

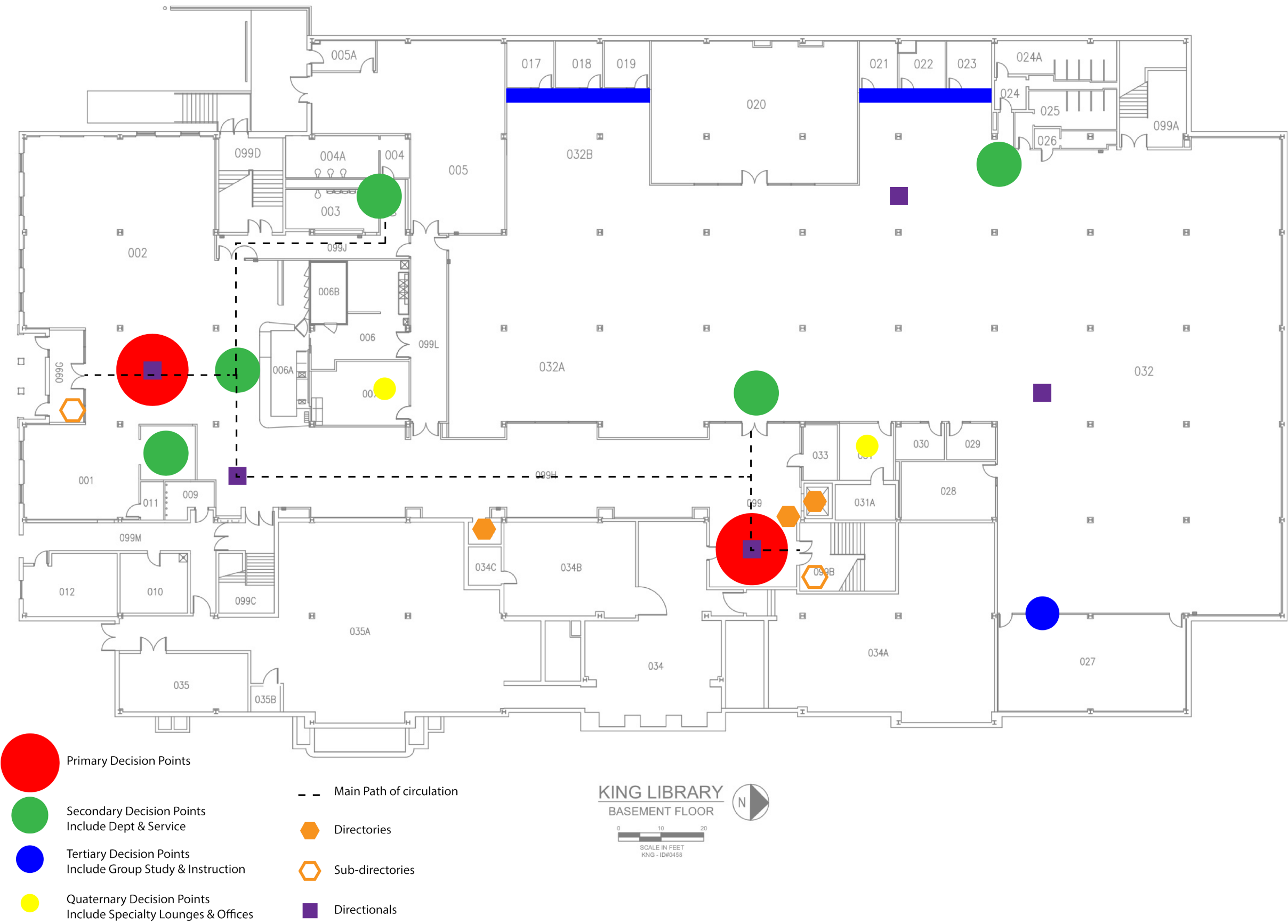


KING LIBRARY SIGNAGE PROJECT
DESIGN CONCEPTS APPLIED TO PHYSICAL SPACE
MIAMI UNIVERSITY | OXFORD, OHIO

MIA BALZANO
GRADUATE ASSISTANT
PRESENTED: MAY 2015

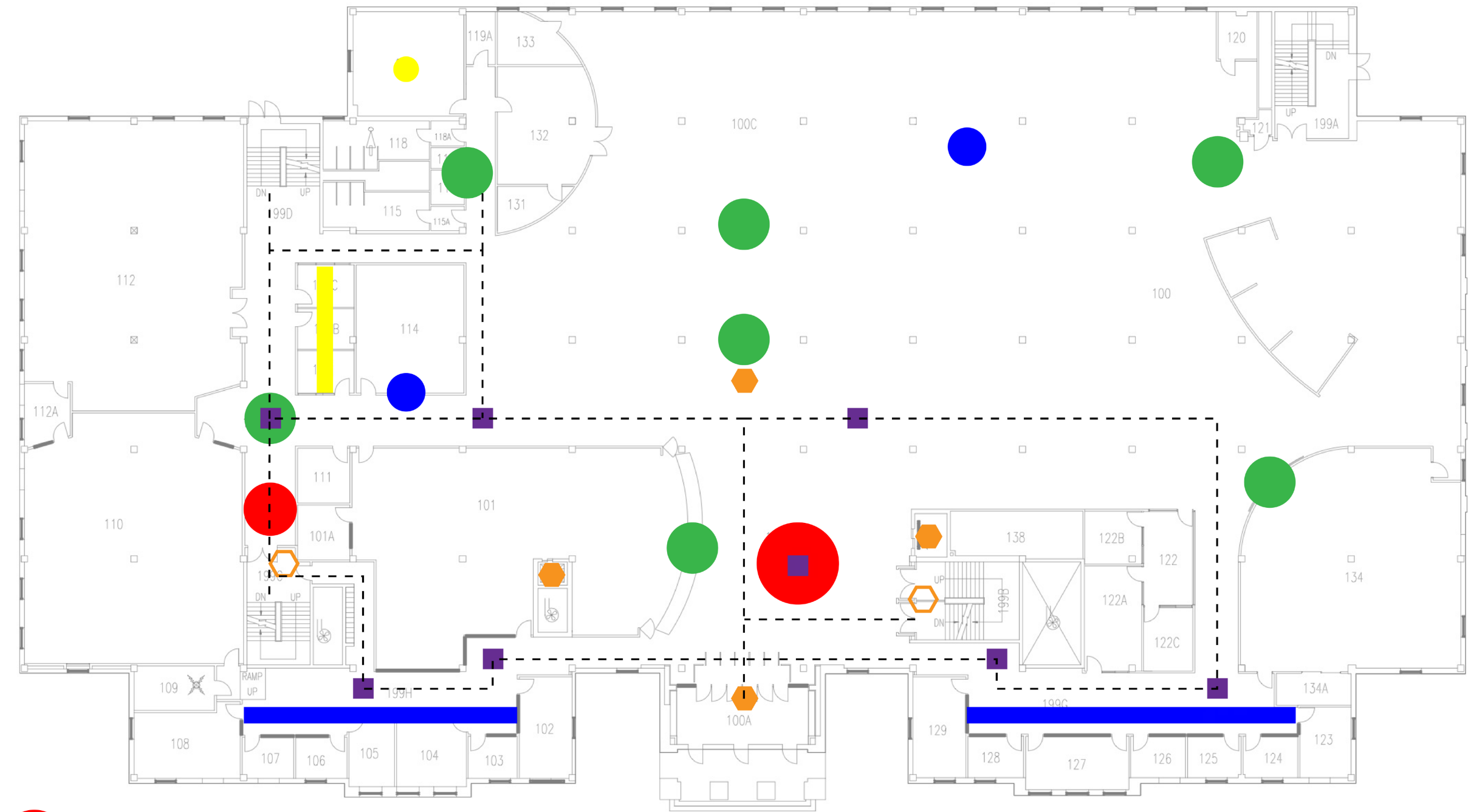
DECISION POINTS

BASEMENT FLOOR



DECISION POINTS

FIRST FLOOR



- Primary Decision Points
- Secondary Decision Points
Include Dept & Service
- Tertiary Decision Points
Include Group Study & Instruction
- Quaternary Decision Points
Include Specialty Lounges & Offices

