

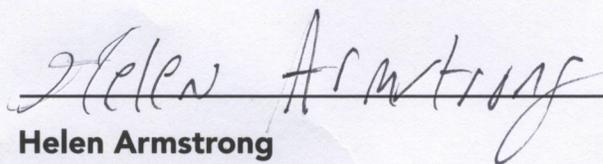
HONORS THESIS APPROVAL

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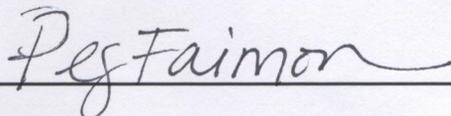
Degree: Bachelor of Fine Arts, Graphic Design

Title of Thesis: Awareness Campaign for the Wertz Art + Architecture Library

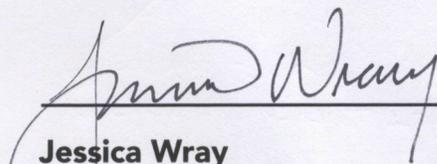
Approval Signatures:



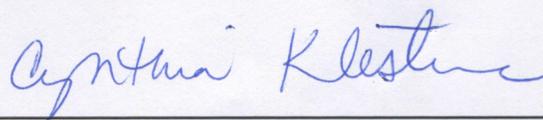
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Professor, Graphic Design



Peg Faimon
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Professor, Graphic Design



Jessica Wray
Reader
Library Associate



Dr. Cindy Klestinec
Director of the University Honors Program



WVA+A
Wertz Art + Architecture Library

REID GROTH + THESIS PROJECT + SPRING 2013

BOOKS
DOWNSTAIRS

BOOKS
DOWNSTAIRS





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+ PROBLEM

The Wertz Art + Architecture Library is unknown to most of the Miami student population due to the fact that it is hard to find on campus and most students do not know how to navigate and find books once inside the library.

Students are not aware of the various resources the Wertz Art + Architecture Library provides. The library should be a studio environment with an artistic flair because, after all, it is the only Art + Architecture library on campus.



↳ Alumni Hall, home to the Department of Architecture, also houses the Wertz Art + Architecture Library



↳ Back view of Alumni Hall. Library is located on the 1st and basement floors, visible through the bottom windows.

+ TARGET AUDIENCE

The primary audience and user is the Miami University student population, with a secondary audience being Miami professors.

At this time, the biggest user is Architecture students because their studios and classrooms are in Alumni Hall. These students are most knowledgeable of the special resources provided at the Wertz Art + Architecture Library. They primarily use the library for study space, printing resources, and research.



PROJECT OBJECTIVES

The Wertz Art + Architecture Library is needs more recognition from the Miami student population. The main objective of my thesis is an awareness campaign for the library, to not only help students find the library but also understand the available resources as well. This includes an information brochure, wayfinding and signage, promotional material, and participatory events to get students involved in creating and promoting the library space.

A secondary objective is to identify, understand and anticipate what students want and need from the Wertz Art + Architecture Library. By gathering data and surveying students I hope to help promote the needs of students.

In the end, the library should be a welcoming, studios and inspirational space making students want to come back to study time and time again.

SCHEDULE

After research and brainstorming, I went through three prototype stages. Each prototype explored a different campaign design and approach. These three prototypes were presented to Graphic Design faculty and a visiting critic, Liz Chmela, half way through the semester. After the presentation and critique I reassessed the prototypes, choosing the specific elements and deliverables I wanted to focus on for the final solution. I then refined and further developed this idea as the final solution, as well as tested the design with the intended audience making necessary final revisions.

PERSONAL ASPECT

I have worked for the Wertz Art + Architecture Library as a student assistant for the past two years. I grew up reading books and feeling very comfortable in library settings, so I've really enjoyed working behind the scenes. Additionally, I have a minor in History of Art + Architecture so I have a tie not only to the library but to the subject of its resources. Assisting students has shown me first hand the struggles they face in locating the library and recognizing all the resources available to them.



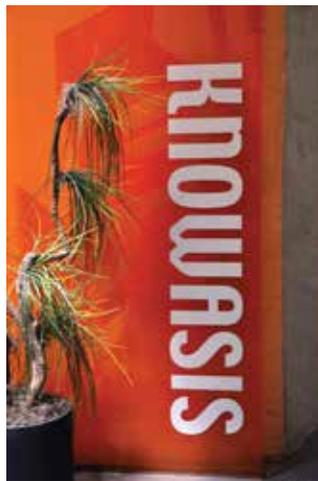
**W.W. Wertz
Art & Architecture
Library**

+ BRAINSTORMING + INSPIRATIONAL IMAGES

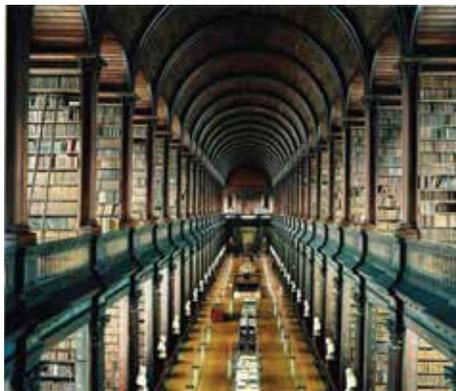
While brainstorming what I wanted to do to raise awareness for the Wertz Art + Architecture Library I researched other library and community campaigns. I also looked at libraries in general; how the spaces are laid out, how they communicate with their users, and signage that reflected the more modern concept of libraries.

Libraries are in a state of change, they are trying to figure out how to fit into a primarily digital world. I personally think that both print and digital books have their pros and cons but both should be considered useful to the modern user. Through this campaign I want to reinforce the print resources while also focusing on the new ways one can look at a library; specifically, a space for a particular community to gather, share ideas, and find additional resources besides print material. I kept these themes in mind while looking at library and community campaigns.

LIBRARY SIGNAGE + COMMUNICATION



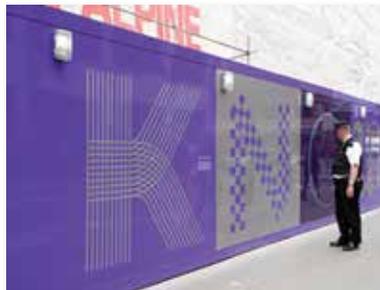
LIBRARIES + DESIGN



LIBRARY + COMMUNITY CAMPAIGNS



↳ geekthelibrary.org — A campaign inspiring conversation about public libraries and their need for support.



↳ Illuminating Victoria — A campaign designed by Hat-Trick for Land Securities that uses letters to tell stories about the area.

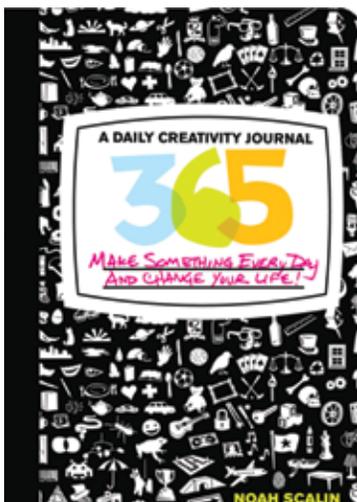
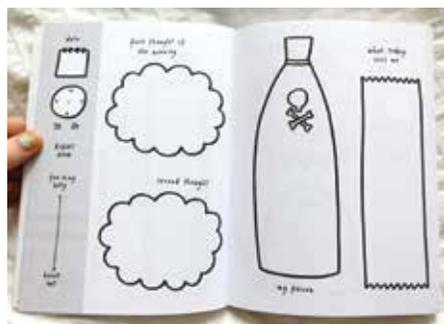


L!BRARY

↳ The Library Initiative — New NYC school libraries designed by Pentagram led by the Robin Hood Foundation.

PARTICIPATORY DESIGN

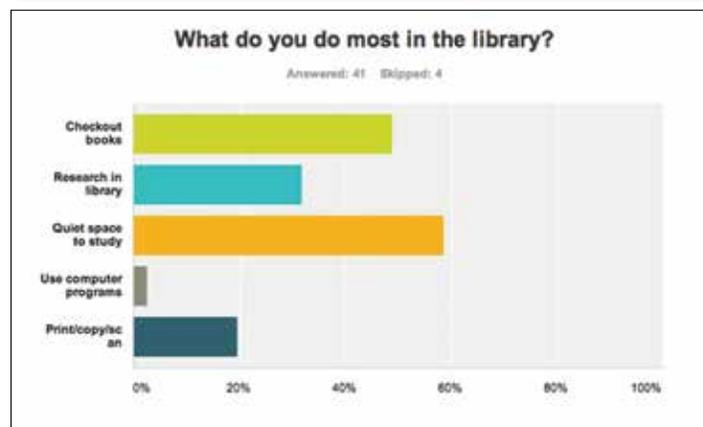
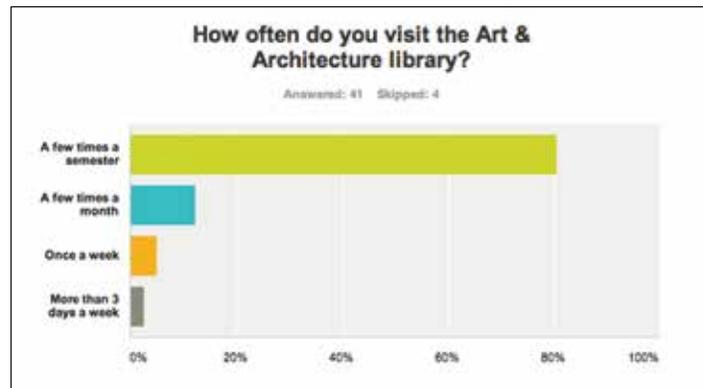
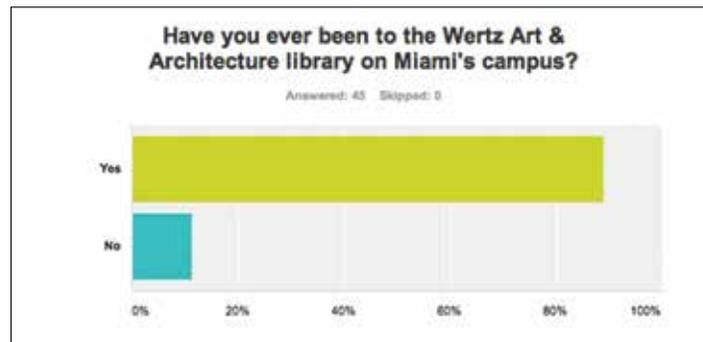
I also looked at ways that art can be participatory and involve a community of people. I knew from the start that I wanted to include some sort of participatory activity and engaging design in my thesis campaign.

