



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



- 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
BASEMENT FLOOR

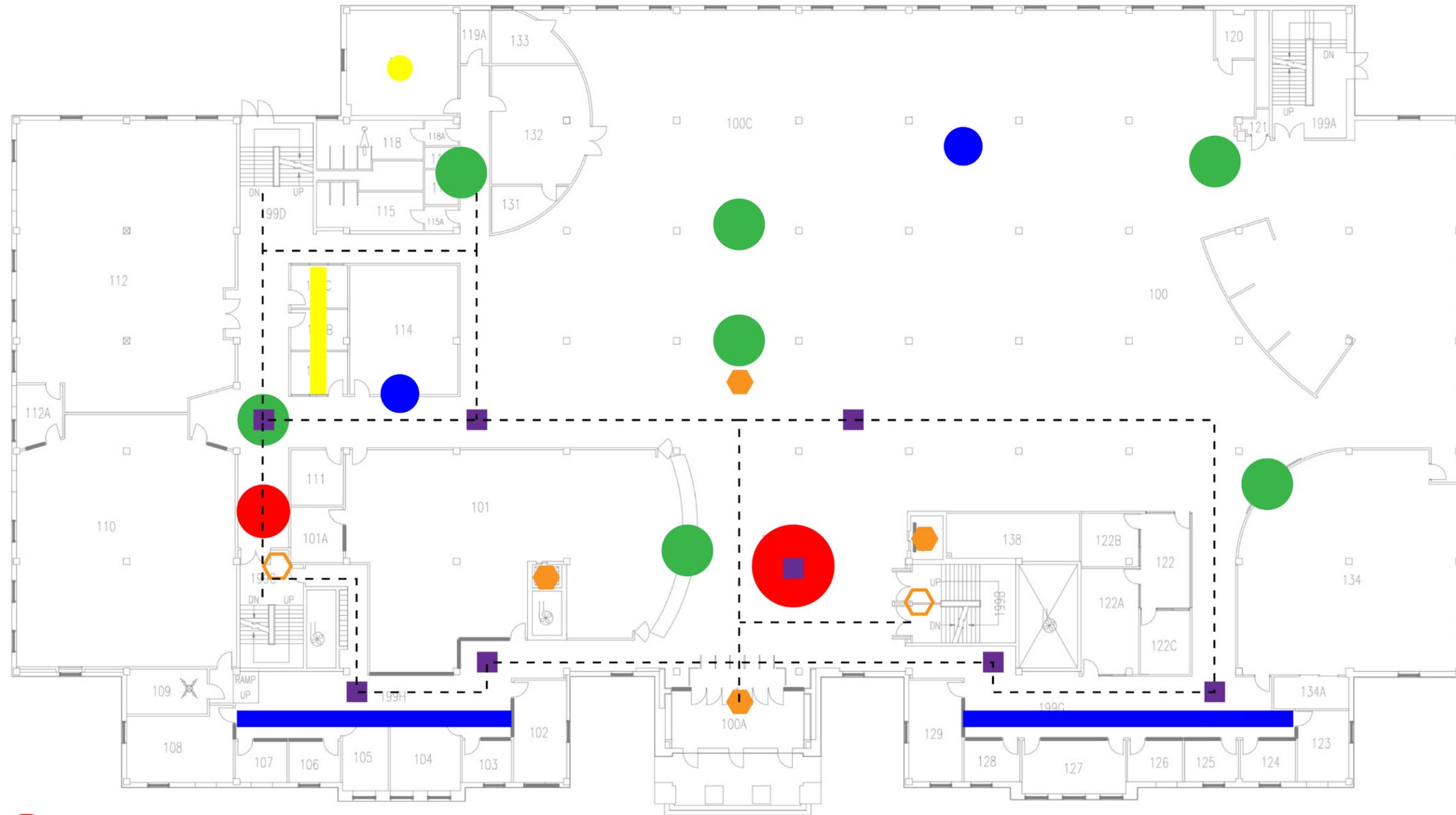
0 10 20

SCALE IN FEET

KING - ID#0458

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

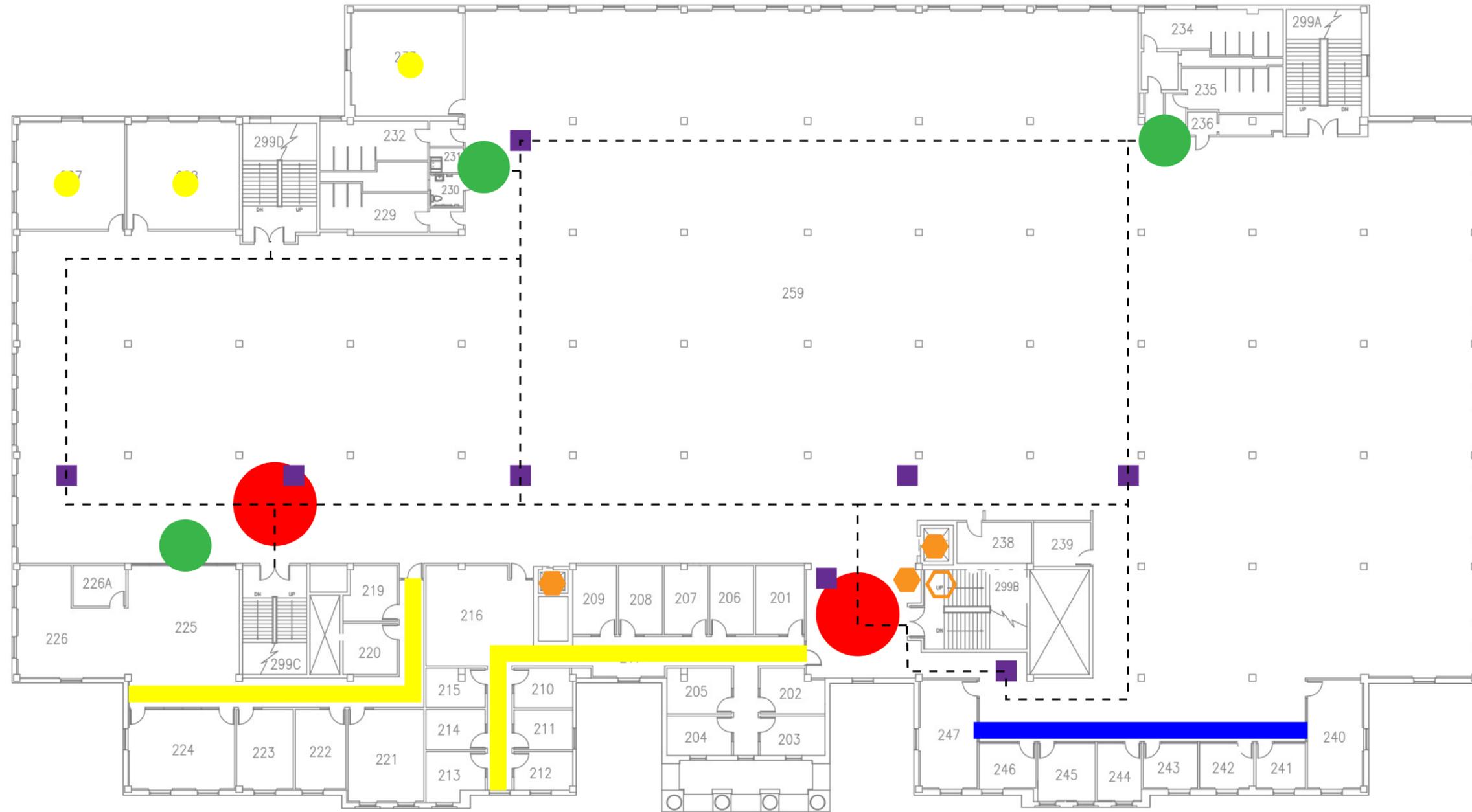
- Main Path of circulation
