



Penn Museum Library Redesign

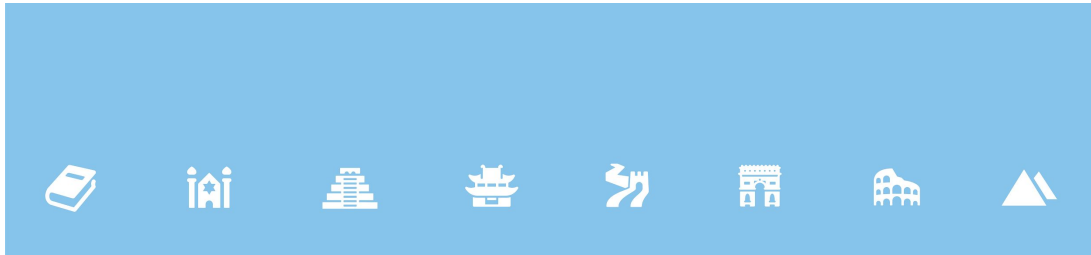
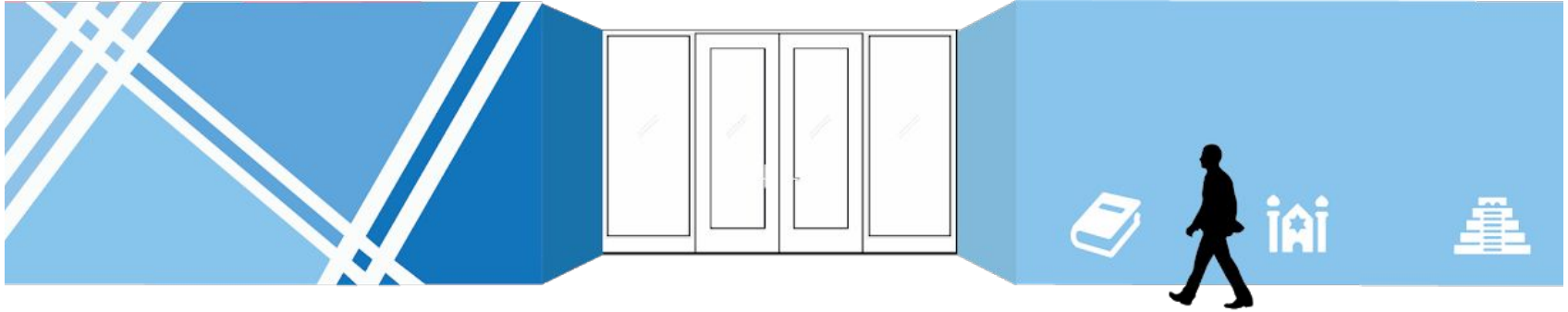
Design Practicum Spring 2019

Environmental



Objectives - Environmental

- Integrate the library with the museum and bridge the courtyard entrance of the museum to the library
- Declutter the entrance by rethinking the walls next to the entrance, the floor tiles of the entrance, lighting, and the glass entrance door itself.



- References architecture of library
- Gradient draws passersby towards entrance
- Transition from the Egyptian gallery to the library
- Array of symbols integrates the museum and the library