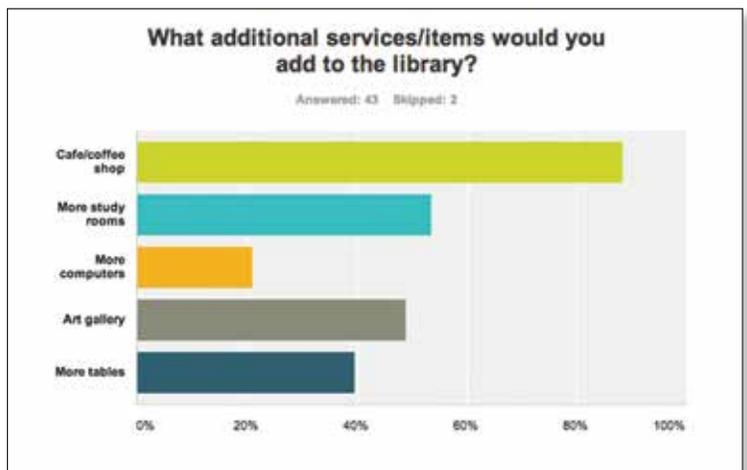
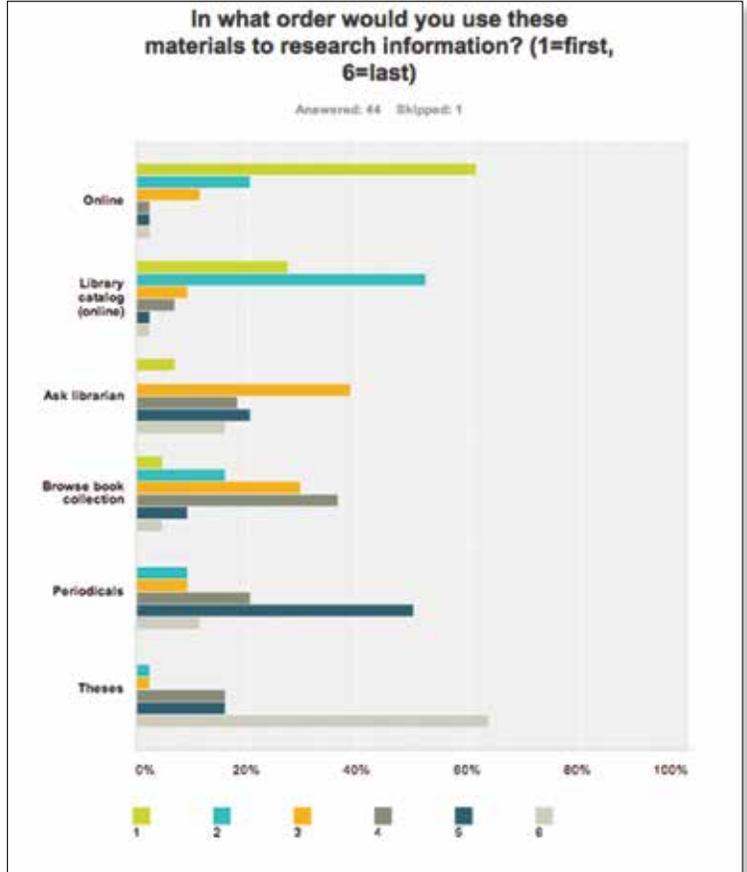
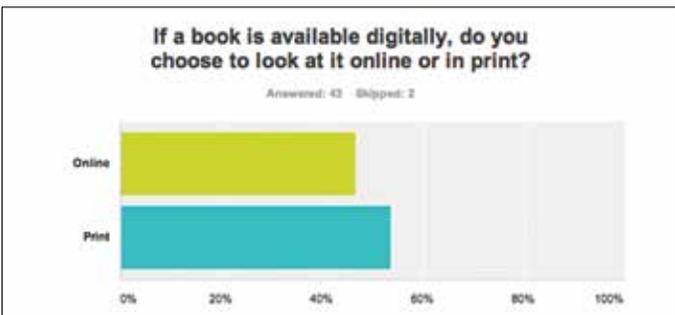
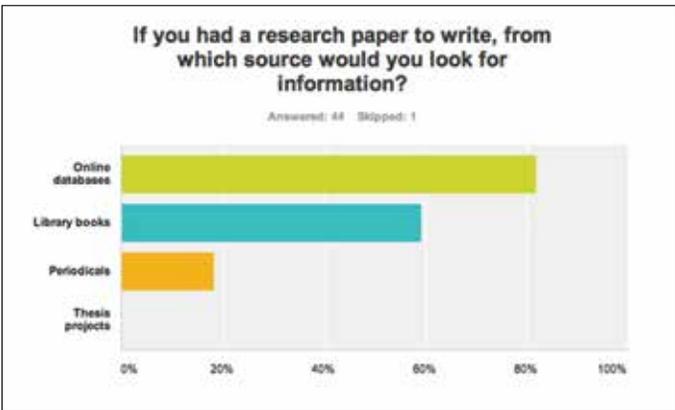
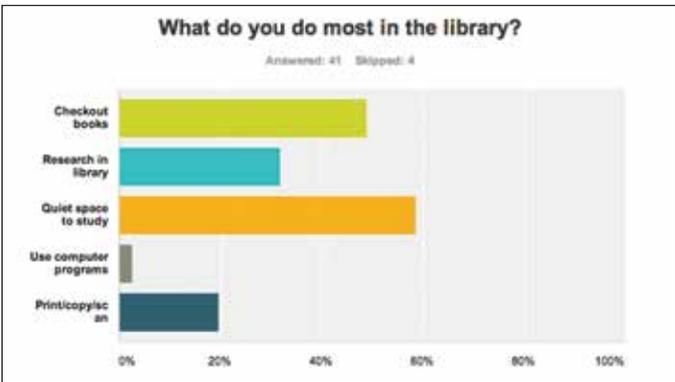
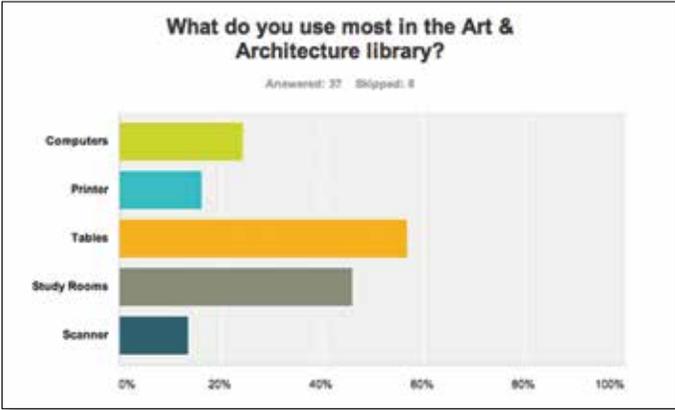


SURVEYS

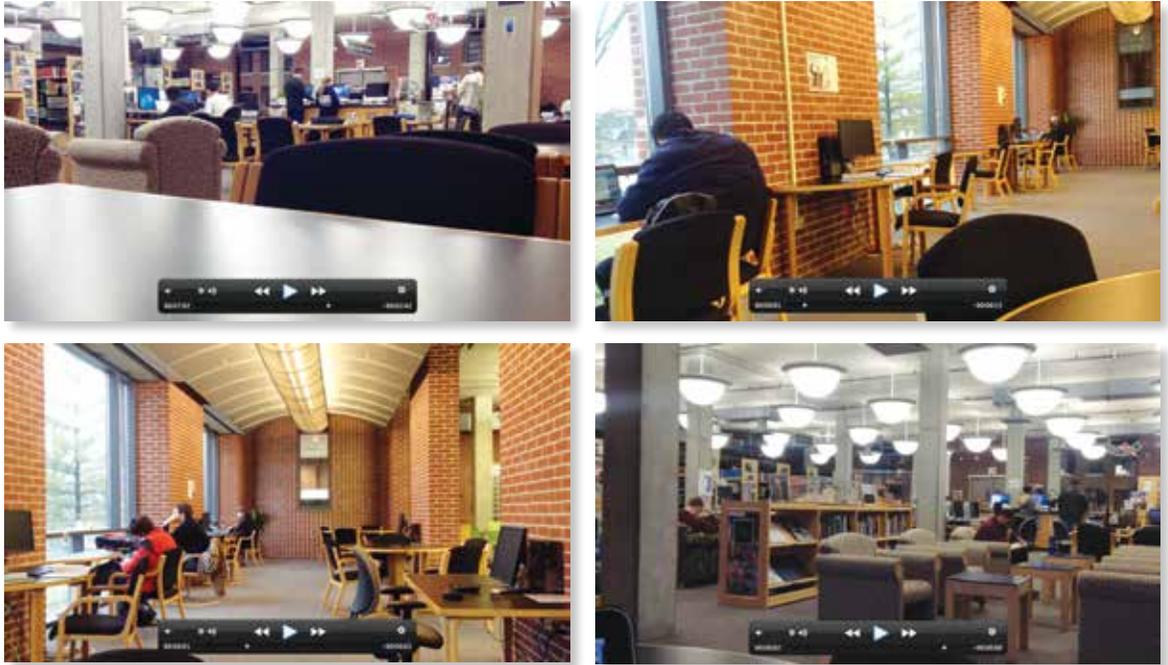
As part of my research I observed students at the library, specifically, what resources they used most. I also interviewed a few students in person as well as created an online survey with forty-five student responses.