- ⬡ Directories
- ⬡ Sub-directories
- Directionals

KING LIBRARY
FIRST FLOOR

SCALE IN FEET
KNG - ID#0458

DECISION POINTS

SECOND FLOOR



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

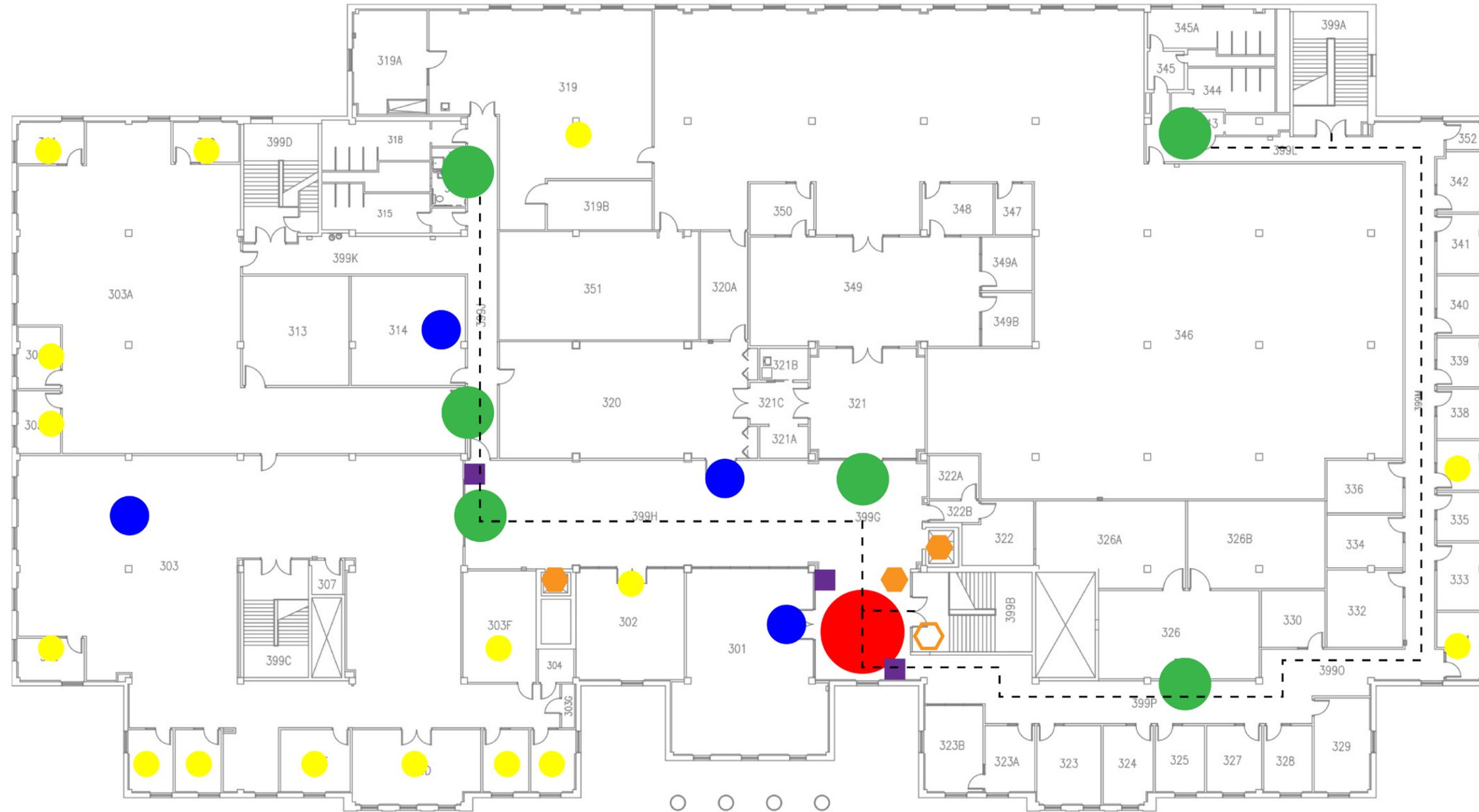
- Main Path of circulation
- ⬡ Directories
- ⬢ Sub-directories
- Directionals

