

1 La página de unas ciertas dimensiones con fondo gris, o quizás de diferentes colores según temas (ver páginas cotas)

2 La mancha blanca con las esquina redondeadas, unas dimensiones y unos márgenes respecto del fondo de color determinados (ver página cotas)

3 La línea - o filete - parte la página en dos mitades iguales, la parte de la imagen y la parte del texto, y va de extremo a extremo sin dejar espacio.

Margen 1 v

Margen 2

Margen 2

Margen 1 h

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Margen 1 v

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Margen 1 v

Margen 2

Buckminster Fuller (left) and Norman Foster (right) with four unidentified colleagues, 1971.

1 "How much does your building weigh, Mr. Foster?"¹

R. Buckminster Fuller posed this question, used as the title of a recent documentary, as Norman Foster showed him designs for the ultra-lightweight Sainsbury Gallery at the University of East Anglia. The question implies that lighter is better – and that reducing the amount of material in a project also reduces the embodied energy of a given structure. This principle is useful to apply in an apples-to-apples scenario: a building with less steel will probably have less embodied energy than a building with more steel.

However, in an apples-to-oranges scenario, this principle can be misleading. A lightweight steel-and-glass structure does not necessarily have less embodied energy than heavy masonry. Some lightweight materials require high energy expenditure for their production, others do not. Timber may be both lightweight and low energy while aluminum is lightweight and recyclable

but energy-intensive. It may be useful to think of material use in terms of performance: what is the minimum of any given material needed to perform a certain function, and, how would another material's performance compare?

¹ *How Much Does Your Building Weigh, Mr. Foster?* Norberto Lopez Amado and Carlos Carcas, Art Commissioners, documentary, 2010.

Image source: detail-online.com, photo from 2011 exhibition "Bucky Fuller & Spaceship Earth," MARTa Herford Museum, © Tim Street-Porter.

4 La imagen que aporte algo más a la pregunta y el comentario de la pregunta. Por arriba y por los lados la imagen se ajusta a los mismos márgenes. Viendo el documento completo se aprecia que la altura es variable, aunque siempre deja espacio holgado para el pie de foto.

Distancia ligeramente variable

5 Pie de foto, explica qué es la foto; texto en tipo de letra DejaVu Sans o similar, tamaño 8, alineado a la izquierda. Si vemos el documento modelo completo, observamos que puede tener una o varias líneas.

Mitad superior