ONLINE SURVEY RESULTS





OBSERVATIONS



RESULTS

From the surveys, these key trends emerged:

- Many students know the approximate location of the Wertz Art + Architecture Library and those aware of the exact location have only visited it a few times in their academic career at Miami.
- Many students visit the Art + Architecture Library only when in a course that requires research at that particular library, specifically Art History or Architecture courses.
- The main users include Architecture majors, whose studios are located on the second and third floors of Alumni Hall. Besides using the library for research and study space, the scanners and printers are major resources for these particular students. Another secondary user is Art History majors who are usually required to use the library's resources for their courses.
- Students who are visiting the library for the first time have a hard time locating books because the stacks are located on the basement floor. Many do not see the signs located throughout the space.
- Most students are comfortable asking librarians for assistance with both finding materials about a general subject and getting help finding a book in a specific part of the library.
- When researching for a paper the majority of students start their research online and then accessed print materials, first, through the library's online catalog and, then, in person.

W. W. WERTZ
ART & ARCHITECTURE LIBRARY



LIBRARY HOURS

Day	Hours
Monday - Friday	10:00 AM - 5:00 PM
Saturday	10:00 AM - 4:00 PM
Sunday	12:00 PM - 4:00 PM



RECYCLE

RECYCLE

RECYCLE

RECYCLE

RECYCLE

WERTZ LIBRARY

WERTZ LIBRARY



+ PROTOTYPE ONE

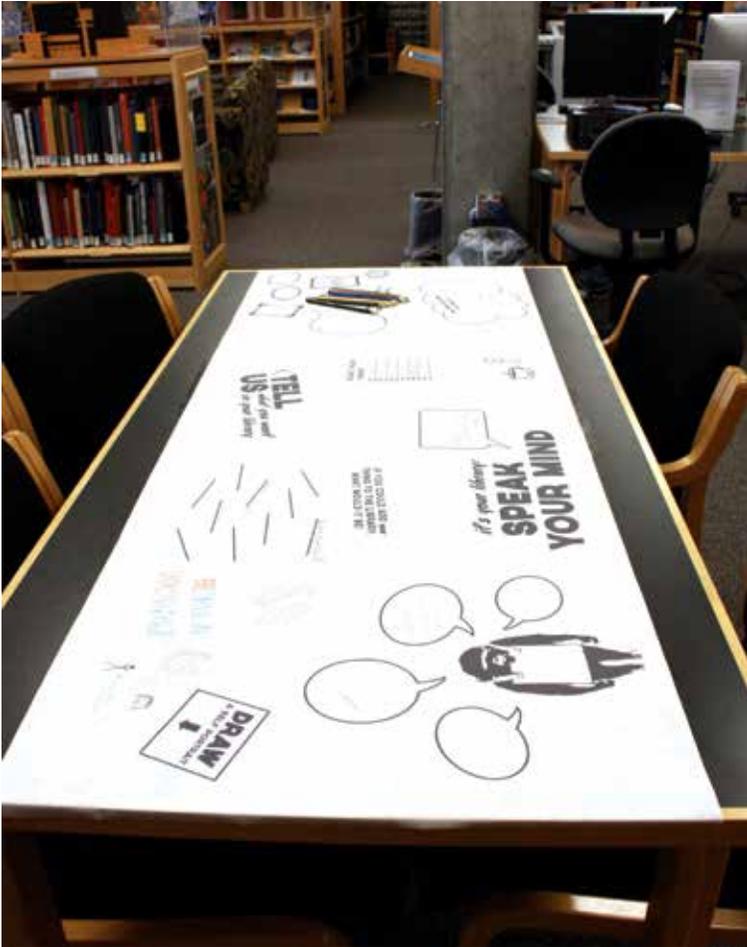
The first prototype was a survey, utilizing a participatory poster, where students could doodle and answer questions while studying. Two different "posters" were designed that each included several questions and creative prompts to initiate a conversation between the library and the students.

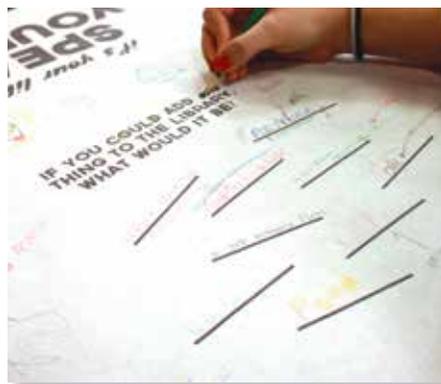
The final design was a table top poster placed throughout the library.

INSPIRATION + SKETCHES



FINAL DELIVERABLE





SURVEY RESULTS

Results from the poster survey were interesting to say the least and are summarized below:

What do you want in your library?

- More food options.
- Bean bag chairs.
- A paper cutter for formatting + trimming projects.
- Faster printing
- Comfy couch to nap on.

If you could add/change one thing to the library, what would it be?

- Cafe
- Faster free printer
- Television
- Comfy couches
- Food + coffee
- Bright colors
- Foosball table
- Table tennis
- Retiring room
- Hardwood floors
- Softer lighting
- 3D printer
- Artwork
- Gumball machine
- Slide between floors
- Ball pit
- More free magazines
- Food

Favorite place to study:

- Art + Architecture Library
- Kofenya
- Narnia
- Brick Street

How many hours do you study? (Responses differ based on if they were responding to a day or week)

- 4
- 2
- 10
- 3

Library means:

- Flirt quietly
- A place to study
- Books
- Shh...Quiet!

What do you want right now?

- My mom
- Coffee
- Vacation
- Moscato
- Graduation
- The beach
- A job
- To be Beyonce

Ebook versus print books?

- Print books won over ebooks, although one survey taker noted they thought ebooks are better because they are free

Random responses found on survey:

– “I wish these lights weren’t so loud!”

– “Miami squirrels will one day rule the world... They’re actually evil!”

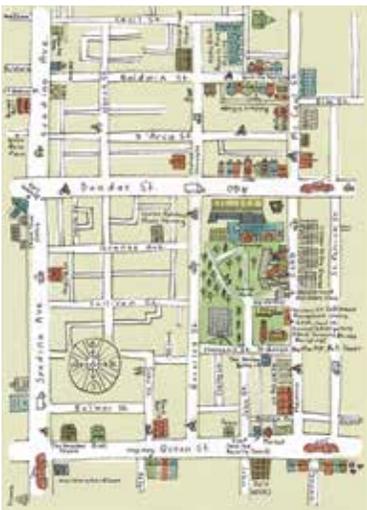
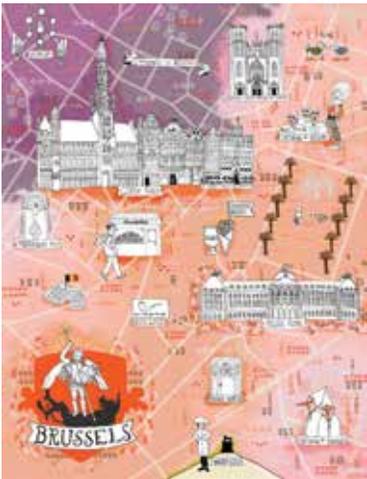
– “I wish they played classical music still.”

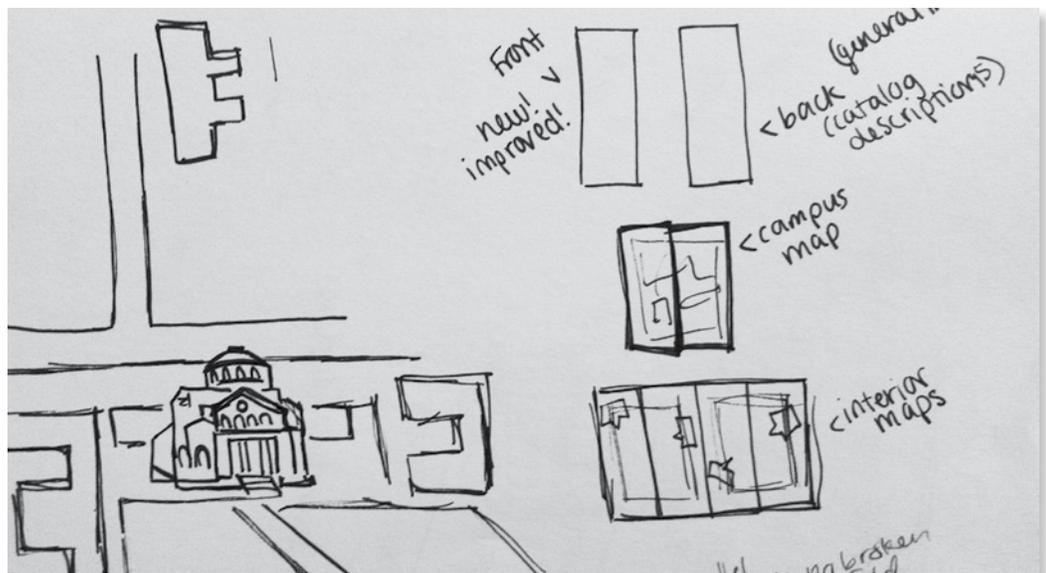
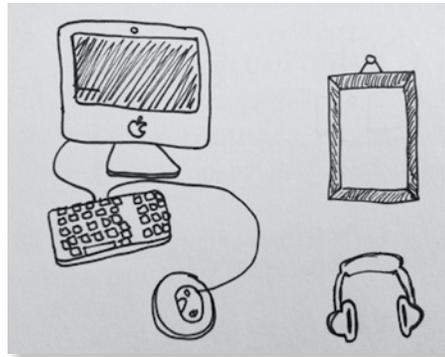
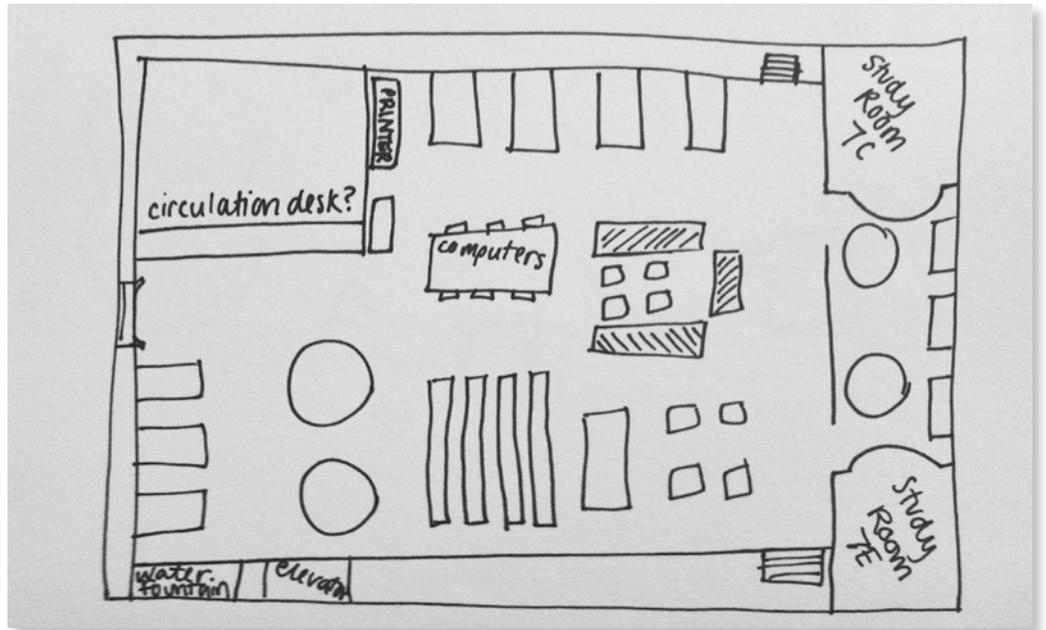
+ PROTOTYPE TWO