Walls

- Icons and abstract shapes
- Several color schemes





Walls

- Columns





Walls

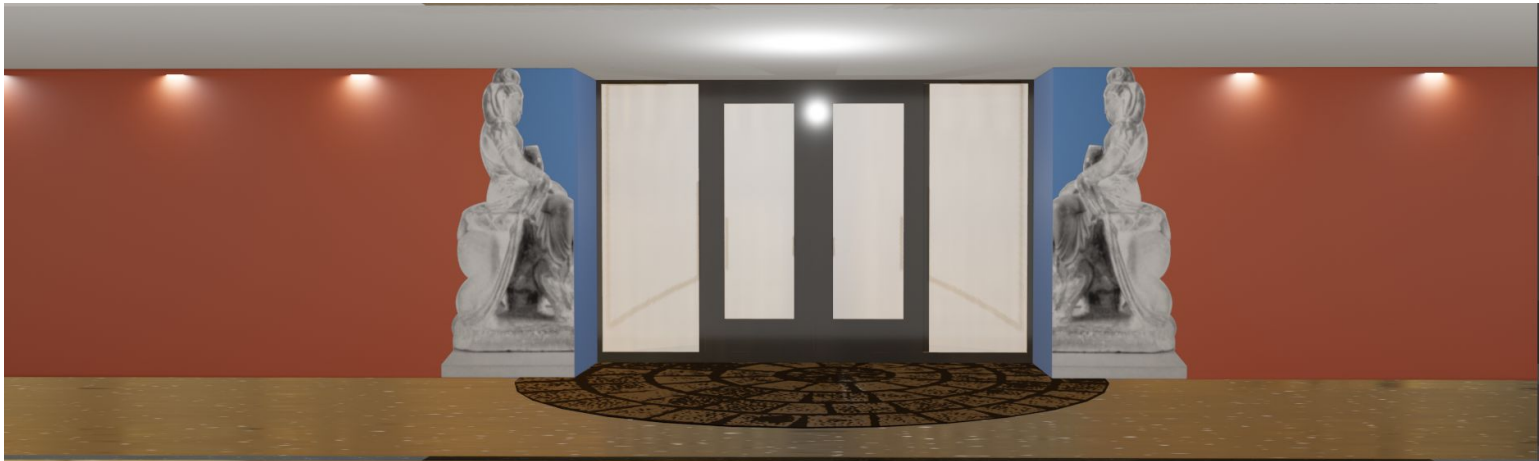
- Timelines





Walls

- Wall decals





Walls



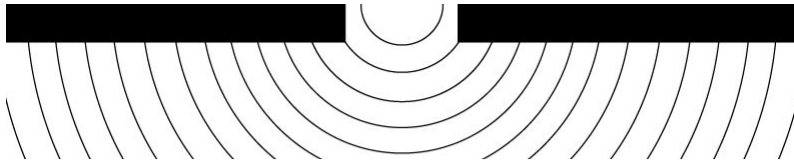
Walls

- Museum outline in lettering





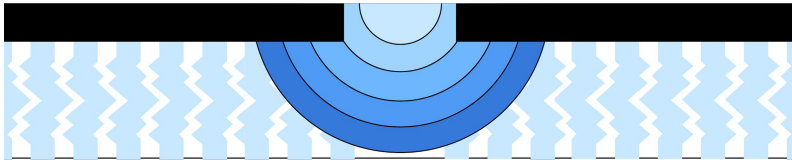
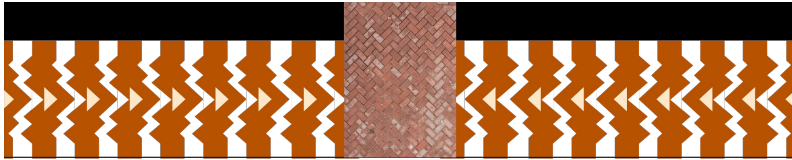
Tiling



- Draw the eye to the entrance
- Ensure that passerby will stop even if they are looking down at their feet



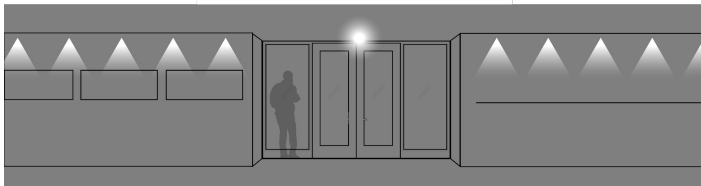
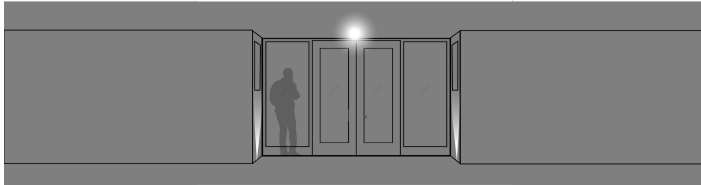
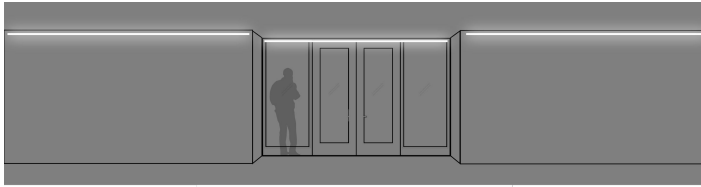
Tiling



