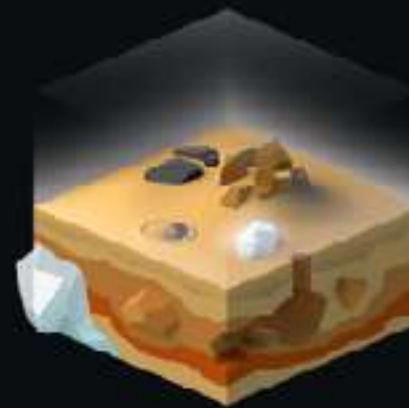
EARTH



MOON



VENUS

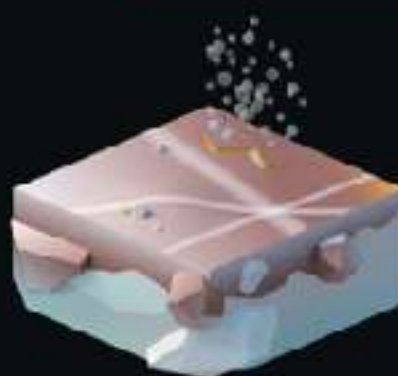


MARS

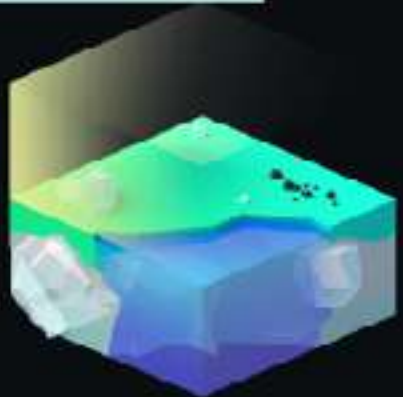
**Maintaining Visual Consistency!**



CALLISTO



EUROPA



TITAN



ENCELADUS



VERNACULAR EARTH

VERNACULAR ARCHITECTURE BY LOCAL DESIGNERS

THE ARCHITECTURE OF THE SOUTH





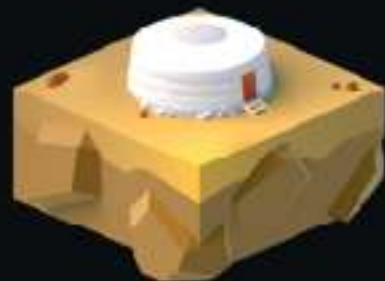
**IGLOO - CANADA**

Abundant snow  
Very low temperatures



**ROOF - NORWAY**

Heavy snowfall  
Low temperatures



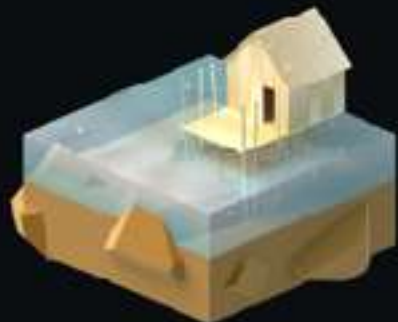
**YURT - MONGOLIA**

Transportable building  
Withstands strong winds  
Low & high temperatures -35° to +40° C



**GREEK CYCLADIC ISLANDS**

High temperature



**NIPA HUT - PHILIPPINES**

Raised house against flooding  
Natural ventilation



**TROGLODYTE - TUNISIA**

Underground housing  
High temperature



**MUGSGUM - CAMEROON**

Catenary arch  
Minimizing material use for  
gravitational loads



**EUROPEAN FACHWERKHAUS**

Temperate climate  
Multistorey building





## IN DEPTH

### ACTIVIAL HABITATBODIES

How do we determine which celestial bodies are most likely to support life? We explore the characteristics, geology, materials, atmospheres and potential habitability of the celestial bodies in our solar system.