My second prototype is a map that students can use to not only find the library but also use to find their way around the interior of the library as well. The map includes general information and fun facts, as well as directions to the library and interior maps of the first floor and basement of the library.

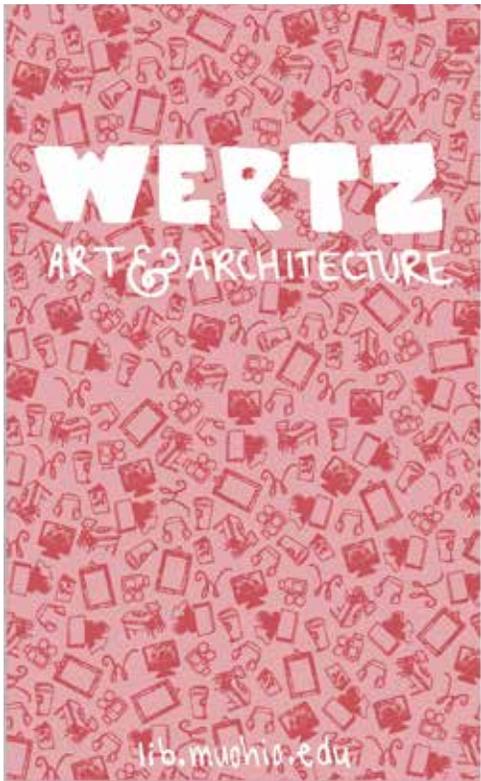
The design is supposed to be fun and creative to go along with the theme of the library and also speak to its audience. The interior maps include fun little bits of information about different aspects of the library so users could connect the print material to their actual surroundings.

INSPIRATION + SKETCHES





FINAL DELIVERABLE



HOURS

OPEN DAILY!

MON-THURS: 8am-10pm
FRI: 8am-6pm
SAT: 1pm-5pm
SUN: 1pm-10pm

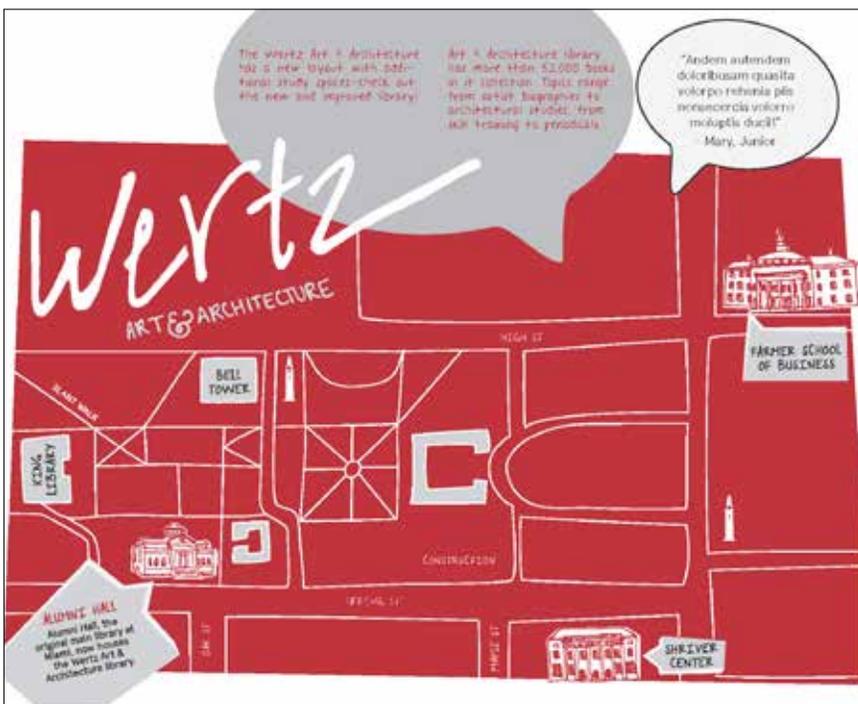
RENTALS

LAPTOPS: 3hrs - REGULAR BOOKS: 3 weeks
CHARGERS: 3hrs - REFERENCE BOOKS: 2hrs
HEADPHONES: 3hrs - PERIODICALS: 24hrs
DRAWING TABLETS: 24hrs - CHARGERS: 3hrs
VIDEO DEVICES: 24hrs - STUDY ROOMS: 2hrs

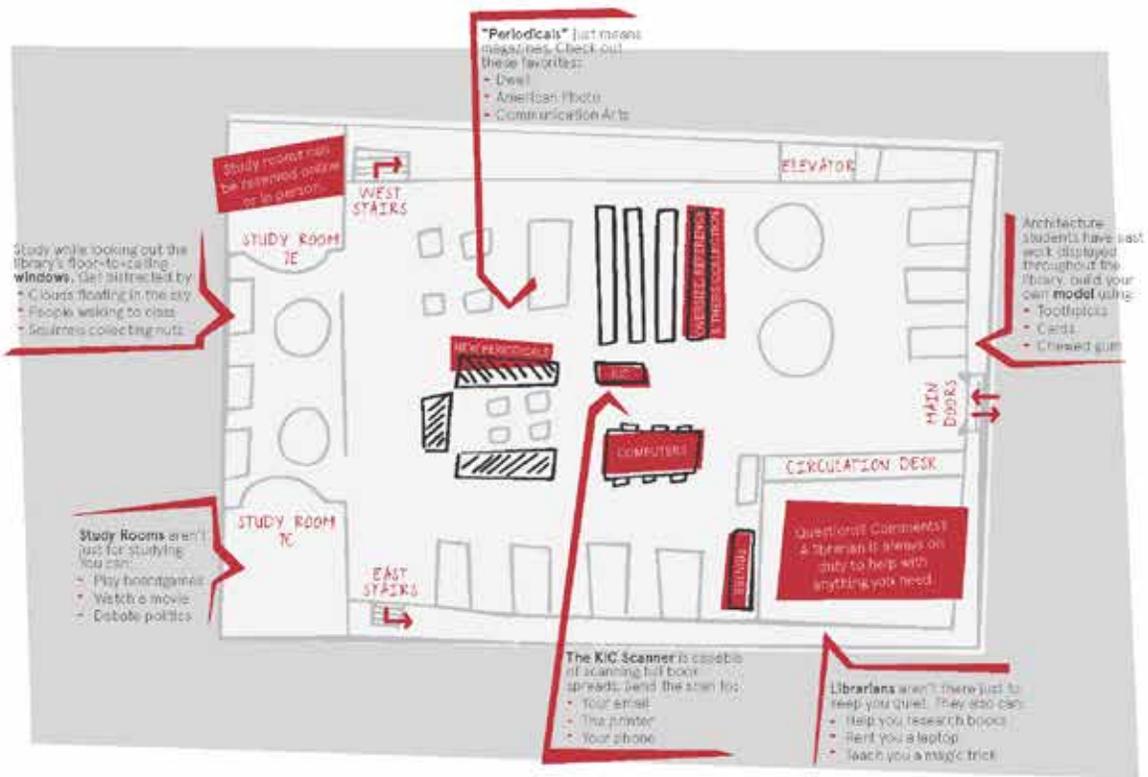
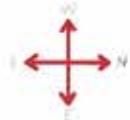
CALL

