

# Ex2: Green Space

## EXERCISE

We will be working for a client on campus that is planning to renovate the CUC Green Space. We will be considering signage, storytelling, usability, materials, and of course, typography, to improve the space. Designs that clearly meet the client's goals and are feasible to fabricate and install will be implemented over the summer.

## CLIENT

"The Green Practices Committee will strive to develop university practices that improve environmental quality, decrease waste and conserve natural resources and energy, thereby establishing Carnegie Mellon as a practical model for other universities and companies." The GPC is comprised of faculty and staff, and is led by Barb Kviz, the Environmental Coordinator of Facilities Management and Campus Services.

## BRIEF

The CUC Green Space is the primary outward-facing space for the Green Practices committee on campus. It serves as a central location for recycling of a variety of materials, as well as information on sustainability initiatives on campus and in the local community. Initially conceived as one of a network of recycling centers on campus, it now serves as the most visible expression of CMU's commitment to sustainability in its many forms.

The Green Space has served its purpose well and is used on a daily basis by students, faculty and staff. That said, the committee believes that some functions are outdated (transparency recycling, the desktop computer), some messages are getting lost (cluttered bulletin board) and there's an opportunity to add functionality to the space (digital screen). It's important to note that the space is very visible to people both inside and outside the CMU community. Campus tours actually stop in the space, so clear, expressive storytelling can make an impact.

The client has a list of things they'd like to see happen in the space, as well as others that they'd like you to consider. And while there needs to be some consideration of what is both materially and financially feasible, they are looking for new, bold ideas. Simply taking their wish list and distributing it around the space is not enough. They are looking to you, as designers, to develop innovative solutions to the design challenge.

## CLIENT WISHLIST

- Specialty bins: Shoe and battery recycling
- Standard bins: Paper, cardboard, plastic bottle, glass
- Touchscreen with Green Practices website and perhaps other rotating content
- Seating (Environmental Coordinator office hours posting)
- Award display
- Updated inspirational quote (perhaps Rachel Carson)
- Brochure/pamphlet display
- Pin-up space (replace existing bulletin boards)
- Information on other initiatives (e.g. campus composting, Scotty goes green, area resources)
- Exterior signage

## PROCESS

### Step 1: Research + Documentation

In groups, you will be researching the subject, users and documenting the space you will be working in.

- The client (history, scope, campus locations, etc.)
- CMU policies, initiatives, etc.
- Floor plan and elevations, photography of space, dimensions of objects to be reused (bins, etc.)
- Student interviews (Green Space awareness, use, etc.)
- Faculty and staff interviews

### Step 2: Schematic Design

Using the information provided by the client and the research compiled by the class, develop an initial schematic design for the space. Begin by developing a parti diagram (determining what content you're going to display and where), then consider how to use typography, color, scale, etc. to communicate to the diverse users of the space.

*The schematic design phase will conclude with an informal desk critique with a member of Green Practices. At a minimum you should have a floorplan, ideas about materials, some examples of typographic treatments and sketches/renderings of the proposed space. We will determine exact deliverables for this step in class.*

### Step 3: Design Development

Based on feedback from the client, continue to develop your design. Go back and review the research and client brief to make sure you are staying on track. Then consider how you're going to communicate your design to the client. Do you need to develop renderings, photo-montages or full scale mock-ups, in addition to a scale model?

*The project will conclude with a client presentation. Presentation guidelines to be determined in class.*

### DELIVERABLES

In-class client presentation and scale model.

Presentation PDF posted on Box. Name file: TeamName\_ProjectName.pdf

### EVALUATION

This exercise will be evaluated on the following criteria:

- Thorough research and/or documentation
- Schematic design progress presentation
- Clear response to the client brief
- Use of typography (scale, placement, quantity, color, hierarchy, etc.) as a communication tool in the environment
- Final client presentation (professionalism, craft, etc.)

Photo of the green space to be renovated as it looks now.