KING LIBRARY
SECOND FLOOR

SCALE IN FEET
KNG - ID#0458

DECISION POINTS

THIRD 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
THIRD FLOOR

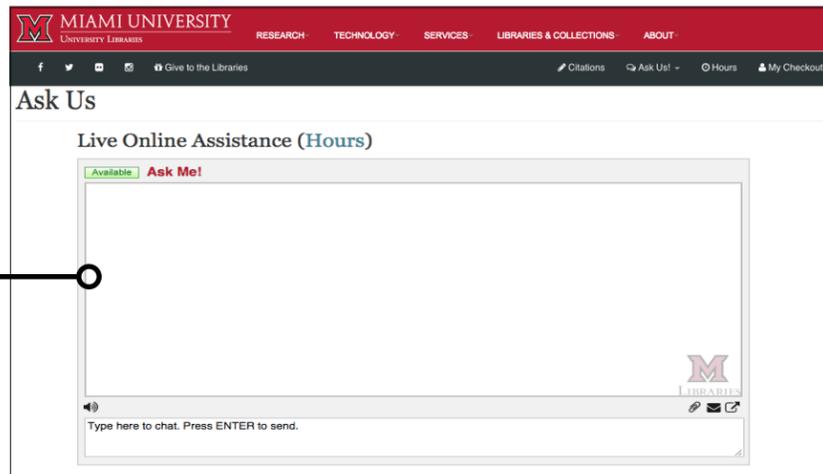
SCALE IN FEET
KING - ID#0458

PRIMARY DECISION POINTS

DIRECTORY FOR THE MAIN ENTRANCES

NEEDS:

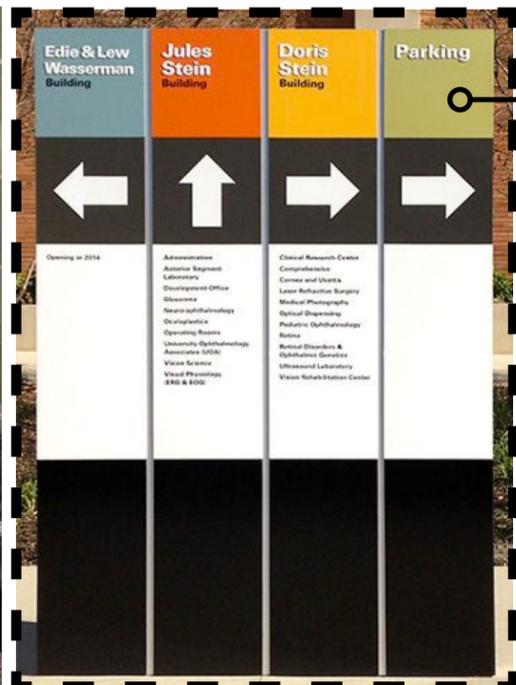
- MAIN BUILDING DIRECTORY INCLUDING ALL FLOORS
- OTHER WAYFINDING MUST BE VISIBLE NEAR AREA
- LOCATION OF SIGN MUST BE VISIBLE
- LOCATION OF SIGN MUST BE ACCESSIBLE TO USERS
- ORGANIZATION OF ADVERTISEMENTS
- ADAPTABLE TO CHANGE IF NEEDED
- WAYFINDING BRANDING APPLIED



Existing Virtual Chat to Enhance Digital Sign Capabilities



Existing Digital Sign



Example Sign

COLOR CODE PER FLOOR

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



Current View of the First Floor Entrance



Current View of the Cafe Basement Entrance



Proposed Directory in Main Entrances

This proposal accommodates for *advertisements* and encourages *direct contact* with a librarian 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:

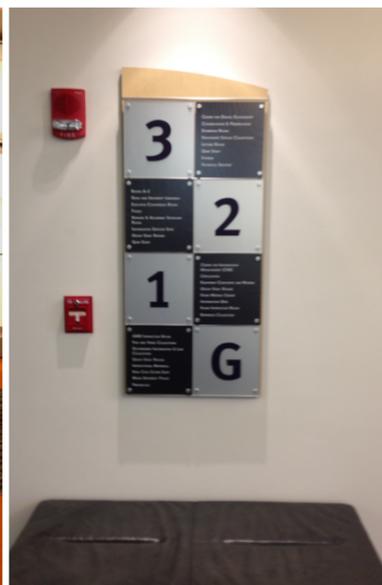
- DIRECTORY INCLUDING ALL FLOORS
- LOCATION OF SIGN MUST BE VISIBLE
- SIGN MUST BE ACCESSIBLE TO USERS
- ADAPTABLE TO CHANGE IF NEEDED
- WAYFINDING BRANDING APPLIED



