

Kent State University Two Week Summer Program

Interpreting A Community

Developing an Identity and Interpretive Program for Elyria, Ohio

Elyria Ohio is a town of 50,000 west of Cleveland and near Lake Erie. A 200 year old mill town and industrial, Elyria today is a city looking forward, but also wants to interpret its industrial heritage. The city is currently undergoing an urban redevelopment master plan. This project is to create an identity and plan for an interpretive program for the town. Using graphics, signs, streetscape elements landmarks and other vocabulary designers will be asked to help create a story around a place and develop a program to bring that story out.

Workshop Participants

12-15 upper level undergraduate and graduate students, and some recent graduates. All have design and software and experience.

Software to be used

Illustrator

Photoshop

InDesign

Filemaker

Microsoft Word

Microsoft Excel

Hand drawing will also be employed

First Week

Heritage Identity and Wayfinding

Day One – June 20 – 9:30 AM Start

Lecture 1: An Overview of the history of environmental graphic design. A History of Urban Sign Systems and Park and Heritage Area Systems.

How to conduct a site audit and create a mission statement

Speaker – Craig Berger, SEGDC, Washington, D.C., and Terry Schwartz, Urban Design Center, Cleveland

Exercise 1: Project overview and Site audit

Tasks

Split into groups

Begin site audit

Create a Mission Statement

Create an initial conceptual plan

Day Two - June 21 – 10:00 AM – 1:00

Lecture 2: Interpreting Places and Spaces

Speaker – Virginia Gehshan, Cloud Gheshan Associates, Philadelphia

Exercise 2: Complete site audit. Begin planning exercise. Select sign vocabulary and apply to a preliminary message schedule of recommendations. Create site map with basic routes and design recommendations.

Tasks

Complete Site Audit

Complete Mission Statement

Develop an Initial Storyline

Complete the Concept Plan, with major destinations

Day 3 – June 22 – 10:00 AM

Lecture 3: Developing an Identity and Wayfinding Development.

Speaker – Debra Giese, Naughton + Associates, Chicago

Speaker – David Middleton, Resident Faculty, Kent State University –

Exercise 3: Parti drawings and photo montages. Begin Design Development Process

Tasks

Finalize Wayfinding Route, Concept and Plan

Begin design development of preliminary sign elements

Begin the design of the identity

Select Typography, Colors, Materials

Day 4 – June 23 – 10:00 AM

Lecture 4: Building a community with art and environmental graphics

Speaker – Char Catt Lyon, Cincinnati

Exercise 4: Develop a basic sign vocabulary of elements in free-hand and a written description of each element describing how it was incorporated into the design analysis. Create a description sheet for each element incorporating describing how they are to be used in the project.

Tasks

Finalize preliminary design elements

Finalize site audit, strategic plan and hierarchy.

Create a plan to integrate gateways, icons, lighting and art into identity.

Day 5 - Final Critique – June 24 – 1:00 PM

Short Lecture: Preparing and packaging heritage programs. The Sign.

Speaker: Ken Ethridge, IZONE, Temple, Texas The people from the Heritage Areas. The ADA

Final First Week Critique

Preparation for Second Week.

Complete and package all elements. Create one sheet of multiple sign elements in elevation

scaled to each and a person, and photo montage of sign elements in key locations. Second half of the day.

Second Week June 27-July 1
Fabrication and Documentation

Day One - June 27 – 9:30 AM

Lecture 1: The Elements of the Design Intent Document Package

Speaker – George Limm, Tangram Design, Denver, Colorado

Exercise 1: Convert the sign elements from week one to a design intent document elevation in illustrator in scale with color without materials.

Tasks

Begin design development of design vocabulary using illustrator

Day Two – June 28 – 10:00 AM

Lecture 2: Documenting two dimensionally and three dimensionally.

Speaker – George Limm

Exercise 3: Draw one sign element in a top, and side view, a three dimensional detail, by hand or software, and measured photo montage to show installation.

Begin developing dimensioned drawings

Create small paper models using illustrator templates

Day Three – June 29 – 10:00 AM

Lecture 3: Selecting and specifying Materials and Methods for the fabricator

Speaker – Gary Stemler, Nordquist, Minneapolis

Exercise 3: Select materials and write the specifications for their use on the design intent drawing package.

Get materials folders at conference from all of our vendors.

Select final colors and materials for use in the design package

Finalize design development

Day Four – June 30 – 10:00 AM

Lecture 4: Packaging for Your Portfolio and Presentation Skills. Including a Portfolio Review.

Speaker – Gretchen Coss and Miranda Hall Carrier, Gallagher & Associates, Bethesda, Maryland

Exercise 4: Final development of the egd package and creation of a portfolio in egd.

Put all the documents together from week one and week two.

Day 5 - Final Critique – July 1 – 1:00 PM

Attendee – Ben Goodman, Karlsberger Companies, Columbus, Ohio, Mika Owens, Calori & Vanden-Eynden, New York City

Announcement of requests for program internships.
Complete one sign element as a sign design package. Second half of the day.

Design Elements

Plan - How should the neighborhood be interpreted and its story be told? What locations should be profiled and developed as part of this history?

Identity - How should a neighborhood identity be defined? Should it be closely aligned with an overall heritage area, or should it have a distinct identity? The identity will be graphic, and find its expression in architecture and landscape. Gateways and pedestrian elements. Logo design.

Interpretive Design – There are a number of ways a community can be interpreted including signs, sculpture and landscape. The workshop will explore both traditional and non-traditional interpretive elements. The central product is a core interpretive sign element.

Wayfinding – How are the interpretive elements connected, and how do they relate to the overall identity of the place?

Map - A special map will be developed of the neighborhood that will specifically define the nature of the place and the connected interpretive elements.

Faculty and Lecturers

Craig Berger, Director of Education and Professional Training, SEGD, Washington, D.C.

Terry Schwartz, Urban Design Center, Cleveland

Virginia Gehshan, Cloud Gheshan Associates, Philadelphia

Debra Giese, Naughton + Associates, Chicago

Char Catt Lyon, Cincinnati

Ken Ethridge, IZONE, Temple, Texas

George Limm, Tangram Design, Denver, Colorado

Gary Stemler, Nordquist, Minneapolis

Gretchen Coss, Gallagher & Associates, Bethesda, Maryland

Miranda Hall Carrier, Gallagher & Associates, Bethesda, Maryland

Ben Goodman, Karlsberger Companies, Columbus, Ohio

Mika Owens, Calori & Vanden-Eynden, New York City

David Middleton, Resident Faculty, Kent State University