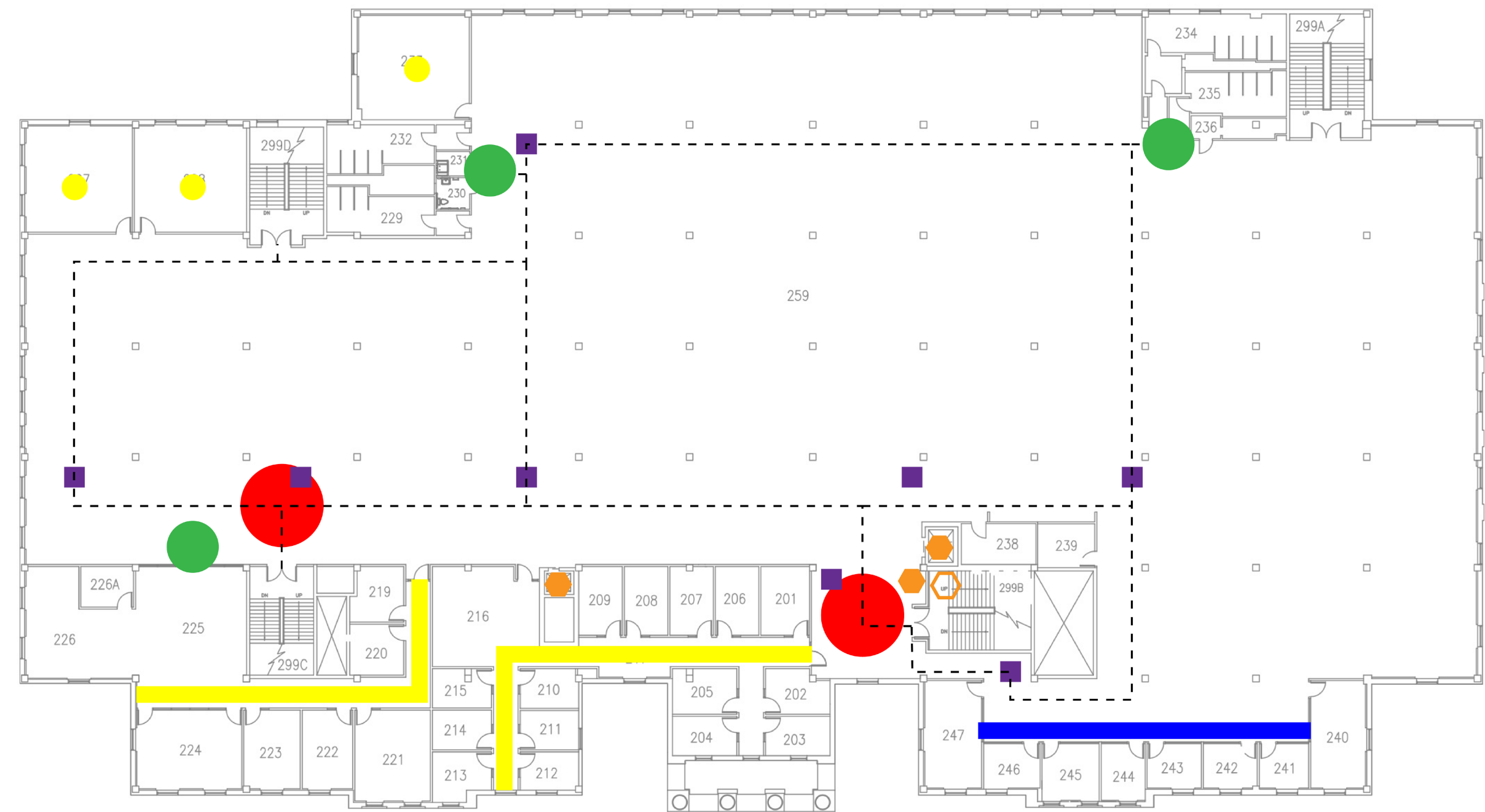
- Main Path of circulation
- Directories
- Sub-directories
- Directionals

