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Society for Environmental Graphic Design
The global community of people working
at the intersection of communication design
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Educational Program Summary Outline

Kent State University

Program Summary

Special Topics: Interdisciplinary Design and Development: Senior Housing

This course was an experiment. It was a special cross-listed course at three different schools, of three different disciplines. Organized into interdisciplinary student teams, it included architecture, real estate, and graphic design students at the senior or graduate level. The course ran for three consecutive years, and required significant external funding. It involved several trips each semester to Chicago for the Kent students, which included site visitations, lectures and team workshops, architecture visitations, studio tours and more. The course also included weekly three-way video-conferenced lectures.

Faculty

The full-time faculty included Dr. Susanne Cannon, Director of the DePaul Real Estate Center in Chicago, Prof. Thomas Gentry, School of Architecture, IIT Chicago, and Prof David Middleton, Kent State University, Kent, Ohio. The course included many guest lecturers and jurors.

Course Goals

Very generally, the goal was to allow the students to understand the limitations of the other disciplines, and find opportunities to collaborate so that they might provide a better overall end product. Other objectives included learning the responsibilities of working in teams, learn about the needs of senior housing, developing brand identity and extending it into the built environment, documentation, and learn basic skill sets required in wayfinding.

Lesson Plan Outline

Week 1

Class 1: Introduction, class scope and overview of EGD. Review WebCT.

Class 2 : Review related EGD work, and previous student work.

Discussion of documentation processes, format, and typical content to be included in the comprehensive group proposal. Elder care research assignment given, to be presented next class.

Week 2

Class 1: Review student elder care research projects. Review documentation samples. Assign format template development. Cathryn Kapp, guest instructor.

Class 2: Holiday, no class.

Week 3

Class 1: Lecture Introduction to Building Systems and Housing Design, TV lecture from IIT, Thomas Gentry

Class 2: Studio working session to develop documentation templates. Brand identity overview. Review sample work.

Week 4

Class 1: Lecture Market Analysis/Demographics, Introduction to UrbanPlan Project. TV lecture from DePaul, Susanne Cannon

Class 2: Student preparation for Urban Land Institute project, assign readings.



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Trip 1 (3 days)

Drive by van to Chicago. Driving tour of significant Chicago neighborhoods. Afternoon visitation of Carol Naughton Associates. Visit Millennium Park. Travel UrbanPlan Project Workshop, hosted by the Urban Land Institute, in the IIT Student Center. Afternoon juried presentations. Site visit of the Bronzeville area, late afternoon. Morning visitation of the Ruth Ford House (1947), and residence of Prof. Sidney Robinson, in Aurora, Illinois. Afternoon visitation of the Farnsworth House (1946), in Plano, Illinois. Return to Kent.

Week 5

Class 1: Lecture Brand/Identity, TV guest lecture from Kent State University, Brendan Murphy, Lippincott Mercer, NYC

Class 2 : Chicago trip recap. Working session studying name generation, branding concepts and themes. Cathryn Kapp, guest instructor.

Week 6

Class 1: Lecture on Senior Housing Finance, The Davis Group, LLC, Robert Koerner, Charles Young, Mesa Development, LLC, TV guest lecture from DePaul University, Site of study assigned.

Class 2: Studio session studying name generation, branding concepts and identity.

Week 7

Class 1: Lecture on Design Programming, TV lecture from Illinois Institute of Technology, Thomas Gentry

Class 2: Jim Herman, AIA guest lecturer. Discussion of special needs of elderly living.

Week 8

Class 1: Lecture Schematic Design, TV lecture from Illinois Institute of Technology, Thomas Gentry. Assign 100 questions group exercise, from "Design for Assisted Living: Guidelines for Housing the Physically and Mentally Frail" by Victor Regnier, FAIA

Class 2: Studio session studying logotype development, color, type, imagery, symbols, etc.

Week 9

Class 1: Lecture on Senior Housing, Alan Plush, Healthtrust, E James Keledjian, Pathway Senior Living, TV guest lecture from DePaul University.

Class 2: Assign City of Chicago zoning research exercise for the site of study.