Example of Painted Corner Wrap for Stairwell Circulation



Existing Space Color Palette



Existing Directory

THIRD FLOOR

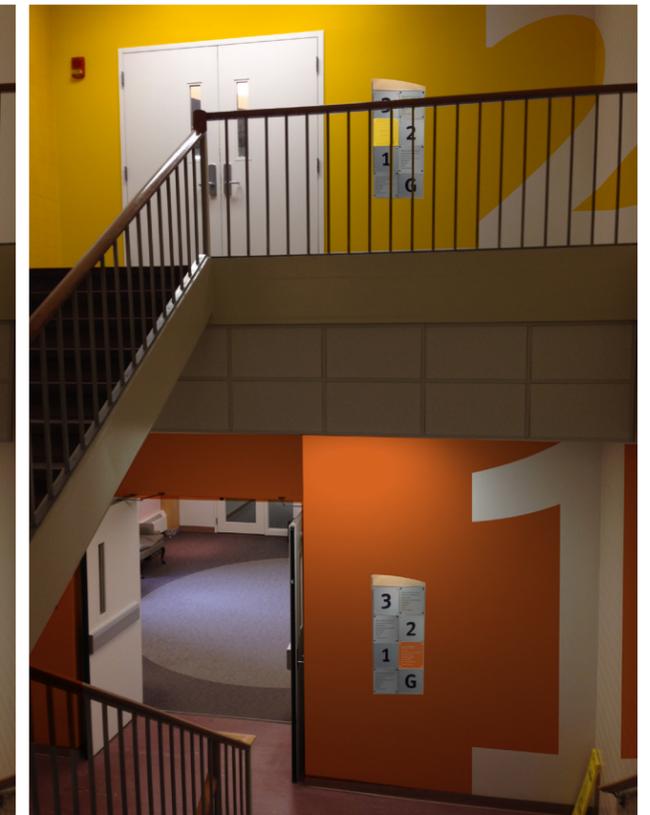
SECOND FLOOR

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 VISIBILE
- ADAPTABLE TO CHANGE IF NEEDED
- WAYFINDING BRANDING APPLIED
- OTHER WAYFINDING MUST BE VISIBILE NEAR AREA