NUMBERS & SUBJECTS: AN EXPLANATION

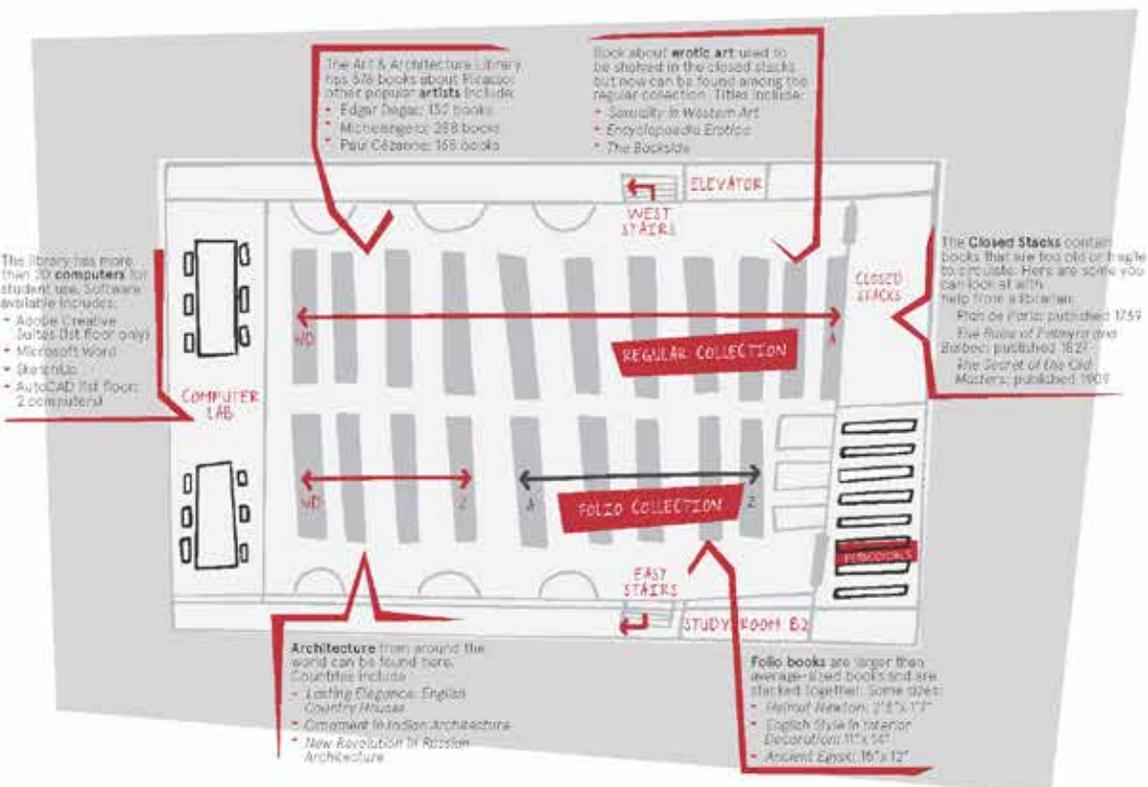
N= Fine Arts		S= Agriculture	
N	Visual Arts	SB	Landscape Architecture
NA	Architecture		
NB	sculpture		
NC	Drawing, Design Illustration	T=Technology	
ND	Painting	TH	Building Construction
NE	Print media	TE	Photography
NK	Decorative arts	TT	Handicrafts, Arts and crafts
NX	Arts in general		



FIRST FLOOR



BASEMENT FLOOR

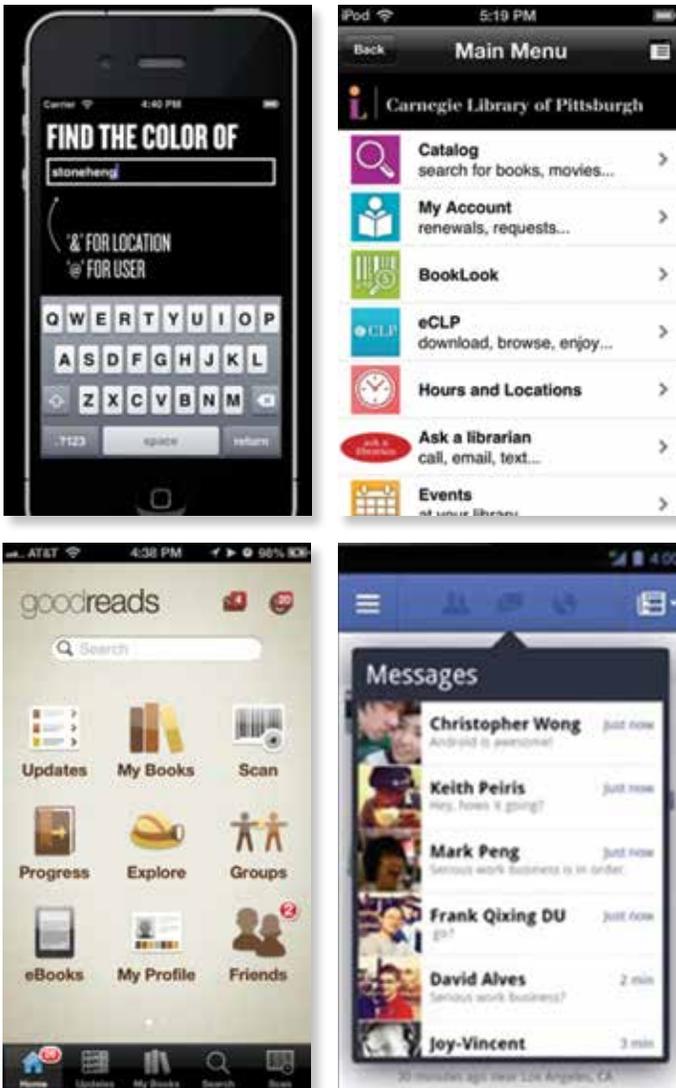


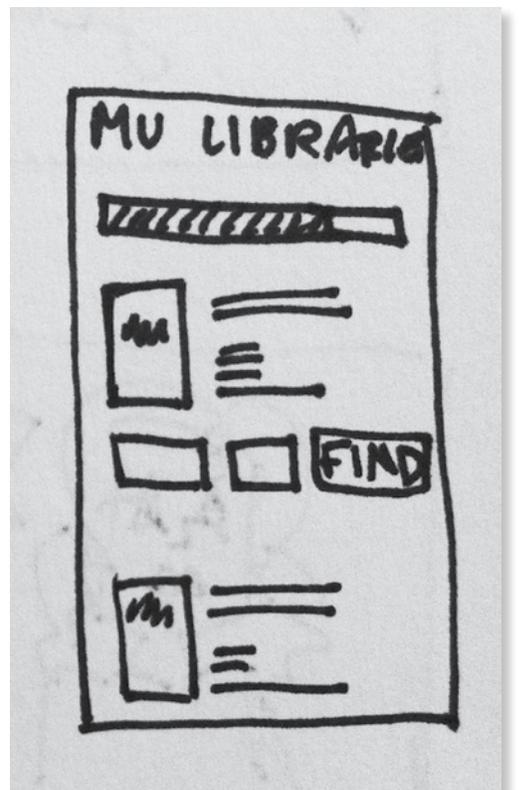
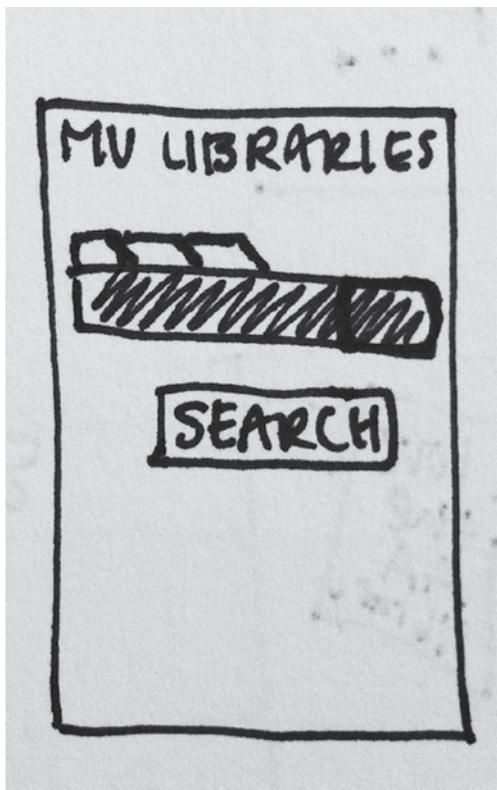
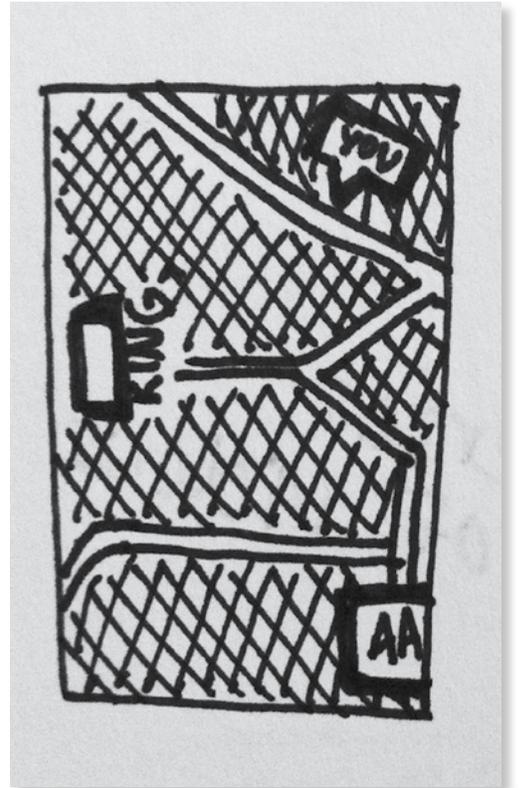
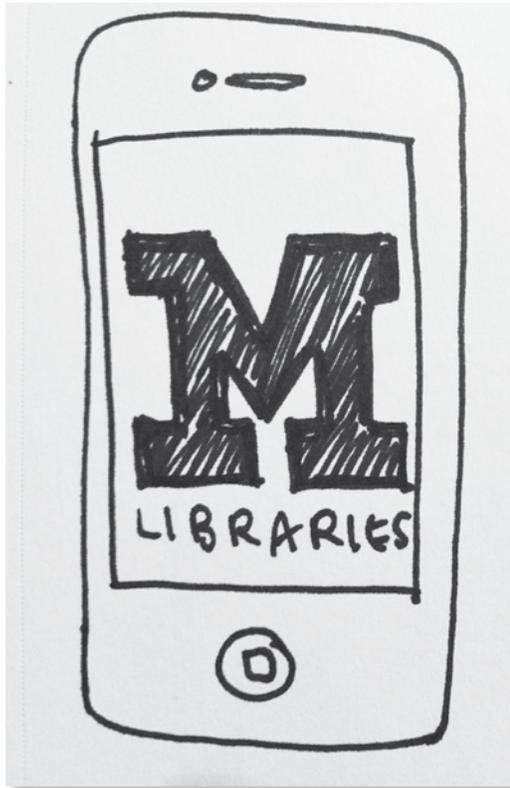
PROTOTYPE THREE

My third prototype is an iPhone app for the Wertz Art + Architecture Library. I identified the key resources students were using and then arranged their order based on use, for example resources that students used most often were placed higher up in the menu hierarchy.