KING LIBRARY
FIRST FLOOR

0 10 20
SCALE IN FEET
KNG - ID#0458

DECISION POINTS

SECOND FLOOR



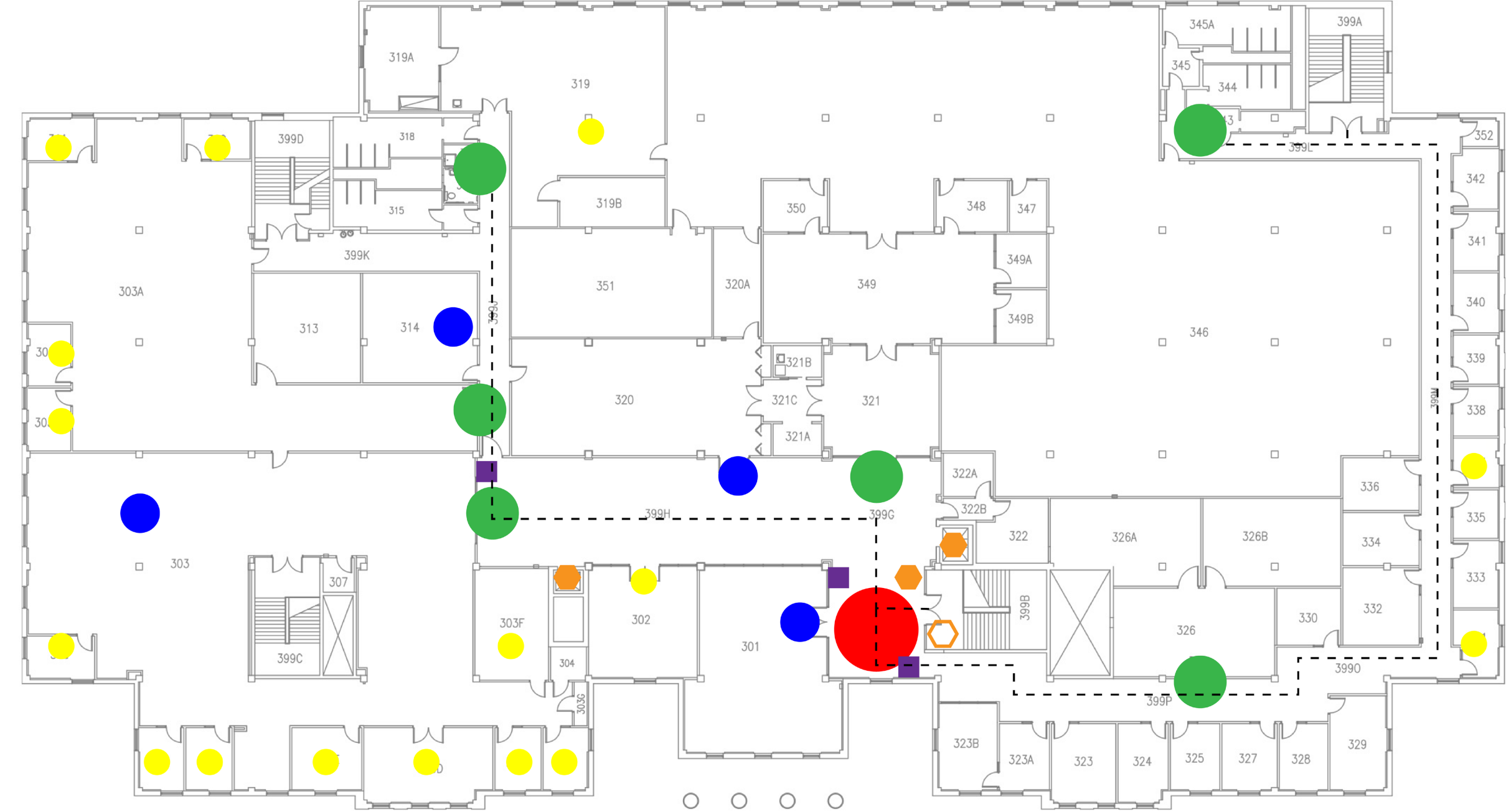
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- Main Path of circulation
- Directories
- Sub-directories
- Directionals



DECISION POINTS

THIRD FLOOR



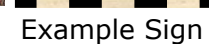
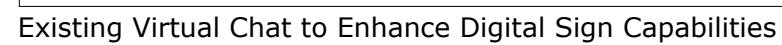
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- Main Path of circulation
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- Directionals