Existing Hanging Sign in the Center for Digital Scholarship

COLORED BY FLOOR

DESTINATION NAME



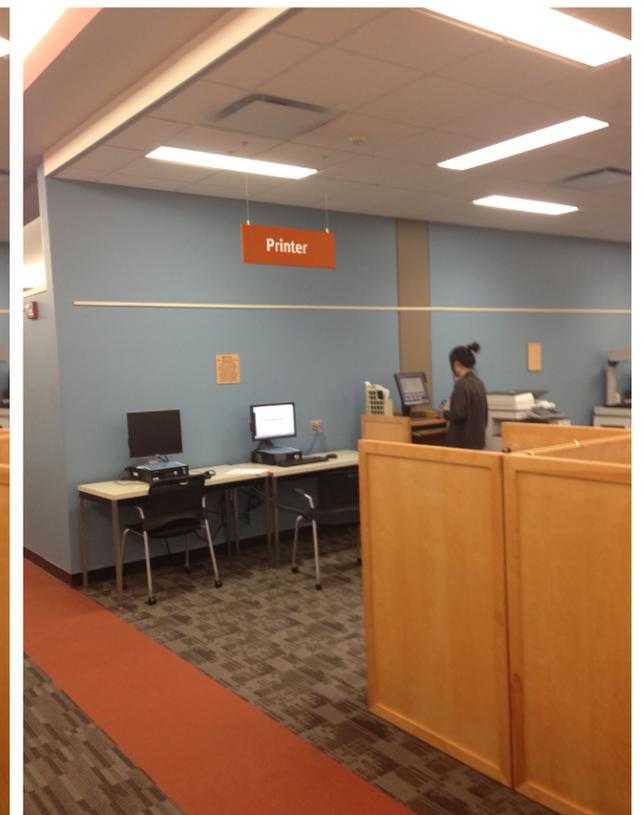
Current View of Department



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

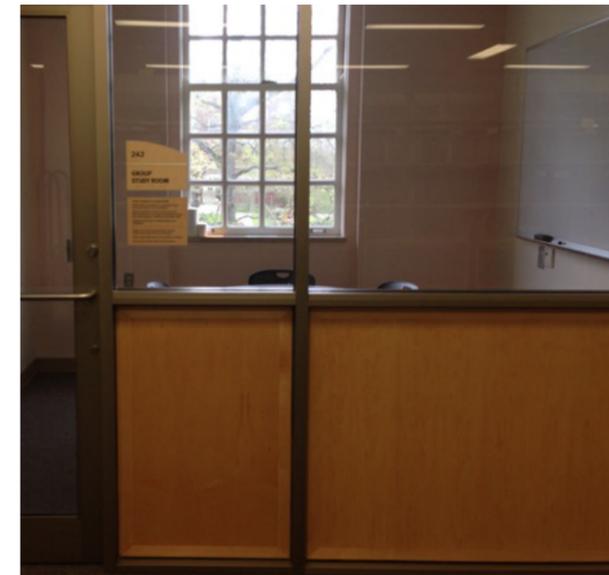
GROUP STUDY



DESTINATION NAME

FROSTED VINYL

Future Example of Group Study Room Signage



Current View of Study Room



Proposed View of Study Room

INSTRUCTION

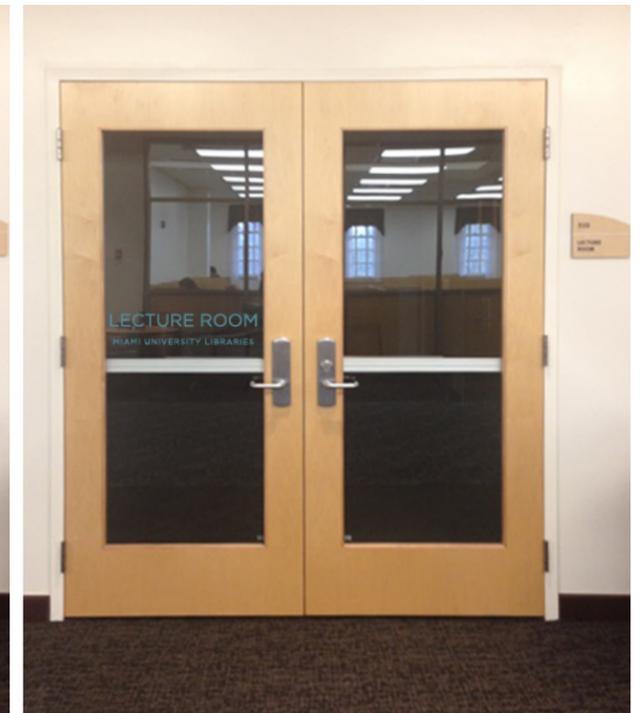


DESTINATION NAME WITH COLORED VINYL

Existing Hanging Sign in the Center for Digital Scholarship



Current View of instruction Space



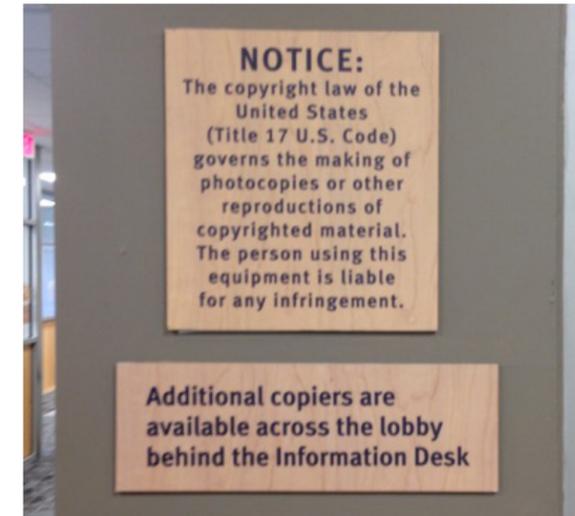
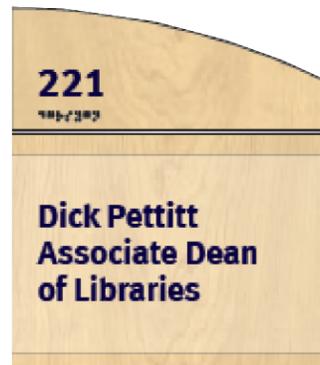
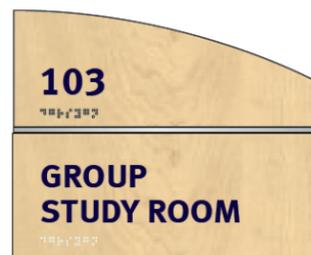
Proposed View of Instruction Space

