Architectural drawings are technical and not easy to understand/interpret especially for lay people who form the largest percentage of clients in the construction industry. There is thus need to prepare presentation drawings in a neat,easy to understand and friendly manner,visually explaining the designers idea,concept and designs to the consumers of such works

This need for self-explanatory representation has further been amplified by the current market trend where increasingly,clients are turning to design competitions as a way a of getting a solution that best responds to their brief.in order to have an upper edge over competitors,architects have not only to resolve their designs thoroughly but also to present them in a self-explanatory and visually-appealing format.

Outstanding presentations can revolutionize one's ability to sell projects to prospective clients.

These can be made more elaborate and self explanatory in a variety of ways,inter ala by use of

- Rendered/graphics enhanced layouts i.e floor plans,elevations and sections
- Rendered three-dimensions views of interior spaces and the exterior form of buildings
- Scaled tangible(physical) models
- Three-dimensional virtual tours(walk-throughs)

The consultant bas in need of presentation representation is not restricted to architects only but also includes the following

- Service engineers
- Interior designers
- Property developers
- Builders and contractors
- Lenders(home equity loans/mortgage firms)
- Real estate and property management agencies
- Advertising and marketing agencies
- Furniture,appliances and fixture designers