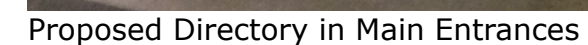
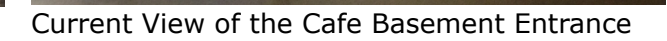
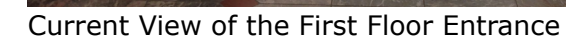


DIRECTORY FOR THE MAIN ENTRANCES

- MAIN BUILDING DIRECTORY INCLUDING ALL FLOORS
- OTHER WAYFINDING MUST BE VISIBLE NEAR AREA
- LOCATION OF SIGN MUST BE VISIBLE
- LOCATION OF SIGN MUST BE ACCESSIBLE TO USERS
- ORGANIZATION OF ADVERTISEMENTS
- ADAPTABLE TO CHANGE IF NEEDED
- WAYFINDING BRANDING APPLIED



STANDING DIRECTORY
FOR THE FIRST FLOOR
MAIN ENTRANCE AND
THE BASEMENT MAIN
ENTRANCE



This proposal accomodates for *advertisements* and encourages *direct contact* with a librian through the modifying the existing sign with a split screen of virtual chat and the library website.

PRIMARY DECISION POINTS

DIRECTORIES FOR VERTICAL CIRCULATION

- NEEDS:
- DIRECTORY INCLUDING ALL FLOORS
 - LOCATION OF SIGN MUST BE VISIBLE
 - SIGN MUST BE ACCESSIBLE TO USERS
 - ADAPTABLE TO CHANGE IF NEEDED
 - WAYFINDING BRANDING APPLIED



Example of Painted Corner Wrap for Stairwell Circulation



Existing Space Color Palette



Existing Directory

THIRD FLOOR

SECOND FLOOR

FIRST FLOOR

GROUND FLOOR



Current View of a Stairwell



Proposed View of a Stairwell



Current View Inside of Main Elevator



Proposed View Inside of Main Elevator

SECONDARY DECISION POINTS

INCLUDE DEPARTMENT & SERVICE

- NEEDS:
- CONSISTENCY ON ALL FLOORS
 - LOCATION OF SIGN MUST BE VISIBLE
 - ADAPTABLE TO CHANGE IF NEEDED
 - WAYFINDING BRANDING APPLIED
 - OTHER WAYFINDING MUST BE VISIBLE NEAR AREA