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

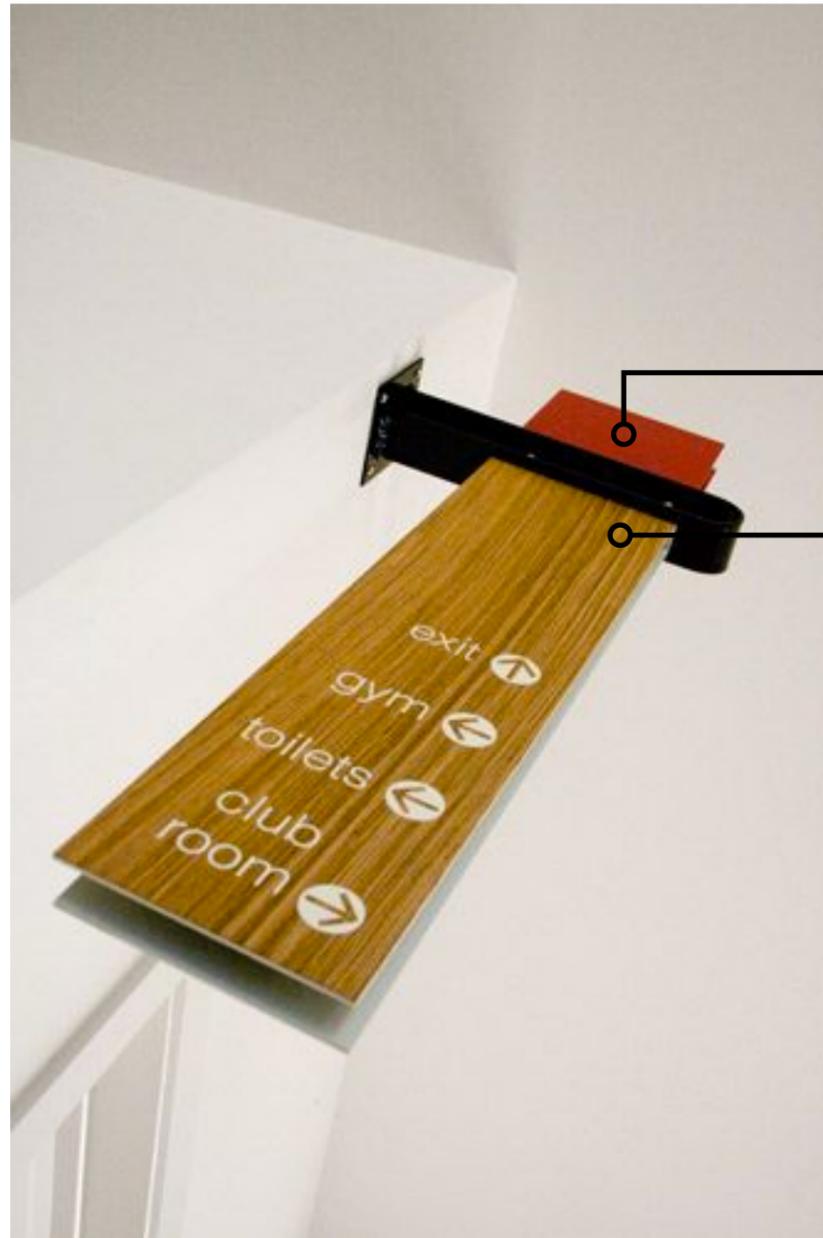


DIRECTIONALS

ADDING TO AND REPLACING EXISTING

NEEDS:

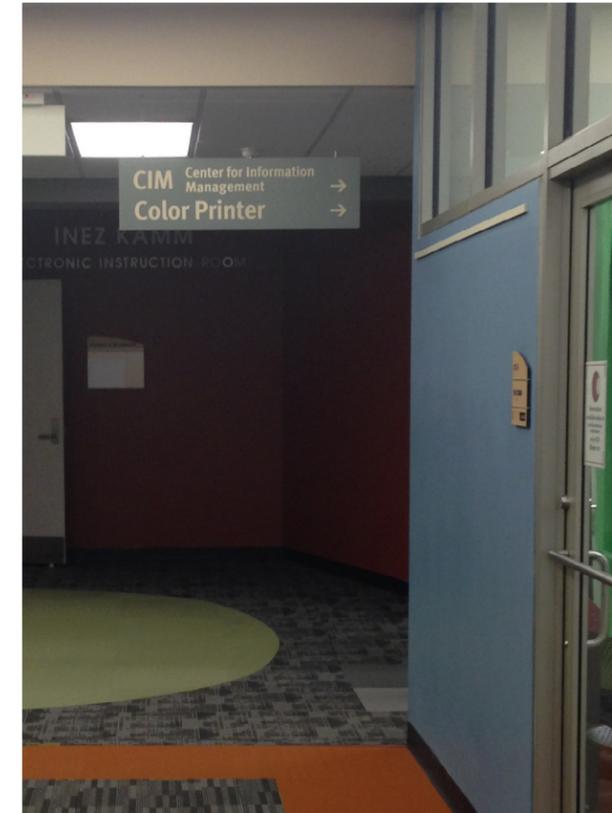
- CONSISTENCY ON ALL FLOORS
- LOCATION OF SIGN MUST BE VISIBLE
- ADAPTABLE TO CHANGE IF NEEDED
- WAYFINDING BRANDING APPLIED
- OTHER WAYFINDING MUST BE VISIBLE NEAR AREA



