

90° the right angle for success

The objective of communication is not the transmission, but the reception.

Architecture is the physical representation of the soul of every great culture, and great architectural structures are the culmination of creative design, engineering, project management, and skilled execution.

Great buildings are beautiful, efficient and functional, having been constructed from numerous component pieces carefully knitted together in the appropriate sequence to create a place that the user will want to be.

So is a successful proposal!

This is why our proposal process is based on architectural design and construction concepts - to keep everyone grounded in what we are going to achieve; a document that is beautiful, efficient and functional.

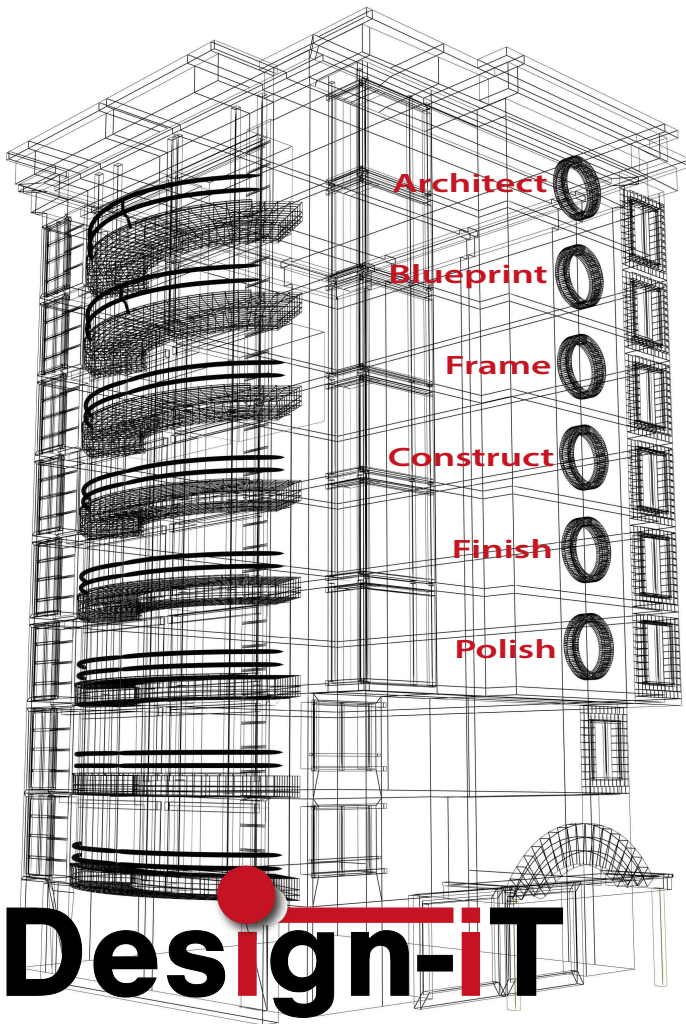
We also bring another attribute to each proposal we help to prepare - the utilization of cognitive design and layout artistry in a process we call Presentation Engineering. It's purpose is to create documents that maximize communication receptivity.

If you understand what infographics have done to enhance data communication, that is what Presentation Engineering will do to improve the communication receptivity of your proposal.

With the advent of color-scoring (actually known as Adjectival Scoring) proposals are not really scored! The evaluator provides an assessment of strengths and weaknesses and then assigns a color that represents their impression of what they read.

Today, it is the impression that makes the difference. This means the whole vision - the presentation of your entire story - is the driving force behind your "score."

Work with us and the Design-iT methodology and we will bring your story presentation to life.



# Creative Proposal Development by 90Degrees of Design Group

1725 I Street, Suite 300, Washington, DC • 202.618.4555 • [www.90degreesofdesign.com](http://www.90degreesofdesign.com)



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