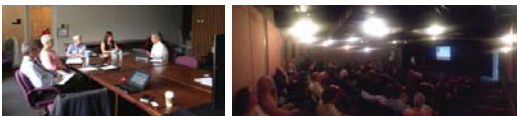


# Executive Summary

## Program Development Phase



### Design Workshop 1

Our first design workshop took place over the course of two days, June 18-19, where we reintroducing ourselves to each other and to the project, met new team members, created a vision for the project, chatting, laughed and lamented, and walking in less than comfortable shoes for 13 hours touring the building. The time was focused on understanding the needs and desires of the College, familiarizing ourselves with the existing space, and reviewing the overall project schedule and process.

#### OUTCOMES:

- The Design Team reviewed the team organization, schedule and process with the team and established a 'chain of command' for communication.
- The team sought clarification for the 'vision' of the project and received a list of thoughts and ideas to consider- "Big Picture" issues to deal with.
- The team toured the existing facility and established a sense for the conditions of the current facilities. Additional digging will need to happen as we move forward.
- The committee began to share ideas about branding, what's working and what's not, what's needed for a new facility, how to stay competitive with other schools, and started to touch on priorities.
- The Team reviewed the guiding design principle / concept for the project: Communication.
- Established some bigger "existing facility problem" themes in the building: Thermal comfort, proximity between departments, lack of space, and ADA issues.
- The University confirmed that the road project was happening and that it was still (conceptually) moving from its current location on the east side.

### Design Workshop 2

During our second workshop, between July 24-25, the design team initially met with the full group to discuss the overall process, future dates for workshops, and a reminder of the 'big picture' concepts and what was in store for workshop 2. The team then met individually with each group and department to confirm existing spaces and department goals.

#### OUTCOMES:

- The Design Team reviewed the overall process and schedule.
- The Design Team's MEP Consultant toured the facility to begin a utilities assessment.
- The Design Team's Theater Consultant toured the Theater space for their review.
- The Design Team's Civil Engineer toured the building to assess the current utilities conditions.
- The Team summarized the overall goals expressed during workshop 1.
- The Design Team interviewed each Department to understand specific goals and concerns within each area of the building as well as confirmed the location of existing spaces.

### Design Workshop 3

During our third workshop, between August 27-28, the design team met initially with Dean Lemish and Dean Leonard to review their goals and ideas for the project. The team also helped conduct a faculty-wide question and answer session where the two colleges were able to hear about the project and design process. The bulk of the two-day workshop focused on establishing a "wish list" program of spaces for each group and department.

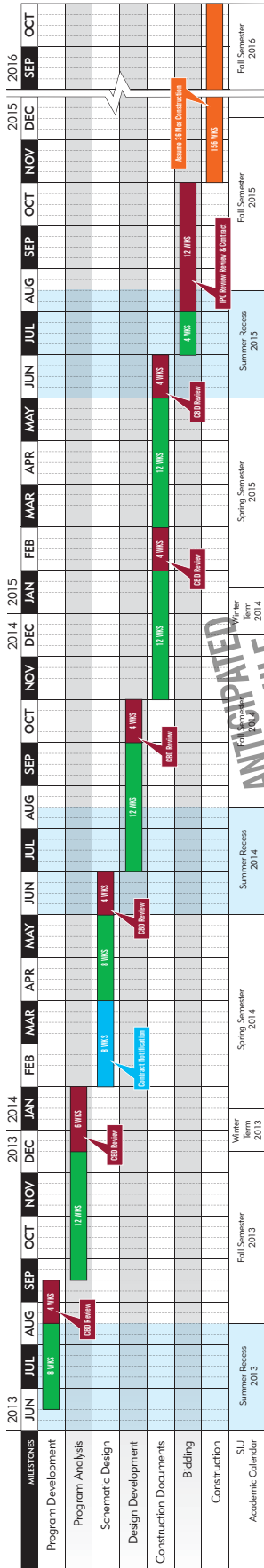
#### OUTCOMES:

- The Design presented the project / process with both College Deans and discussed their vision and goals for the project.
- The Design Team's Broadcast consultant toured WSIU's space.
- The Design Team conducted a faculty-wide review / question & answer session of the project.
- The Design Team worked with each group to establish a working "wish list" program for each department and group.

# Appendix A

## Schedule / Live 3D Model Development

### Schedule Snapshot



ANTICIPATED SCHEDULE

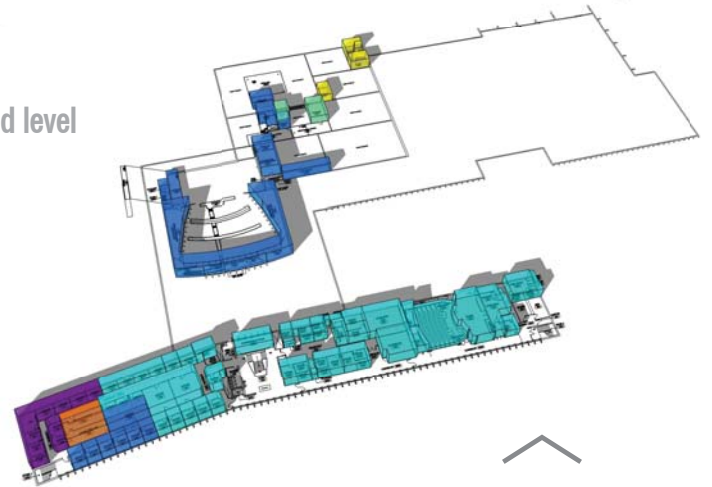
lower level



first level



second level



### Building Information Model Space by Department

- Speech
- MC & MA
- Theater
- Cinema & Photography
- Broadcast
- Radio | TV | Media
- Journalism