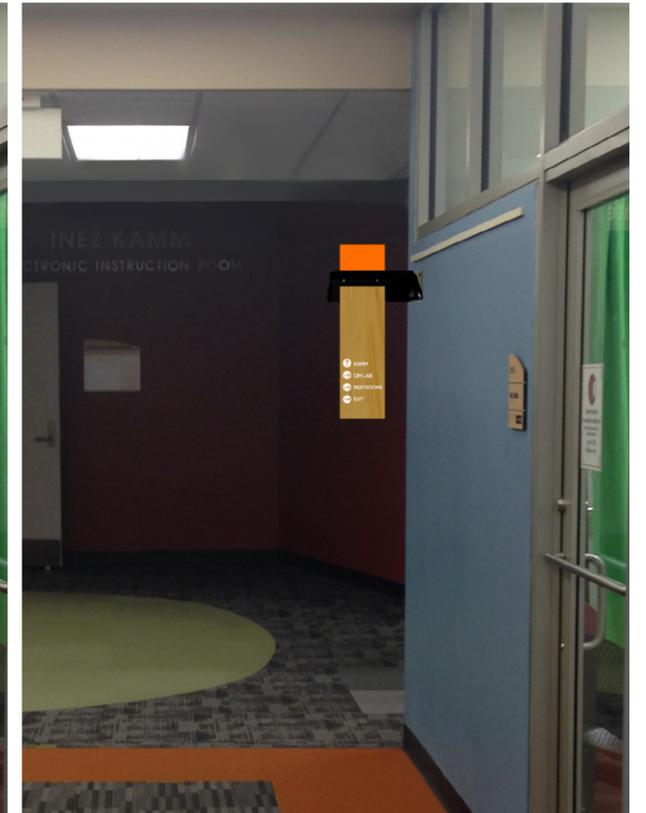
COLORED BY FLOOR

MAPLE LAMINATE TO MATCH EXISTING

Example Flag Sign for Branding



Current View of Hanging Directional



Proposed View of Hanging Directional



Current View of Plated Directional



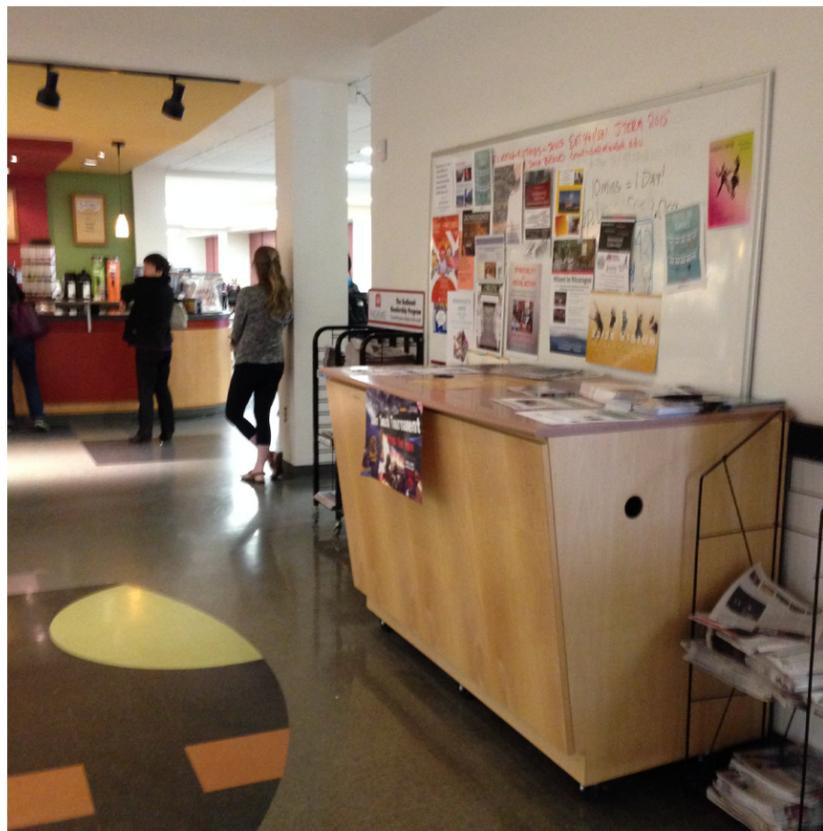
Proposed View of Hanging Directional

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

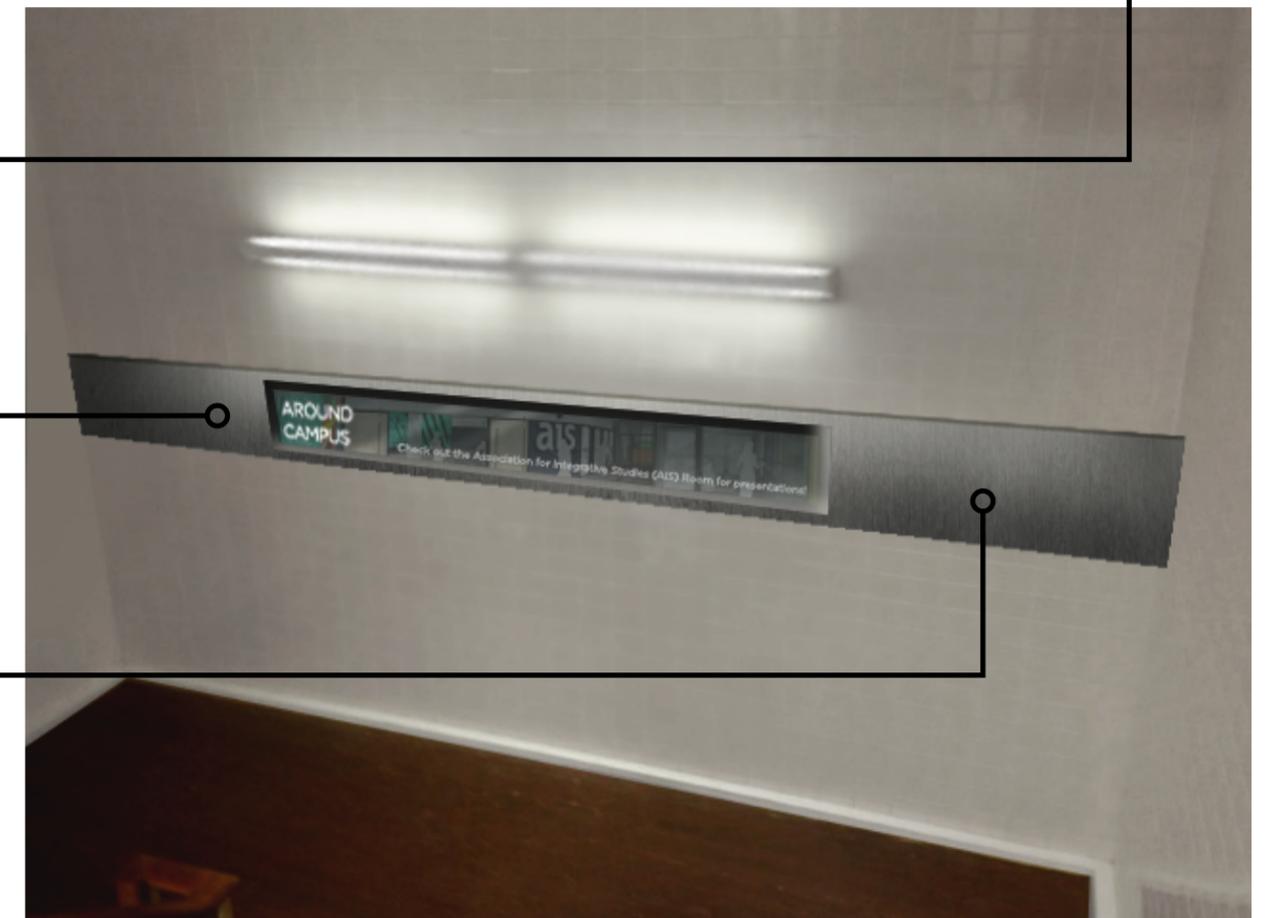


Proposal for Short Term Solution

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).



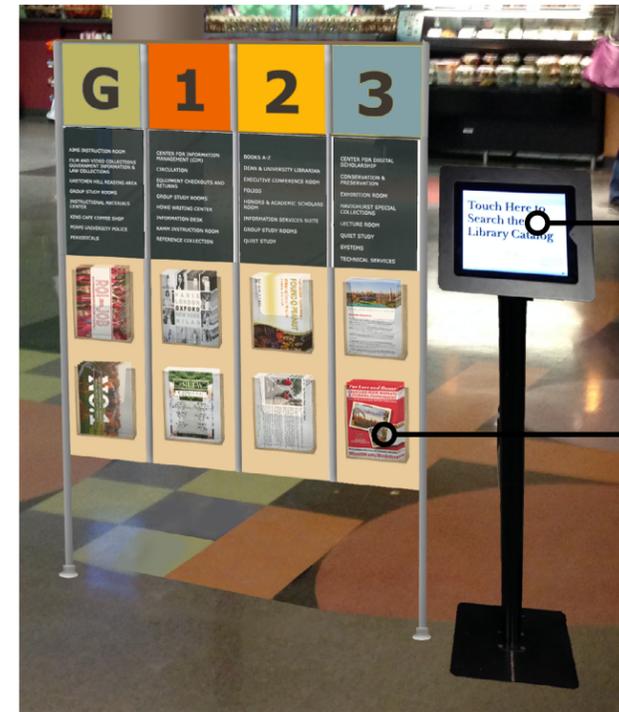
Proposal for Long Term Solution

ADDITIONAL WAYFINDING

INCLUDE SUGGESTED TECHNOLOGY FOR ADVANCEMENT