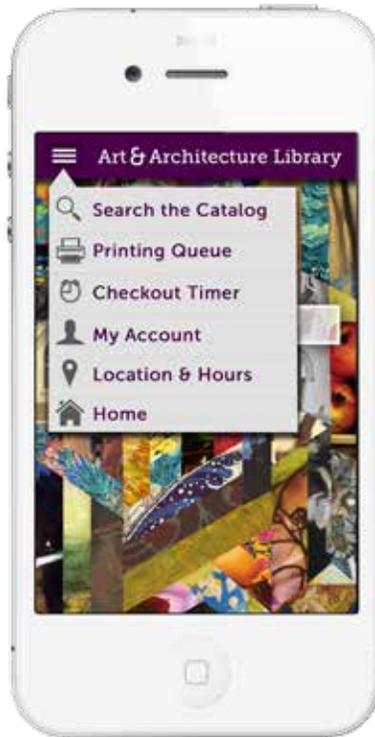
The design was based on art and architectural history book covers from the library itself.

INSPIRATION + SKETCHES





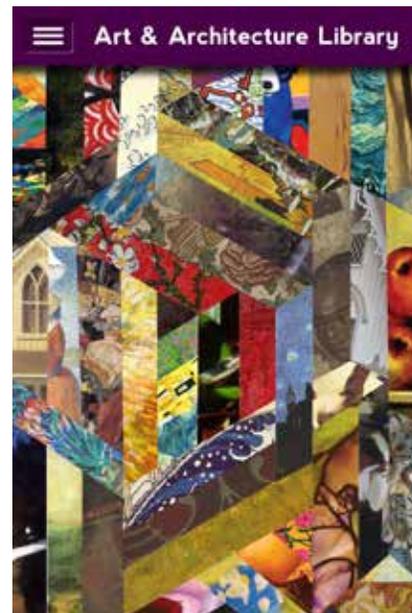
FINAL DELIVERABLE



↳ The drop down menu is categorized by resources I have identified as most important to the library's users.

↳ The main page contains a simple search bar that leads to several result options— "read", "visit" and "contact." Instead of searching for a specific book or author, users input any subject they want to learn about.

The "read" results provide print resources. The "visit" results provide locations on campus that might be helpful. Lastly, the "contact" results provide experts in the subject that students could reach out to.



FEEDBACK + TESTING RESULTS

A midterm presentation and critique was held where all three prototypes were reviewed. The guest critic was Liz Chmela, Miami University Alumni and founder and creative director of Made By We.

- Prototype two, the brochure, had a lot of my personality in it but I should make it feel more like the library instead.
 - The fun little facts were really well received and critics thought there should be some correlation between the brochure blurbs and real signs posted throughout the library space.
 - On prototype three, the app search engine was new and interesting; I should keep the pop down menu to keep it as simple as possible. Order of resources seems appropriate.
 - Prototype one, the survey participatory poster, was well received but had a different feeling and obviously different intentions than the rest of the prototypes. Critics mentioned I should focus on what I actually want to do for my final thesis: focus on participatory surveys to gain information for the library or create an actual campaign with new branding that would include the brochure and app as deliverables.
- I tested my different prototypes with a few students, but more of my testing occurred later on with my final deliverables.

BOOKS
DOWNSTAIRS



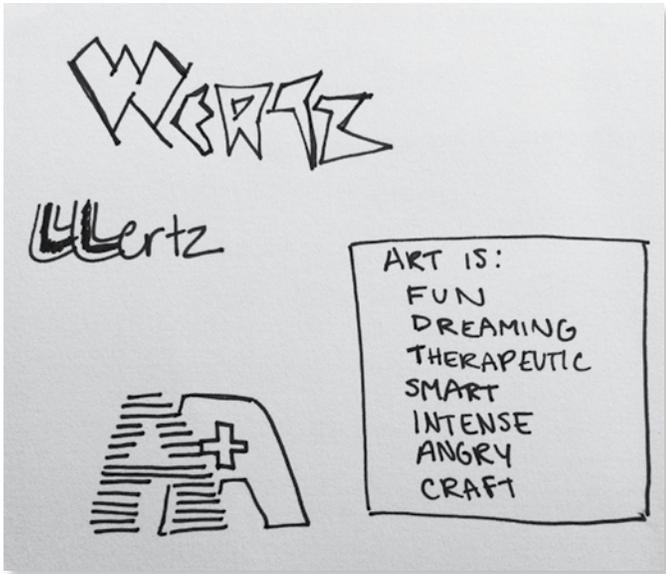
+ DESIGN REVISIONS

FINAL INSPIRATION

Final revisions and branding was inspired by bright, flexible designs. Shapes that could be flexible but had a structural quality or modular approach.



SKETCHES



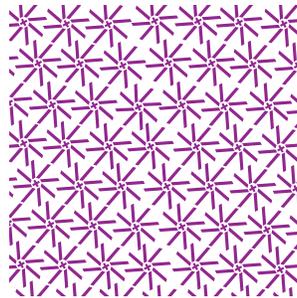
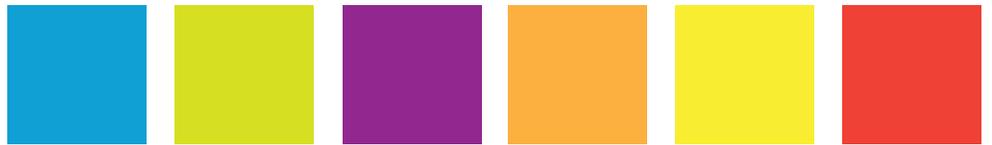
ARCHITECTURE > BUILDING
MIND-BLOWING THE WORLD

+ CHANGES

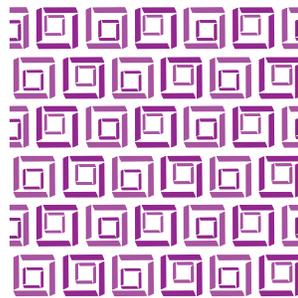
NEW LOGO + BRANDING GUIDE



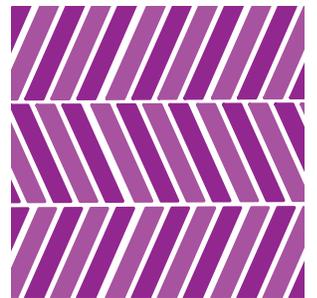
Wertz Art + Architecture Library



ART



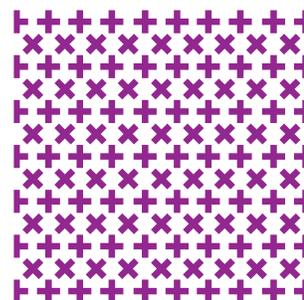
ARCHITECTURE



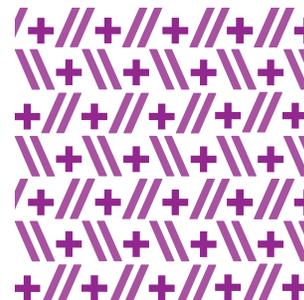
FOLIO



New logo that is a modular design, reminiscent of architectural form, and also flexible with colors. I wanted to be able to use the shapes making up the logo in other aspects such as patterns that coincide with different types of books found in the library and can be used in signage and wayfinding for the space.



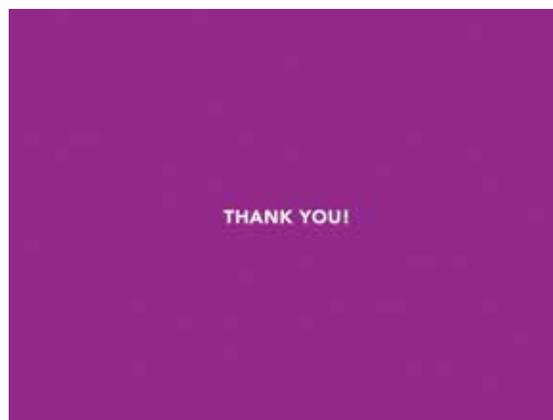
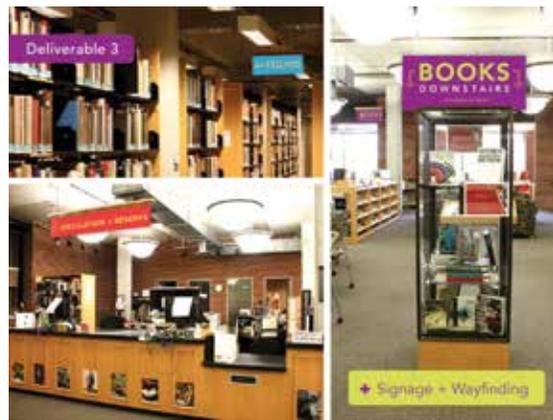
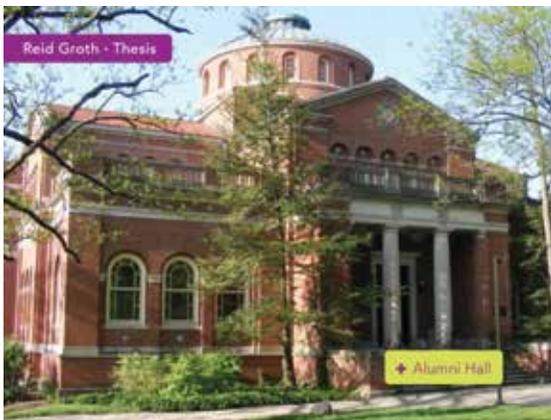
REFERENCE, THESES,
OVERSIZE



ERIO ICALS

+ FINAL PRESENTATION + CRITIQUE

A final presentation and critique was held where all final deliverables were presented. Review of the project was done by Peg Faimon, Professor of Graphic Design, and Dawn Hancock, founder of Firebelly Design.



FEEDBACK

Feedback based on the final presentation and deliverables:

- Summary: “Lots of great parts to this project! Love your maps. Tablecloth was a strong, effective way to gather research. Wonderful thinking behind the content of your app.”
- One critic though the logo could have more of a dimensional quality.
- Consider making the art posters really big—more of a statement and more room for the stickers to be added. The participatory parts of the project are very strong.
- The patterns are fun, but perhaps confuse the brand a bit. Consider refining by 1) just developing and using one pattern to represent the library or 2) don't try to instill meaning into the patterns, just develop strong patterns to represent each area (for example, the folio pattern doesn't need to suggest books). If going with 2, make sure that the resulting patterns fit together nicely as a family.