- A pattern based on textiles
- Can be combined with a circular pattern highlighting the doorway
- Or a path crossing to the courtyard



Lighting



- Hallways lighting makes information on walls more readable
- Center light is inviting
- Spotlights can highlight information

Digital

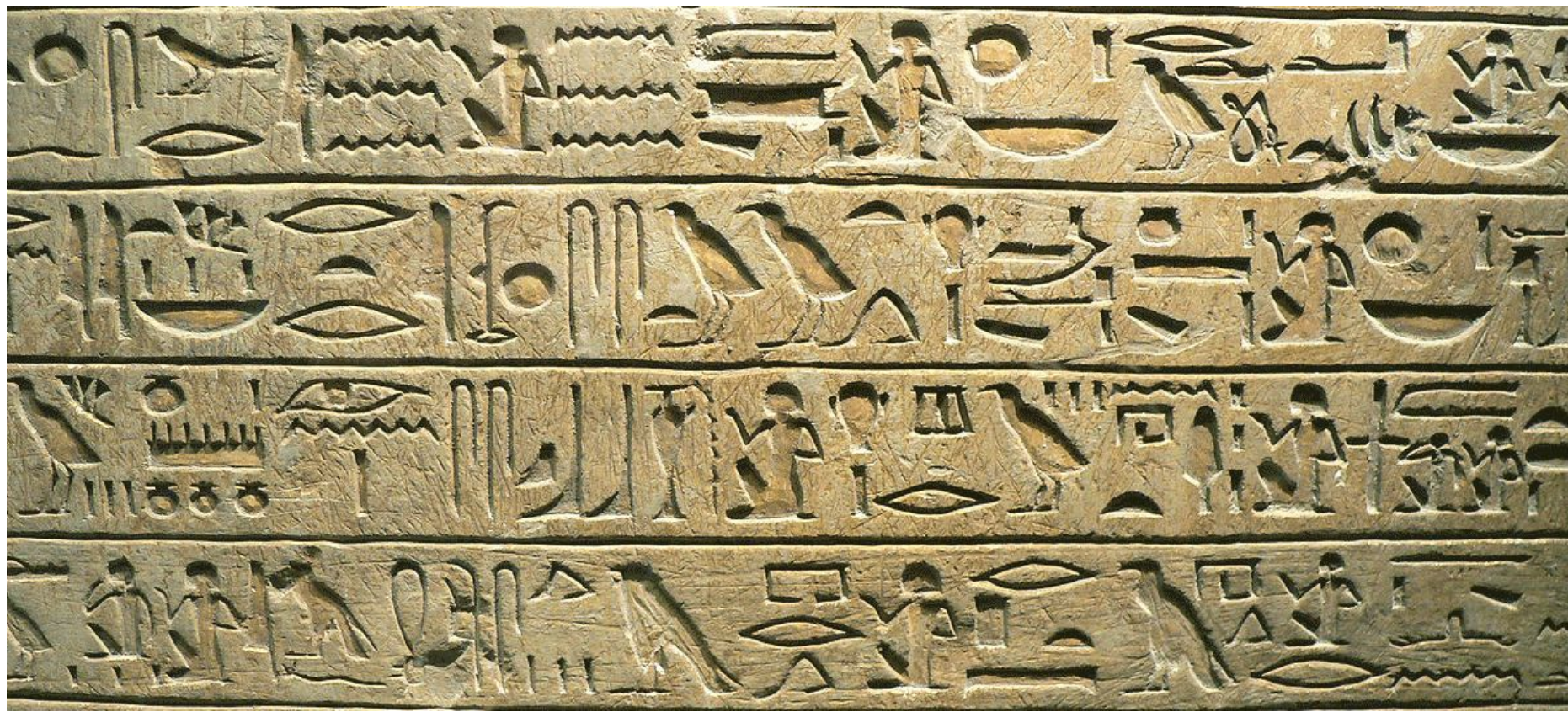


Objectives - Digital

- Redesigning the digital screens available
- Create a social media strategy geared towards attracting students that is both modern and suitable for an academic library

