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# Content is powerful.

Janice Johnson

Content Creator and Social Media Strategist

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## Get To Know Me

Hi, my name is Janice Johnson and I'm an architect and content creator. I specialize in Social media along with blog writing and copywriting.

[Find me on Behance](#)

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# Sample Work: Social Media

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# Social Media Strategies - At Epistle Communications

I was completely involved with this particular company in developing their social media strategy from

February 2021-June 2021

Instagram: <https://www.instagram.com/quickviz/>

LinkedIn: <https://www.linkedin.com/company/quickviz-co/>

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# Social Media Strategy - At University (Advertising and Branded Content Creation Project)

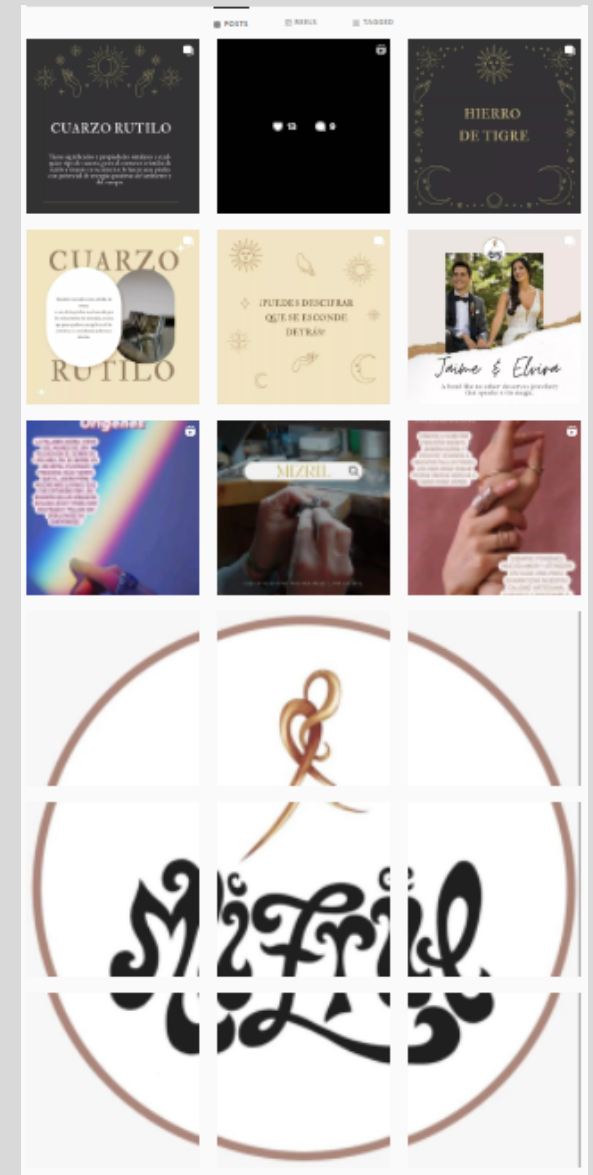
[https://www.instagram.com/tm\\_mvdm22/?hl=en](https://www.instagram.com/tm_mvdm22/?hl=en)

The objective of this class was to create engaging content for a small business. It was a group effort that included strategizing content and producing and managing. The small business is based in Spain hence the content had to be in English and Spanish

- The challenge lasted a week and we had to produce a post/story every day for a week.

My role:

- Strategizing Content
- Social Media Management - Posting and engaging with the other accounts.