- PD ends in September of 2013
- PA Phase will be due in December of 2013
- CD's are due June 2015
- Construction of the project will be completed by 2018.
- Schedule currently on track

# Appendix B

## Expanded Workshop Outcomes

### Visioning

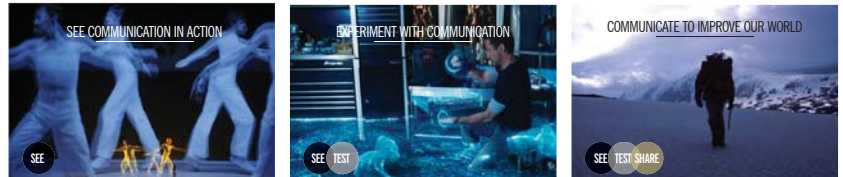
The initial visioning discussion was intended to help solidify the vision for the project above and beyond the individual departmental needs. The Design Team broken down the initial discussion which included 200+ ideas into five key themes >



- 'Big Picture' Issues**
  - Need identity / Branding
  - Need convergence oppy's
  - Need a "Front Door!"
  - Bldg should be a 'Narrative'
  - Community Participation Low
  - Building is barrier
- Space & Organization Needs**
  - Main Gathering Space
  - RSO space needed
  - Nooks and Flexible space
  - Central Convergence Lab
  - Celebrate function for view
- Existing Conditions- 'The Negatives'**
  - Multiple entrances
  - Basement is an issue
  - ADA issues
  - Flow
  - Security
  - No Real Front Door
- Program & College Strengths**
  - Student Org Groups
  - 48hr film fest
  - Theater
  - New Media Center
  - Good infrastructure
  - "The Students!"
- Site**
  - Connection to outside
  - Flow from parking
  - Drop-off / Loading
  - Celebrate natural beauty

### Design Narrative

The Design Team also shared some initial design vision and goals that will focus on the notion that everything will center around "communication" as the central driver and narrative for the project, highlighting 3 keys initiatives >



## Communication as a driver for Design

- .See Communication
- .Experiment with Communication
- .Communicate to Improve our World



### Precedents Projects

During the initial phases of the project, the Design Team and key College individuals will likely visit a selected list of similar projects to the CMCMA & COLA. The group will collectively determine which building to visit to provide us with the best examples of what's been accomplished in the industry. This is not a complete list- There are many others to consider.



- Walter Cronkite School of Journalism | ASU
- NewHouse School of Communications Syracuse U
- 62' Center for Theater & Dance | Williams College
- MIT Media Lab | Boston
- MIT Media Lab | Boston
- Belo Center for New Media, Austin
- NewHouse School of Communications, Syracuse
- Unified Media Lab, Ball State University
- 62' Center for Theater & Dance, Williams College
- Walter Cronkite School of Journalism, ASU
- CBS NYC
- Washington Univ Digital Lab
- Northwestern College Mel Johnson Media Center
- AT&T Adworks Media Lab NY
- Hank Greenspun School of Journalism, UNLV
- Newseum, Washington DC
- USC Mass Communication & Info Studies
- Univ of Missouri, St Louis KWMU



# Appendix B

## Expanded Workshop Outcomes

### Tour Observations

Touring the building helped us all to realize first-hand the positives and the challenges with the existing facility. The good news is that there's a lot of square feet to work with. The bad news is that the existing conditions need improving in a big way.



- Limited faculty gathering spaces.
- Lacking in student "serendipity"
- ADA Issues.
- Lacking a true 'front door.'
- Technology lacking in classrooms.
- Too spread out.
- Lacking of identity.
- Under-utilized spaces.
- Many rooms are too small.
- Lacking of shared spaces.
- Lacking in ability to collaborate.
- Thermal comfort issues.

### Dept. Goals

These key ideas and thoughts are all the common goals that surfaced with each group during each of our individual department meeting during workshop #2 and confirmed in workshop #3.



- Showcase Key Spaces: Theater, Studios, News Room, etc.
- Major issues with Security, HVAC, Storage, Signage.
- Building-wide lockable coat / cubby area.
- Infrastructure in place to change technology in the future.
- Need a Front Door!
- Central space for multi-media convergence: flexible, smart.
- Central & shared faculty suite / central copy area.
- Identity is an issue.
- Need for a building-wide Mail Room.
- General Meeting / Flexible / Raw & Informal Student space.
- Central Hub for interdisciplinary Collaboration.
- Collaboration between Departments.
- Display / Museum Area.
- Building should be a beacon!!
- NATURAL LIGHT!!
- 200-300 Person Auditorium.
- College-wide Lounge / Coffee lounge.
- Active project learning spaces.
- College-wide break room.
- Central Collaboration Spaces faculty & students.

### Wish List Programs

During the two-day Workshop #3, the Design Team worked with all 7 groups to establish a 'Wish List' program for each department. The existing square feet and individual department spaces were updated from Workshop #2 as well. The last (far right) column, "Final Program Analysis", has been left blank as a placeholder for the final building program in December.



### Road Project



Prior to the start of the project, the campus studied the possible relocation of Lincoln Drive. After considering several alternatives, the campus has determined they would like to pursue the relocation of Lincoln Drive. As considerable comment has been made regarding the multiple entrances of the Communications Building, the road relocation will need to respond to the resolution of this issue. As such, its final alignment will be influenced by the building design, which will be determined during the upcoming Schematic Design.

Road to stop to allow the campus to reconnect to the east.