Anthropology

Screen Animations



Screen Animations

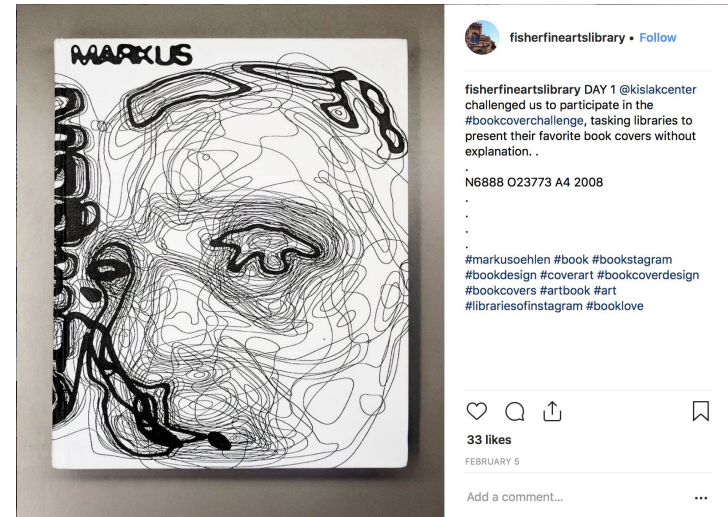


Screen Animations

Social Media Comparables



- Nice composition, people like modern and clean visuals
- Allows for fun and variance with backdrops



- Participating in #challenges helps boost engagements
- Also shows a more personable and interactive social media presence

Social Media Comparables



- Interaction with audience



- From the Museo Nacional de Antropología (mnantropologia)
- Combination of graphics and photos



Instagram Proposal

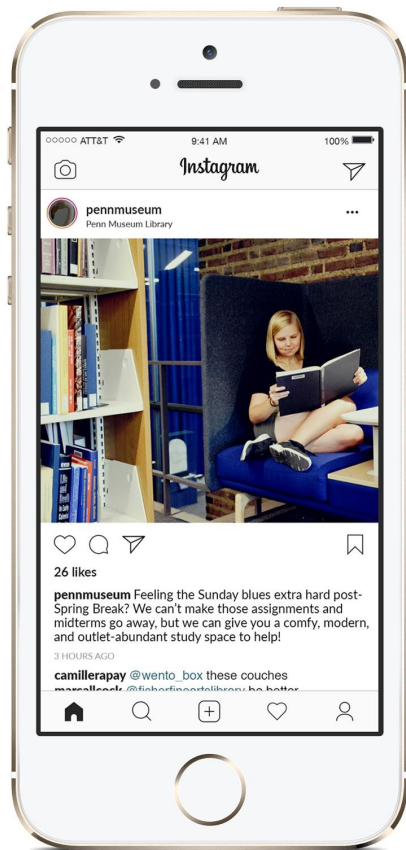
Rather than creating a whole new Instagram account, utilizing the @pennmuseum Instagram account (if possible) to reach 10K followers will be an efficient way of building the library's exposure.

Key times to post:

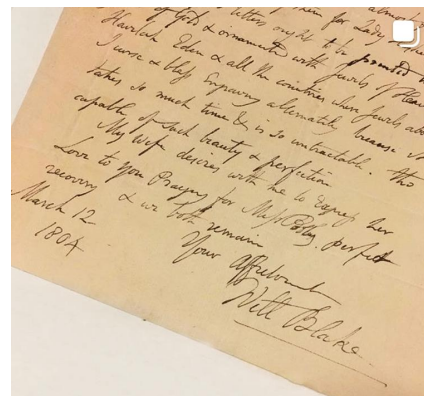
- **Welcome Backs:** straightforward, can be used to encourage students to check out the space
- **Midterms/Finals:** the biggest timeframe to promote studying in a new space
- **Events:** always promote Off the Shelf or other similar events a day or two in advance