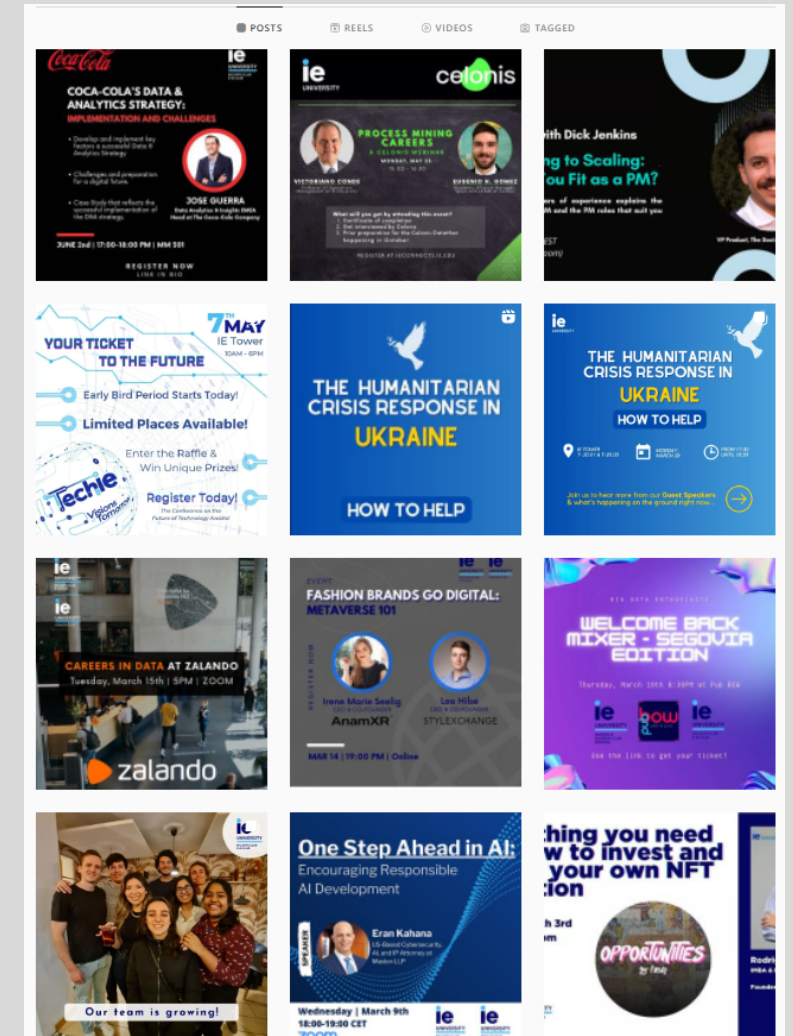


# Social Media Strategy - At University, IE Big Data Club

I am also a part of the IE Big Data Club as a Communications Specialist, for Design and Content Creation.

My role:

- Strategizing Content
- Content Creation
- Social Media Management - Posting and engaging with the other accounts.
- Event Photographer and Videographer



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# Sample Work: Writing

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# The House on the Cliff -Article

The House on the Cliff proves the theory that design requires not only an aesthetic appeal and creativity but also requires plenty of brains behind just the brawny exterior. Built by native Spanish architects, GilBartolome Architects, the house on the cliff is a feat of engineering that is built on a cliff overlooking the Mediterranean Sea. Commissioned by a young couple, the design brief was to create an architecture that would be an imitation and integration of the landscape around.

The house is built over two floors: a large terraced living area is built along the slopes of the mountain, is connected to a terrace with a swimming pool, and a second floor with rooms with a view over the roof. Every livable space is directed to command a view of the shining sea that opens up into the horizon. The majority of the other spaces are constructed deep within the cliff rock, giving it an almost cave-like appearance, while on the other hand, the interior is a monochrome white, offering a light and airy atmosphere.

The core of the structure is supported on the retaining walls that are 14.5 meters apart from each other, with no other internal supports, columns, or walls. As a result, the main living area of the house can be broken up into various pockets of activity, but when needed, it can transform, rendering it a stage of sorts for a large group of people ideal for parties and gatherings. Completely open to the captivating landscape, it is planned with an ancillary terrace that is separated by a movable glass facade.

The main element, however, is the roof of the house, which pays homage to the most famous Spanish architect, Antoni Gaudi through its curved organic form and its slightly, yet invigorating dragon skin-like form. What is really stirring about this piece of architecture, is the fact that the materials for the roof were locally sourced in the region, providing jobs for the locals during what was one of the worst unemployment spells in Spain.

Another achievement that has to be applauded is that although it looks expensive due to the supply of local labor and the creative engineering by a local engineer, Dr. Manuel Rojas, it really isn't. Developed on a patent by producing a hand-crafted formwork system, using a very efficient, deformable metal mesh. This technique was developed at a much lower cost as compared to the alternatives that are widely used in building, such as wood or steel formworks. The finishing surface of the roof is composed primarily of zinc scales, which are hand-made from raw materials. This has reduced the cost that is significant compared to the prefabricated devices which are sold by the industry. Similarly, the manufacturing of furniture is made entirely by hand from digital models. Such methods, which move between the manual and the physical, have created a special mix of qualities.