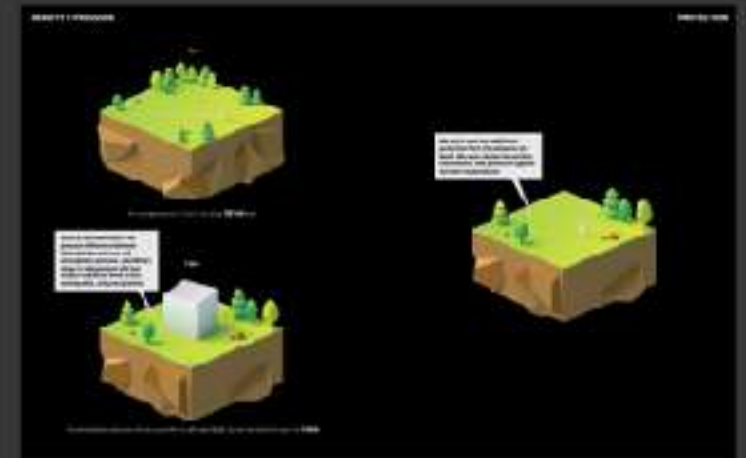
## Overview



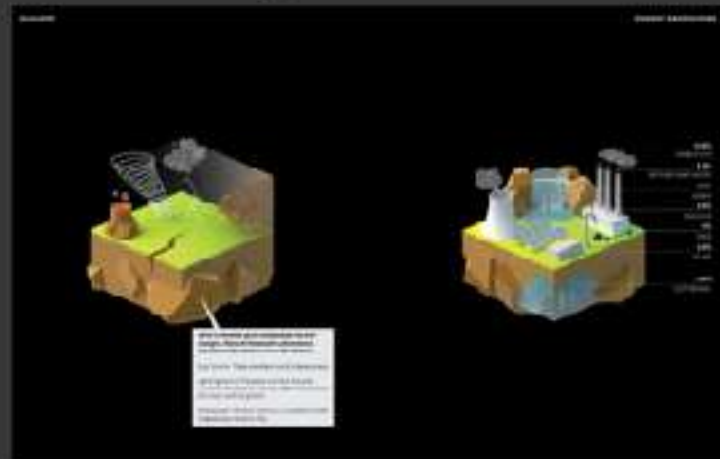
## Characteristics



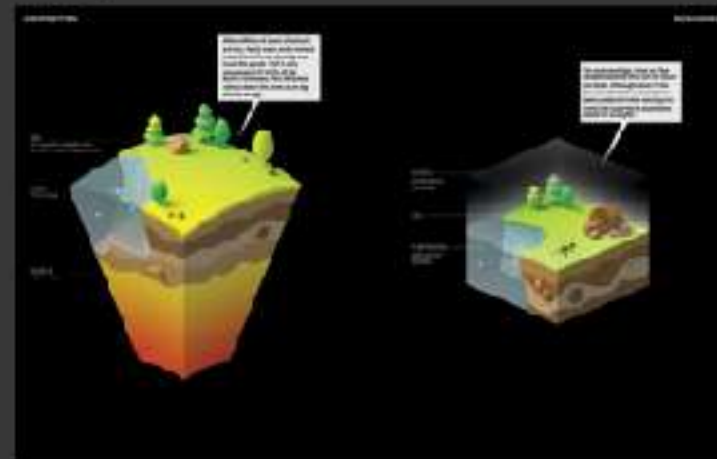
## Gravity, Pressure & Protection



## Climate & Energy Generation

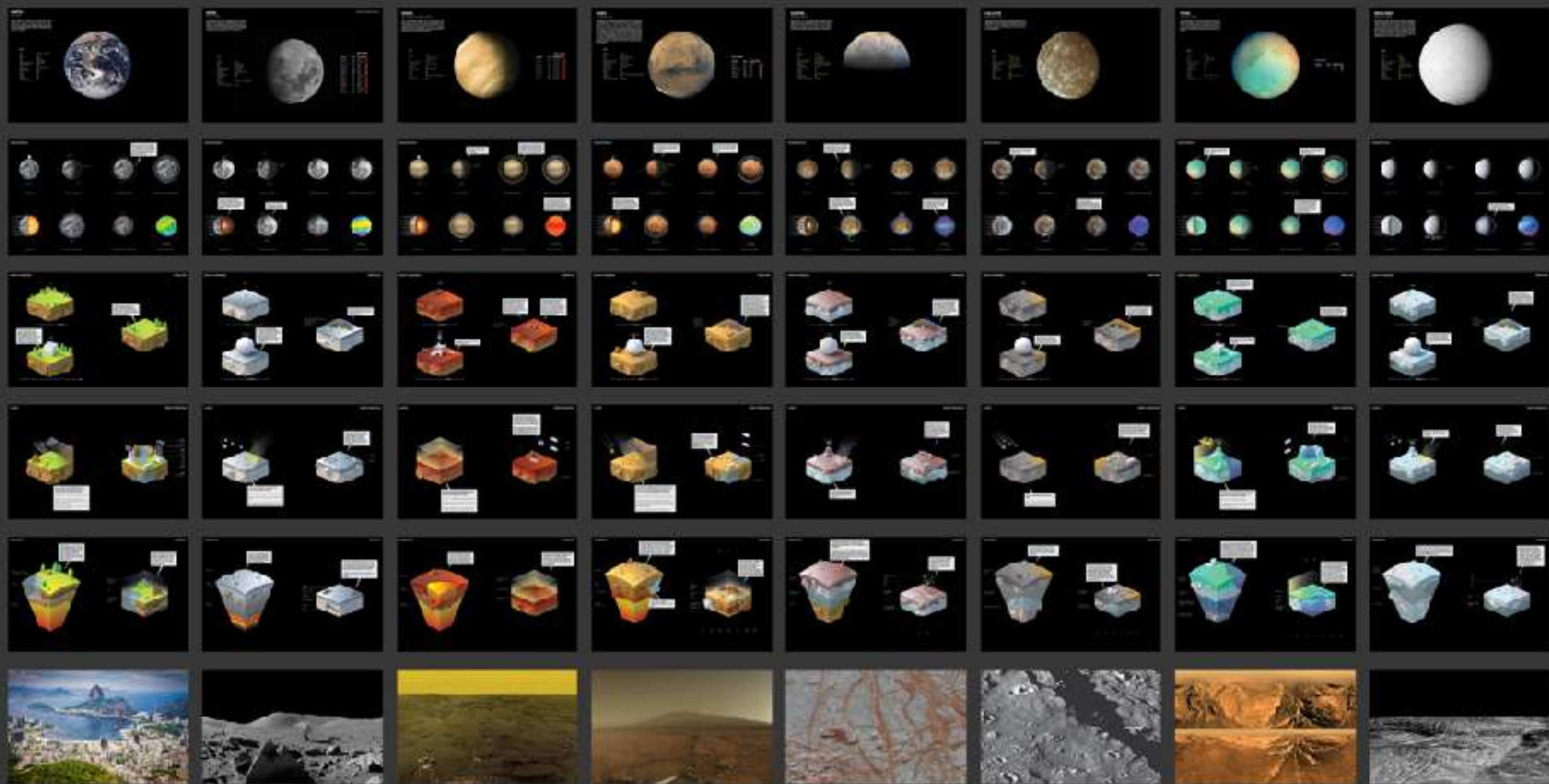


## Composition & Resources



## How does it look?







The image features a book cover for 'THE ARCHITECT'S GUIDE TO THE GALAXY'. The cover is dark with a gradient from black at the top to a reddish-orange glow at the bottom, suggesting a sunset or sunrise on a planet. The title is printed in white, bold, sans-serif capital letters. The background of the entire image is a deep black space filled with numerous white stars of varying sizes. A small, blue and white planet is visible in the upper left quadrant of the book cover, and a faint, colorful nebula is visible at the bottom of the cover.

THE ARCHITECT'S  
GUIDE TO THE  
GALAXY

# THANK YOU!

 paula.madrid

[www.madridestudio.com](http://www.madridestudio.com)