Existing Hanging Sign in the Center for Digital Scholarship

COLORED BY FLOOR
DESTINATION NAME



Current View of Department



Proposed View of Department



Current View of Hanging Service Sign



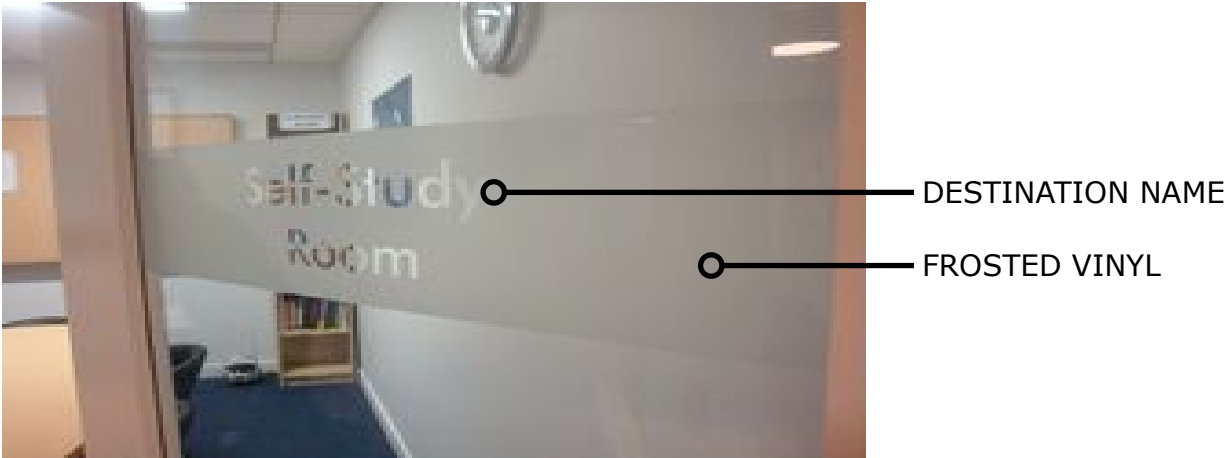
Proposed View of Hanging Service Signs

TERTIARY DECISION POINTS

INCLUDE GROUP STUDY & INSTRUCTION

- NEEDS:
- CONSISTENCY ON ALL FLOORS
 - OTHER WAYFINDING MUST BE VISIBLE NEAR AREA
 - ADAPTABLE TO CHANGE IF NEEDED
 - WAYFINDING BRANDING APPLIED

GROUP STUDY



Future Example of Group Study Room Signage



Current View of Study Room



Proposed View of Study Room

INSTRUCTION



Existing Hanging Sign in the Center for Digital Scholarship



Current View of instruction Space

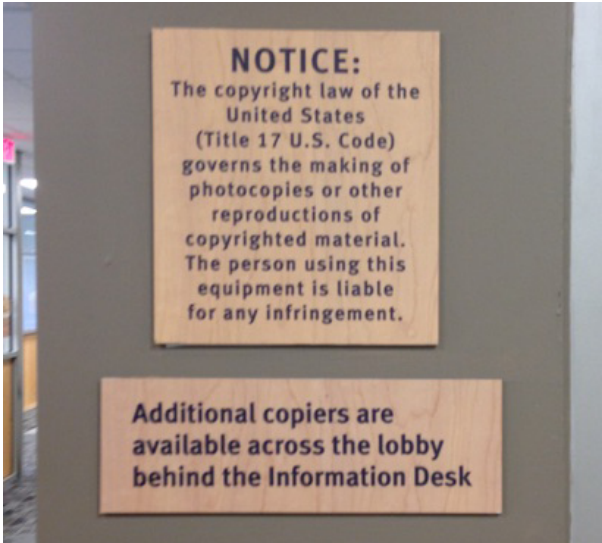
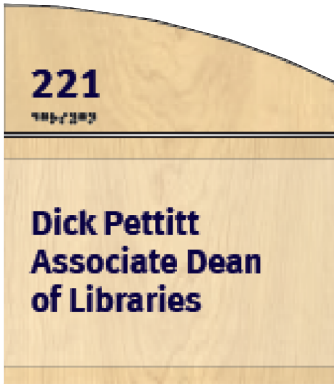
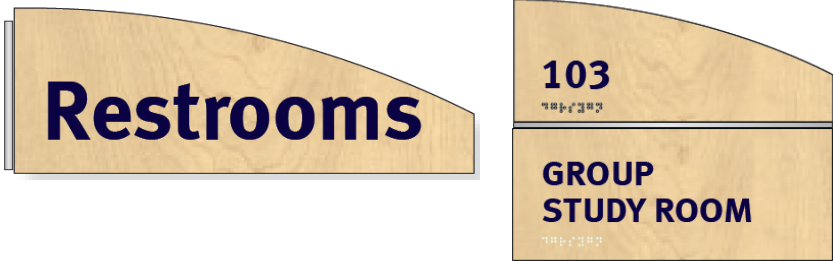


Proposed View of Instruction Space

QUATERNARY DECISION POINTS

INCLUDE SPECIALTY LOUNGES & OFFICES

- NEEDS ARE MET:
- CONSISTENCY ON ALL FLOORS
 - LOCATION OF SIGN MUST BE VISIBLE
 - ADAPTABLE TO CHANGE IF NEEDED
 - WAYFINDING BRANDING APPLIED
 - OTHER WAYFINDING MUST BE VISIBLE NEAR AREA