+ DELIVERABLE ONE

BROCHURE

The first deliverable is a brochure to raise awareness for the Wertz Art + Architecture Library and provide directions to the library. The brochure also includes maps of the interior of the library with short, amusing facts about the library that will also be featured in signage around the space. This makes exploring the library a little more interesting and connects the user of the map to the actual space surrounding them.

The back of the brochure includes promotional stickers with the library's new branding. These stickers are part of the second deliverable and will be explained in further detail in the next section.

↙ Brochure front



Alumni Hall, Miami's original main library, now houses the Wertz Art + Architecture Library.

HOURS
 OPEN DAILY!
 MON-THURS:
 8am—10pm
 FRIDAY:
 8am—5pm
 SATURDAY:
 1pm—5pm
 SUNDAY:
 1pm—10pm

RENTAL + TIMES

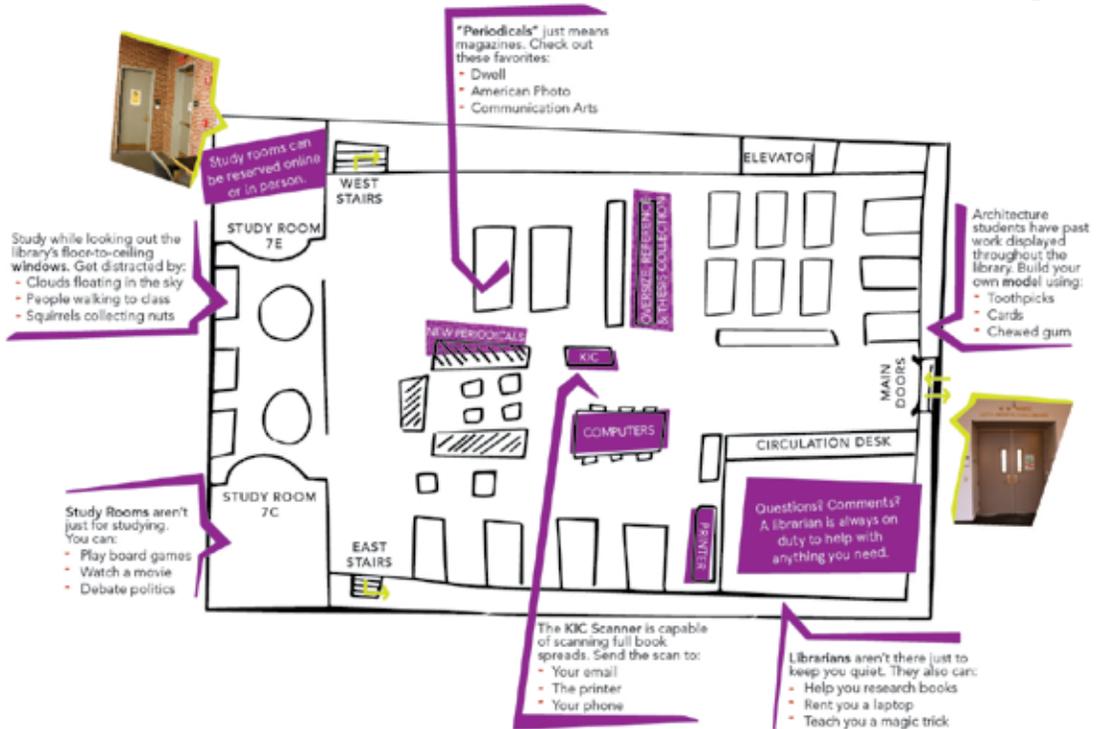
- LAPTOPS: 3hrs
- CHARGERS: 3hrs
- HEADPHONES: 3hrs
- DRAWING TABLETS: 24hrs
- VIDEO DEVICES: 24hrs
- REGULAR BOOKS: 3 weeks
- REFERENCE BOOKS: 2hrs
- PERIODICALS: 24hrs
- CHARGERS: 3hrs
- STUDY ROOMS: 2hrs

↗ Campus map and general information

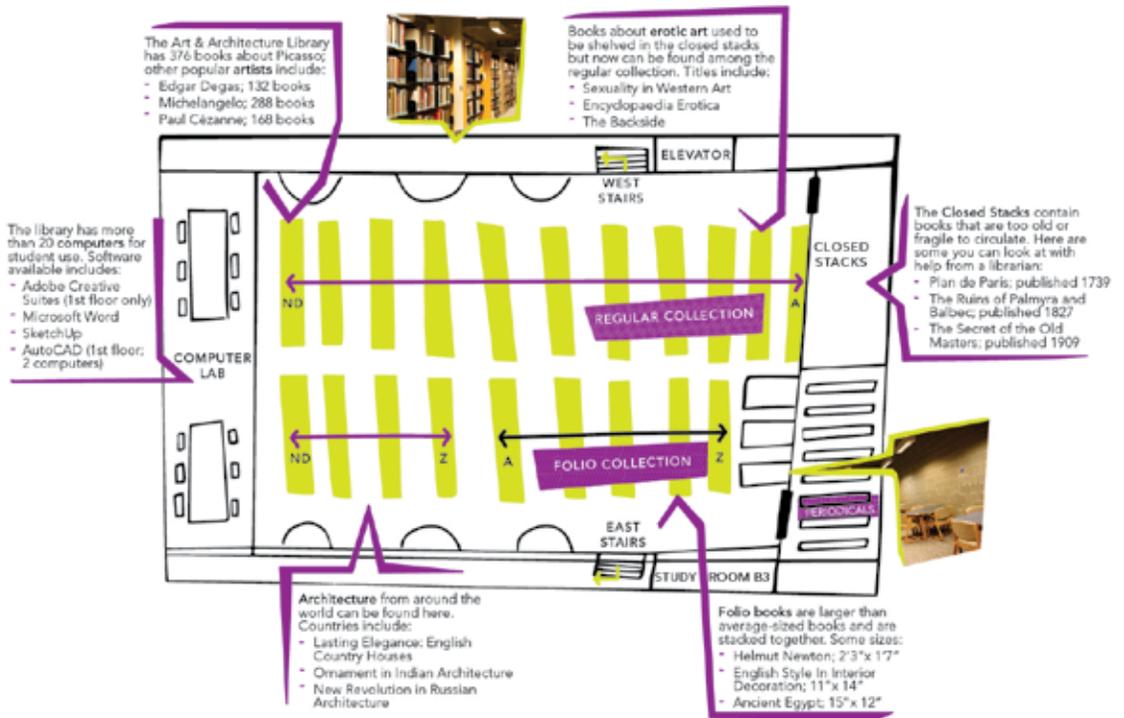
Interior maps

LIBRARY INTERIOR MAPS

FIRST FLOOR



BASEMENT FLOOR





Brochure back with stickers

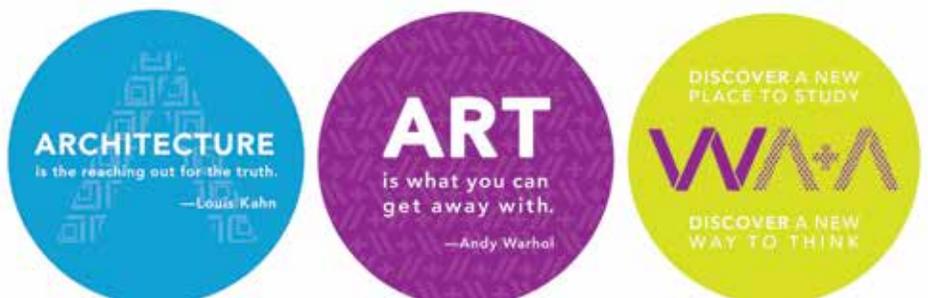
DELIVERABLE TWO

STICKERS + PARTICIPATORY ARTWORK

The second deliverable includes a set of promotional stickers that are supposed to be a collectible item for students as well as used in a participatory art project in the library. Although the Wertz Art + Architecture Library provides resources dealing with art and architecture there is a limited amount of artwork decorating the walls. Part of the campaign would include providing a more creative and inclusive environment for studying as well as drawing students to the library itself.



Sticker collection includes promotional designs, collectible quotes, and blank stickers on which students can draw or write their ideas about art.



SUBMIT

Three pieces of artwork will be hung on the wall, each with an adjective or descriptive word on the piece of work. Students will be asked to make a vote on what they considers makes something 'art' using the stickers to voice their opinion. Not only will this participatory exercise initiate a conversation between the library and its users but also create new artwork for the space that students can feel they helped create.



