Unit 1: Building a Future

About the Genre: Project Profile

What is it?
A project profile describes a building construction project, either while it is being planned or after it has been completed, depending on the purpose. Project profiles may appear with architectural plans that will be presented to a client, an investor, or a builder. Architects might put project profiles in a portfolio to show past work and to attract new clients. A descriptive paragraph is the most important part of a project profile. It gives details to help readers picture the finished project.

What is the purpose?
Architects write the descriptions in project profiles for two reasons: first, before the building has been completed, to express how they imagine the final project, to persuade clients, and to get approval for the building project. Second, after the project is built, architects may use the descriptions to attract new clients. Other writers, such as building owners, might use descriptive project profiles to attract residents or storeowners to rent space in the finished building. Writers of project profiles try to create a reaction in the reader. They may want the reader to feel that the place is exciting. Alternatively, they might want to create a calming feeling in the reader.

What is the structure?
The descriptions in project profiles are often as short as one paragraph. The paragraph gives details about the intended use of the building, the size and scope of the project, and how people will feel when they’re in the space. The writer includes words and ideas that will convince readers that the project will succeed.

Comprehension Questions
1. Why do people write project profiles?
   a. to communicate the key parts of the project to a client
   b. to try to attract investors
   c. both a and b above

2. Which of the following does a project profile’s descriptive paragraph include?
   a. a list of references to articles about the project
   b. the architect’s plans for future building projects
   c. details about what the project will look like when finished

3. Which of the following is NOT a reason to write a project profile?
   a. to tell an exciting story
   b. to show past work
   c. to attract businesses to rent space in the finished building