DIRECTIONALS

ADDING TO AND REPLACING EXISTING

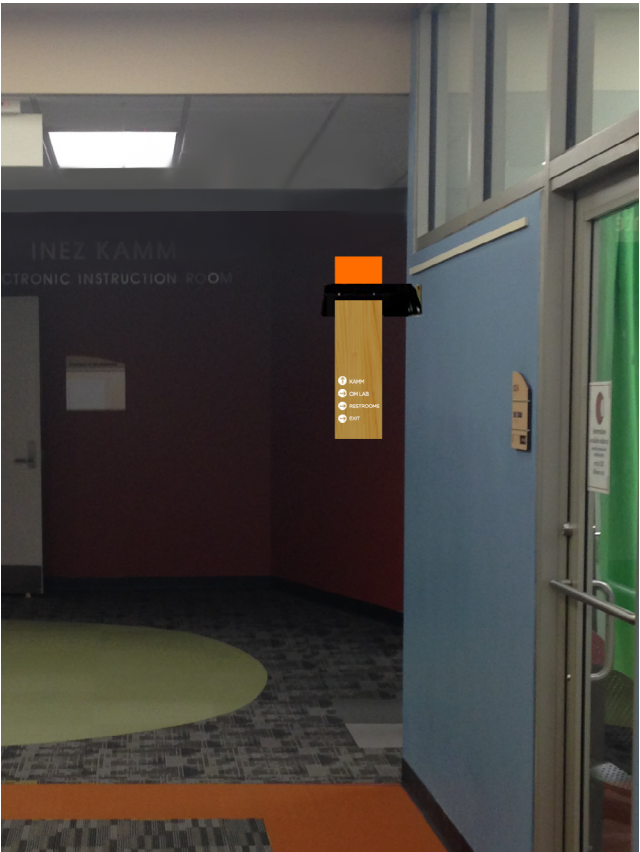
- NEEDS:
- CONSISTENCY ON ALL FLOORS
 - LOCATION OF SIGN MUST BE VISIBLE
 - ADAPTABLE TO CHANGE IF NEEDED
 - WAYFINDING BRANDING APPLIED
 - OTHER WAYFINDING MUST BE VISIBLE NEAR AREA



Example Flag Sign for Branding



Current View of Hanging Directional



Proposed View of Hanging Directional



Current View of Plated Directional



Proposed View of Hanging Directional

DESIGNATED ADVERTISING

INCLUDE INTERSTITIAL/MAIN ACCESS POINTS



Current View of Advertisements



Current View of Advertisements

- NEEDS:
- ESTABLISHING DESIGNATED AREAS FOR ADVERTISEMENT
 - CLEANING UP CLUTTERED AREAS TO MAKE WAYFINDING MORE VISABLE
 - LOCATION OF ADVERTISEMENTS MUST BE ACCESSIBLE TO USERS TO VIEW/POST
 - WAYFINDING BRANDING APPLIED TO ENHANCE DESIGN