Week 10

Class 1: Lecture on Wayfinding, TV guest lecture from Kent State University, Kelly Kolar, Kolar Design, Inc.

Class 2: Studio. Discussion and study of brand extension into wayfinding and placemaking. Cathryn Kapp, guest instructor.

Week 11

Class 1: Open studio: wayfinding. Prepare branding work, and format work for second Chicago trip.

Trip 2 (3 days)

Kent students drive via university van to Chicago. Afternoon/evening walking tour of loop area. Visit varied building types, including The Rookery, the State of Illinois Building, 190 South LaSalle, Carson Pirie Scott, 333 West Wacker Drive. Public art installations of Calder, Picasso, Miro, Chagall, DeBuffet, Oldenberg. All Day Workshop for teams; Crown Hall, Illinois Institute of Technology. Tour of IIT campus including buildings designed by Mies van Der Rohe and Rem Koolhaas. Visit the Field Museum, return to Kent.

Week 12

Class 1: TV guest lecture from DePaul University, Feasibility Discussion, Jerome E. Finis, Pathway Senior Living,



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Michael Faron, O'Neill Construction

Class 2: Studio. Discussion of wayfinding, site analysis. Review of sign types. Cathryn Kapp, guest instructor.

Week 13

Class 1: Open studio.

Class 2: DePaul course ends. Pro formas due. Issues of fabrication presentation. Begin design of final documentation.

Week 14

Class 1: Studio. Discussion of ADA.

Class 2: Open studio.

Week 15

Class 1: Open studio.

Class 2: Preliminary documentation review.

Week 16

Finals week. Final Documentation Due in electronic form.

Jury 01/27/05

Kent students travel to Chicago. Meet with groups during the day at DePaul University to practice final presentations. 20 minute final presentations to jury. Winning groups selected. Closing Reception. Return to Kent.

Final Report

Just completing a course of this complexity the first time through made it a success. For the graphic design students, the biggest success was getting to learn about other disciplines, particularly architecture. The architecture and graphic design students tended to work together with less effort. The real estate market study was very important in developing the brand image. There was a good link here with the design students and the real estate students. In general, the real estate students could understand the advantage of having the architecture and EGD students in the ground floor. Practically no one knew that EGD even exists. The ability of the EGD students to put together coherent and professional final proposals was a big surprise at the end. Some problems to overcome include the ability to work as teams from a distance. Email relationships tended to become fractured at times and sometimes even mean spirited. Face-to-face workshops provided a much more civil work environment overall. Agreeing on an overall concept was sometimes difficult. Also, there was an inordinate amount of time spent on lectures pertaining to specific issues of real estate. There was not enough time spend on design development. Over the three years this course was offered, some of these issues were resolved, including concept development, balance of lectures and design development time. Working as teams at a distance seems to have inherent flaws, although good planning and a tight schedule helped. In many ways, the inherent qualities of the individual disciplines of the students mirrored those of the professional world, such as cost/value issues and team hierarchy. Last, the high profile of this course, including free travel, raised awareness of EGD in the school, college and university, and helped grow student interest in the coursework.



Samples of Student Work

Market Feasibility

Market Area:
 The market area is defined by the intersection of the main arterial roads. This area is the most likely to be developed for a new building. The market area is defined by the intersection of the main arterial roads. This area is the most likely to be developed for a new building.

Market Demographics:
 The market area is defined by the intersection of the main arterial roads. This area is the most likely to be developed for a new building.

Year	Population	Household Income	Median Age
2000	100,000	\$30,000	35
2005	110,000	\$32,000	36
2010	120,000	\$34,000	37
2015	130,000	\$36,000	38
2020	140,000	\$38,000	39

1.07

Site Plan

2.02

Brand Concept

Community through nature and culture.

The brand concept is defined by the intersection of the main arterial roads. This area is the most likely to be developed for a new building.

4.01

Brand Identity

Primary:
 alesari

Secondary:
 alesari alesari

4.03

Brand Application

Customer Service:

4.04

Brand Campaign

Outdoor Campaign:

4.06

Interior Sign Family

Directional:
 north

Identification:

4.08

Exterior Sign Family

Exterior Signage:

4.09