

**ARCHITECTURAL COMPOSITION:
AN ATTEMPT TO ORDER AND
PHRASE IDEAS WHICH HITHERTO
HAVE BEEN ONLY FELT BY THE
INSTINCTIVE TASTE OF DESIGNERS**

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Architectural Composition: An Attempt to Order and Phrase Ideas which Hitherto Have Been Only Felt by the Instinctive Taste of Designers by John Beverley Robinson

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Instinctive Taste of Designers

By

JOHN BEVERLEY ROBINSON

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PREFACE

A CONVICTION in the mind of the author of the possibility of formulating the approved practice of architects in designing the exterior of buildings resulted in the publication in 1898 of a series of articles upon the Principles of Architectural Composition in the *Architectural Record*, which were afterward reprinted in book form.

This was favorably received, and formed the basis of a course of lectures which has been given by the author annually for some years at Columbia University before the students of the School of Architecture.

The theories involved have never been impugned, nor indeed can they well be; as they comprise only generalizations of principles which have long been recognized in their individual application.

The present work develops these theories in more coherent and logical form, and, it is believed, will serve to simplify the acquisition of the subject of which it treats.

In conclusion, the author expresses his thanks to those whose names follow for their kind aid in obtaining illustrations; Messrs. Babb, Cook & Willard; Mr. James B. Baker; Mr. H. W. Desmond; Mr. Wilson Eyre; Messrs. Carrere & Hastings; Mr. George A. Freeman; Messrs. Howc, Hoyt & Cutler; Mr. Elliott Lynch; Mr. Benjamin W. Morris; Messrs. Bruce, Price & de Silbour; Mr. George B. Post; Mr. H. W. Poor; Messrs. Andrew J. Robinson Co.; and Mr. E. R. Smith.

JOHN BEVERLEY ROBINSON.

ARCHITECTURAL DEPARTMENT,
BOARD OF EDUCATION,
NEW YORK, 1907.

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1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that proper record-keeping is essential for ensuring transparency and accountability in financial operations. This section also highlights the role of internal controls in preventing fraud and errors.

2. The second part of the document focuses on the implementation of robust risk management strategies. It outlines the need for a comprehensive risk assessment process that identifies potential threats and vulnerabilities. The document stresses the importance of developing effective mitigation plans to minimize the impact of risks on the organization's operations and financial health.

3. The third part of the document addresses the importance of maintaining strong relationships with stakeholders, including customers, suppliers, and regulatory bodies. It emphasizes the need for clear communication and collaboration to ensure that all parties are aligned with the organization's goals and objectives. This section also discusses the importance of staying up-to-date on industry trends and regulations to ensure compliance and competitiveness.

4. The fourth part of the document discusses the importance of investing in human capital and providing ongoing training and development opportunities for employees. It emphasizes that a skilled and motivated workforce is essential for driving innovation and growth. This section also highlights the importance of fostering a positive work environment and promoting diversity and inclusion within the organization.

5. The fifth part of the document discusses the importance of maintaining a strong financial position and ensuring the organization's long-term sustainability. It emphasizes the need for a solid financial plan that includes budgeting, forecasting, and monitoring key financial metrics. This section also discusses the importance of maintaining a strong credit rating and ensuring that the organization has access to sufficient capital resources to support its operations and growth.

6. The sixth part of the document discusses the importance of maintaining a strong legal and regulatory compliance program. It emphasizes the need for a comprehensive understanding of applicable laws and regulations and the importance of implementing effective compliance controls. This section also discusses the importance of staying up-to-date on changes in the legal and regulatory landscape to ensure that the organization remains in full compliance at all times.

7. The seventh part of the document discusses the importance of maintaining a strong reputation and brand identity. It emphasizes the need for a clear and consistent brand message and the importance of engaging in corporate social responsibility (CSR) activities that align with the organization's values and mission. This section also discusses the importance of monitoring and managing the organization's reputation to ensure that it remains positive and resilient in the face of challenges.

8. The eighth part of the document discusses the importance of maintaining a strong cybersecurity program. It emphasizes the need for a comprehensive cybersecurity strategy that includes risk assessment, policy development, and implementation of robust security controls. This section also discusses the importance of staying up-to-date on emerging threats and vulnerabilities and the importance of conducting regular security audits and incident response drills.

9. The ninth part of the document discusses the importance of maintaining a strong environmental, social, and governance (ESG) program. It emphasizes the need for a comprehensive ESG strategy that includes risk assessment, policy development, and implementation of robust ESG controls. This section also discusses the importance of staying up-to-date on emerging ESG trends and standards and the importance of reporting on ESG performance to stakeholders.

10. The tenth part of the document discusses the importance of maintaining a strong overall organizational culture. It emphasizes the need for a clear and consistent set of values and principles that guide the organization's behavior and decision-making. This section also discusses the importance of promoting a culture of transparency, accountability, and continuous improvement, and the importance of recognizing and rewarding employees who exemplify these values.

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