This house demonstrates that alternative means of construction are feasible and that the developer and the customer have the ability to purchase a great product at a reasonable rate. It is a matter of imagination, talent, and dedication to an idea from a society and a developer's point of view.

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# Bremen, Germany -Architectural Journalism Course

## conducted by Tanya Khanna, Epistle Communications

What really fascinates you, is the history frozen into the walls of these little buildings. A walk through these narrow alleys will transport you to a different time altogether.

The strict structures of white with the colorful rooftops and the funny little windows are rather playful but also sensible.

As you continue your path, the scene shifts from white modern no-nonsense functional buildings to buildings that are grand, with great character and a story.

Carved doorways hold mystery for all who want to pass through safeguarding the secrets from the past. Cobbled walkways in stone, the ever-charming beauty of any city in Europe contrasts the brown-toned buildings playfully inviting you to walk around on it.

The romance of it all is heightened by the brick tall brick structures making you feel small but comforted and safe.

What ties together this enchanted walk, is the open plazas filled with life after your one on one experience with the building. As my

Professor said, leading our group through this experience was “The juxtaposition of architecture found in this city is simply marvelous.”

And he was right, amidst all the brown burnt bricks and the smooth white facades, there were specks of the sturdy steel gray and black scattered all over. It reminds me of a scene from a movie, where wormholes teleport you back and forth from one dimension to another. It seemed like the buildings were doing the same, shifting you from an era gone to a modern marvel.

One such marvel, was a museum, a funny-looking building quite literally designed according to its context, a floating ship surrounded by the glistening river. Talk about a time warp, that is the place to be, an experience even words cannot express just felt. All in all, Bremen is not a city that will pop into your mind if you think of Germany. Most do not even know of its existence. But that is the beauty of the city, a silent yet potent city full of surprises to be discovered amongst it.

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# Future of 3D Visuals -Blog writing with keywords for a client based in the US

The advancement in 3D visualization and simulation technologies has been growing at an exponential rate since the '90s. The rise of technology has accelerated innovation and this is evident in the evolution of the 3D visualization tools available in the market. When 3D visualization was first introduced in the '90s, it enamored the world with its capability of producing line drawings. The ability to produce 2D drawings has now progressed to producing photorealistic virtual images or even hyper-realistic videos and VR 360s.

Every business in this day and age benefits from using 3D visualization tools. In the AEC industry, we have seen error minimization in the construction process with the use of 3D renderings, VRs, virtual videos, and other 3D visuals. The architecture, engineering, and construction industry have become more efficient and competitive, courtesy of the advanced CGI technologies.

The latest trends in the architectural visualization industry that are progressing are Virtual Reality, Augmented Reality, Real-Time Rendering, Cloud Computing, Quantum Computing, 3D Printing, etc. These are not new technologies but are becoming more ubiquitous and hence more accessible to the lay consumer.

Architects and Designers are now engaging in Virtual Reality, which has changed the design and construction industry significantly. 3D artists are now using this tool to customize pre-rendered experiences, allowing clients and developers to actually walk into the proposed design. A step higher than VR would be Augmented Reality (AR) technology which overlays visual content over the real world. Augmented Reality is explored with handheld devices equipped with AR technology, and AR goggles that showcase a project to clients like never before, leaving no questions unanswered.

Rendering artists are using real-time rendering in creating virtual experiences that let people inhabit an unbuilt work of art or architecture. When combining this technology with VR, one can see how powerful and vital bringing this level of immersion can be. The increase in accessibility to cloud computing has led 3D Visualizers to be more efficient, taking the technology one step further with quantum computing. Although years away from being used, these could provide viable solutions for 3D Render artists which will further impact the AEC Industry.

3D printing technology has broken barriers allowing designers to move away from the laborious task of creating the physical model. The 3D printing industry is becoming more cost-effective and easier to use, encouraging the use of it to become more integrated into the rest of the 3D imaging world. Designers now use 3D printers as a means to create presentation-level models. Printing out several versions of design models provides the designer with a fresh perspective on what they've only seen illustrated on a computer screen. It results in better designs and effective communication between the client and the designer. Inevitably, there will be a revolutionary piece of software or a cutting-edge piece of technology that will keep changing the 3D Visualization industry. ABC continues to be up to date with all the latest trends to enhance our client's needs and better represent their vision. Email us at [studio@ABC.com](mailto:studio@ABC.com) to be part of our ABC family and keep up to date with the latest news on 3D visualization.

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