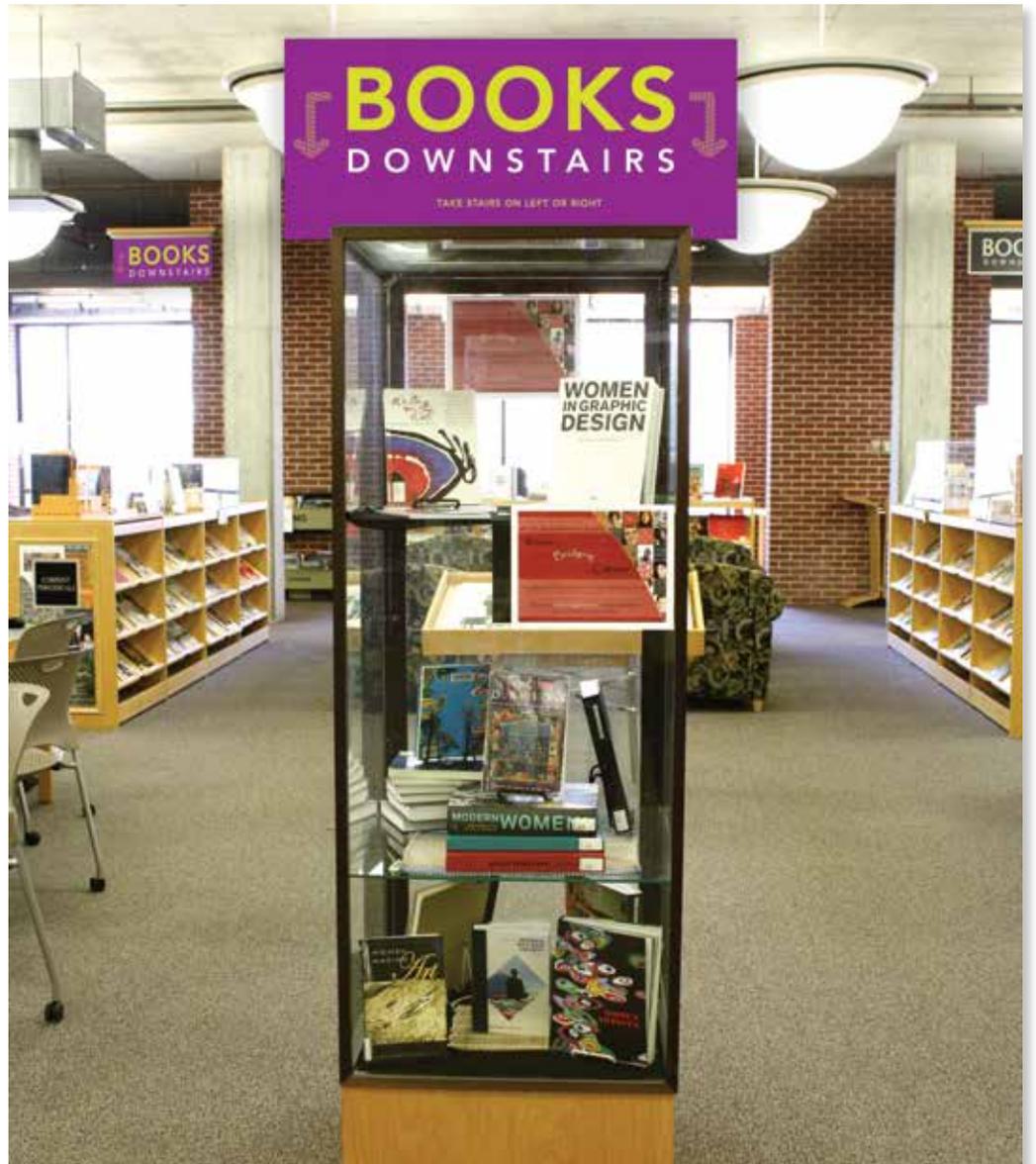




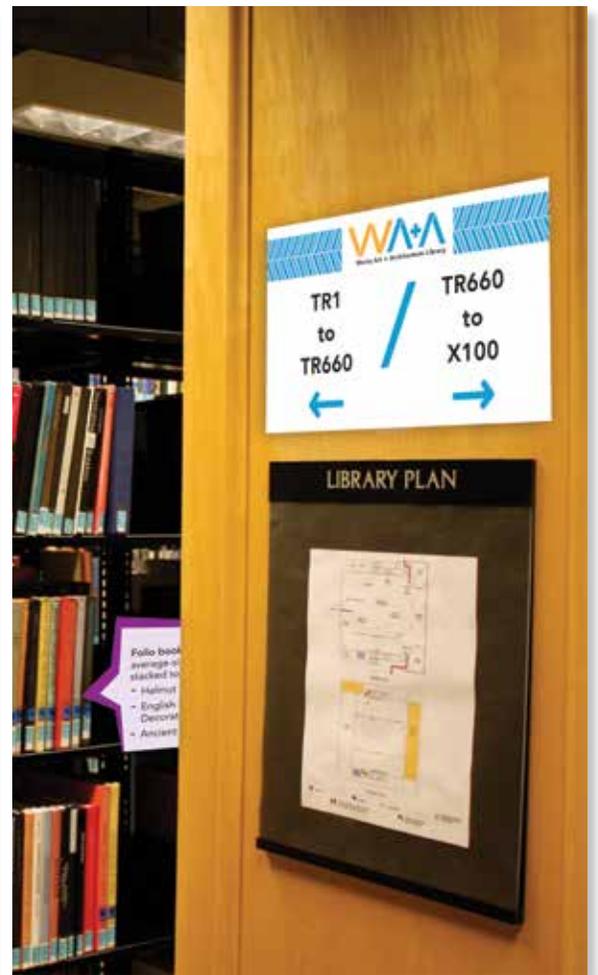
+ DELIVERABLE THREE

SIGNAGE + WAYFINDING

The third deliverable is signage and wayfinding that goes with the new library branding. The patterns created correspond to different resource areas and are included in the posters for students to have another way to connect with the library and find their way throughout the space. Signs are more colorful so that students will have no problem seeing them and finding direction.







+ DELIVERABLE FOUR

IPHONE APP

The fourth deliverable is an iPhone app for the Wertz Art + Architecture Library. Like my prototype, I identified the key resources students were using and then arranged their order based on use, for example resources that students used most often were placed higher up in the menu hierarchy.



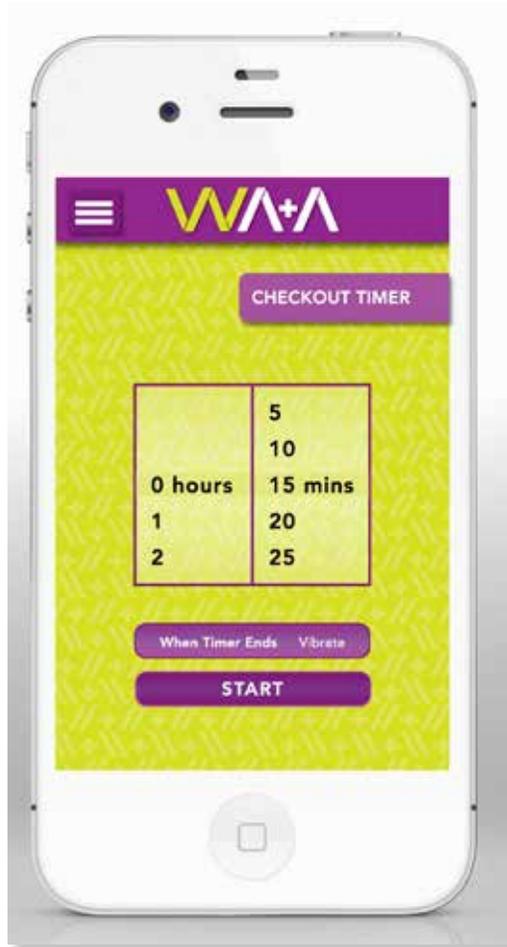


The main page contains a simple search bar that leads to several result options—“read”, “visit” and “contact.” Instead of searching for a specific book or author, users input any subject they want to learn about.

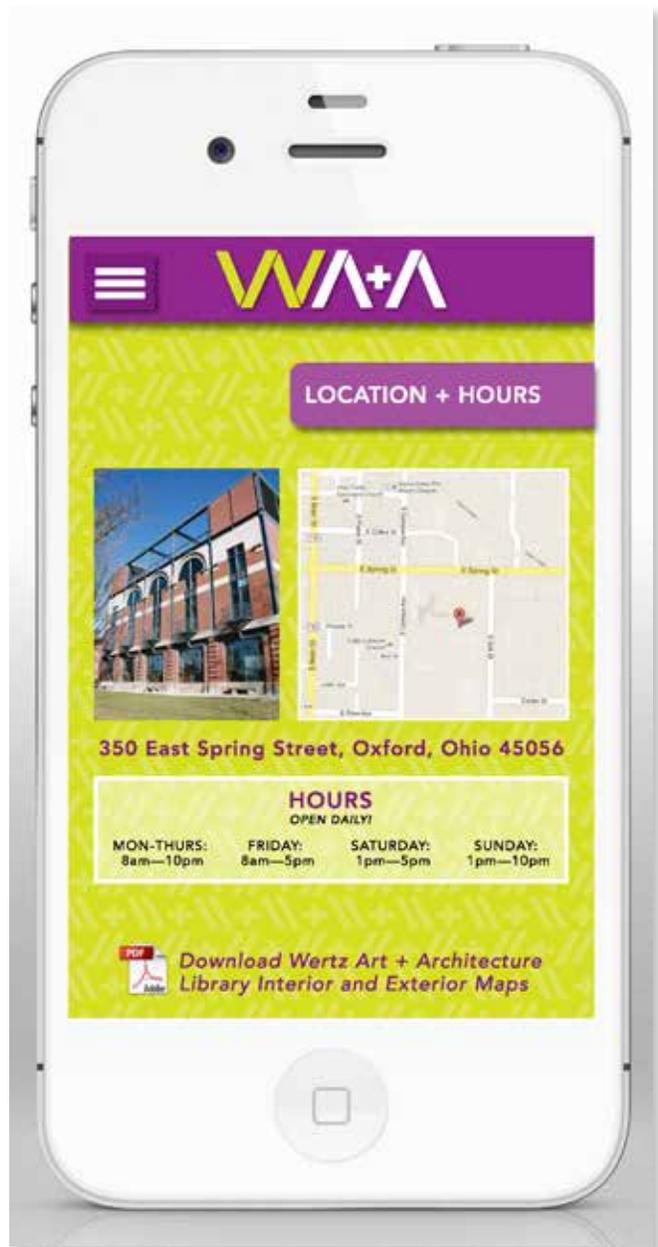
The “read” results provide print resources. The “visit” results provide locations on campus that might be helpful. Lastly, the “contact” results provide experts in the subject that students could contact.



App pages include 1) a printing queue, 2) checkout timer for keeping track of when to check in resources such as laptops and study rooms, and 3) an account page for viewing checked out books with a renew option available.



App pages include 1) study room reserve page and 2) general location and hour information.





+ LEARNING OUTCOMES

I learned that following a timeline and having clear objectives is helpful in time management and completing the project without too much stress.

+ WHAT I'D DO DIFFERENTLY

I would complete surveys sooner in the process so I had a solid source of information to begin with. This would also have provided a larger range of participants that I could have tested my prototype designs with. I was only able to test my designs with a few people. If I had more time I would have probably tested a larger group of students and had the time to make necessary changes based on feedback.

+ NEW SKILLS

I gained experience in logo creation, specifically branding that is flexible. I also used quite a few illustrations, especially in the initial prototype designs. I do not have a lot of experience with illustrating so I definitely improved in this area. Another area in which I gained useful skills was user experience design for apps. UX design is becoming an essential skill for modern designers so this experience really helped me improve my design skills in this area.

THANK YOU!