NEEDS:

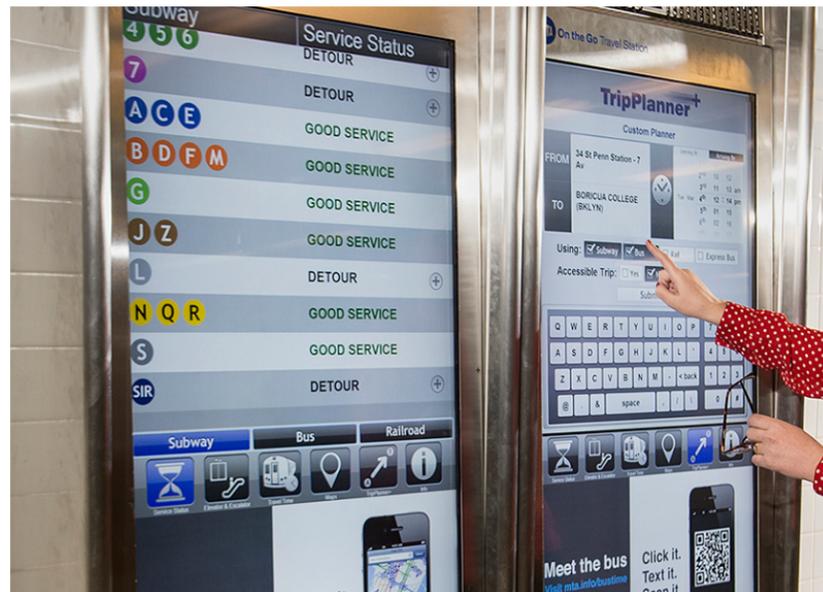
- CONSISTENCY ON ALL FLOORS
- LOCATION OF SIGN MUST BE VISIBLE
- LOCATION OF SIGN MUST BE ACCESSIBLE TO USERS
- ADAPTABLE TO CHANGE IF NEEDED
- WAYFINDING BRANDING APPLIED
- OTHER WAYFINDING MUST BE VISIBILE NEAR AREA
- DIRECT CONNECTION WITH LIBRARIANS FOR QUESTIONS
- ORGANIZE CLEAN, DIGITAL ADVERTISING



INTEGRATED INTO DIGITAL USERFACE

BECOME DIGITAL

Current Proposal



Example of Digital Directory and Virtual Chat

RELOCATE



Long-term Proposal



Existing Space Digital Sign



Existing Space Digital Sign

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