Existing Stairwell

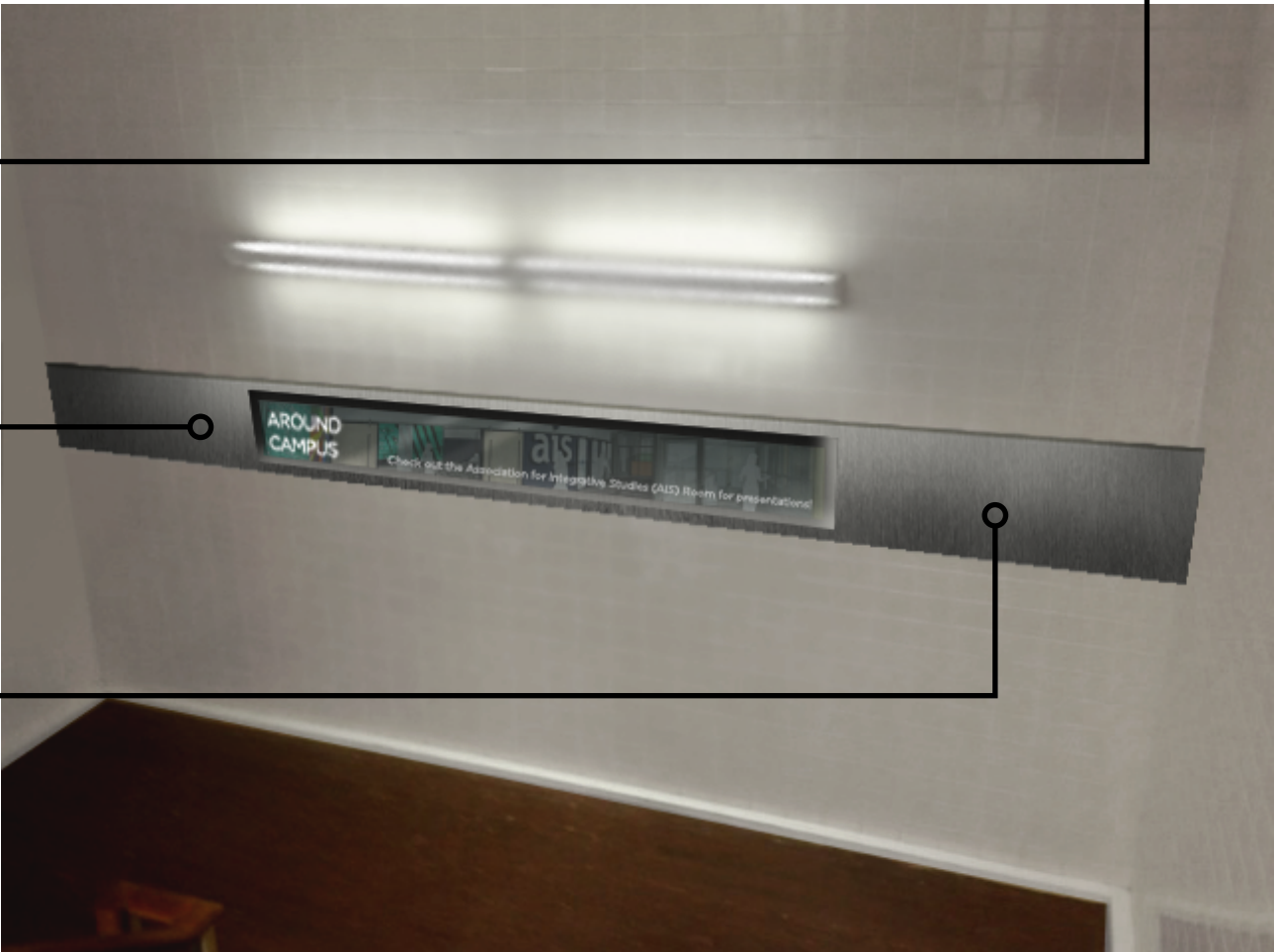


Proposal for Short Term Solution

BUILT-IN, MAGNETIC, BUT LOCKABLE COMPARTMENT FOR ADVERTISING SPACE

LATER, UPGRADE TO AN INTERACTIVE, DIGITAL DISPLAY

THE MATERIAL OF THE DIGITAL DISPLAY CAN BE IN A DIFFERENT MATERIAL. SUCH AS A NEUTRAL MAPLE (TO MATCH BRANDING AND ADD WARMTH).



Proposal for Long Term Solution

ADDITIONAL WAYFINDING

INCLUDE SUGGESTED TECHNOLOGY FOR ADVANCEMENT

- NEEDS:
- CONSISTENCY ON ALL FLOORS
 - LOCATION OF SIGN MUST BE VISIBLE
 - LOCATION OF SIGN MUST BE ACCESSIBLE TO USERS
 - ADAPTABLE TO CHANGE IF NEEDED
 - WAYFINDING BRANDING APPLIED
 - OTHER WAYFINDING MUST BE VISIBLE NEAR AREA
 - DIRECT CONNECTION WITH LIBRARIANS FOR QUESTIONS
 - ORGANIZE CLEAN, DIGITAL ADVERTISING



Example of Digital Directory and Virtual Chat



Existing Space Digital Sign



Existing Space Digital Sign



Current Proposal



Long-term Proposal



TV DIRECTORY (RELOCATE EXISTING)
 This design utilizes the under-utilized TV by the basement stairwell. This TV will help inform occupants about the library system, updates on study areas and will be in a better location within the building.

CLEAR DOORS OF CLUTTER
ADVERTISEMENTS ARE RELOCATED TO A DIFFERENT HOME
ONLY PERTINENT INFORMATION PER CODE AND ACCORDING TO SAM SHOULD BE ON DOORS