Steady scheduling:

- Once a week, an expert pulls out and highlights an item from the rare book collection
- "Humans of Penn Museum Library" : get brief student testimonials on why they come to this particular library



OFF THE SHELF

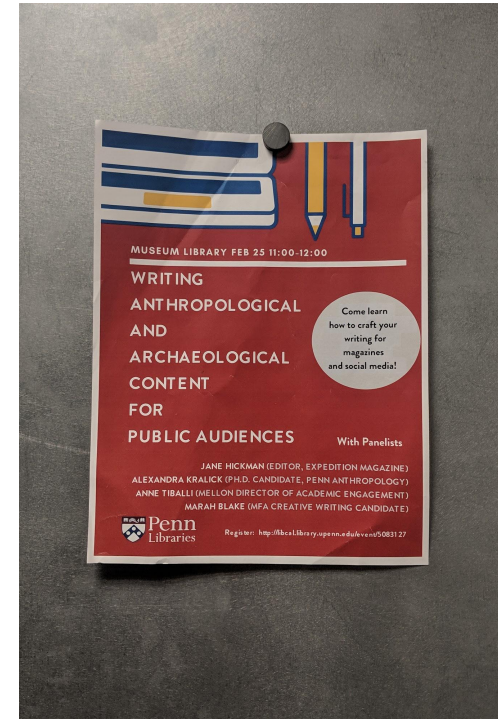
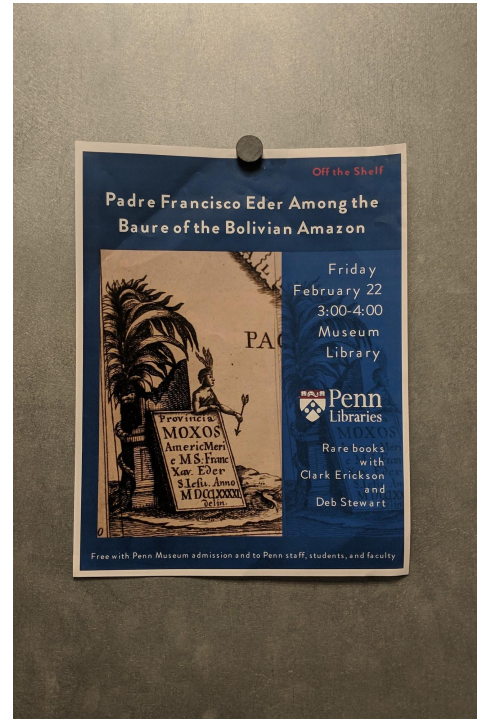


Samples

Print

Objectives - Print

- Create a system for Off the Shelf and general events and a more cohesive and identifiable branding for the series
- Create informational material providing more exposure to the library



Previous Flyers

Off the Shelf Posters

OFF
THE
SHELF

PADRE FRANCISCO EDER AMONG THE BAURE OF THE BOLIVIAN AMAZON

Rare books with
Clark Erickson and
Deb Stewart

FRI. FEB 22, 3-4PM
PENN MUSEUM LIBRARY

Free with Penn Museum admission
and to Penn staff, students, and
faculty.



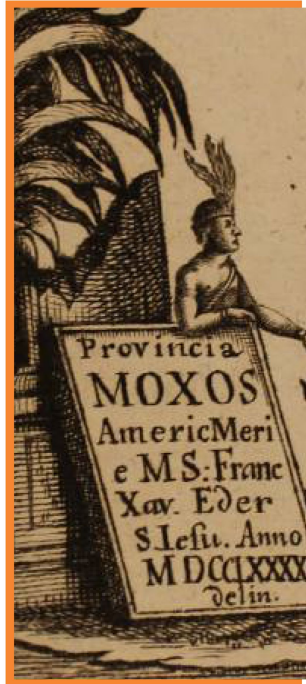
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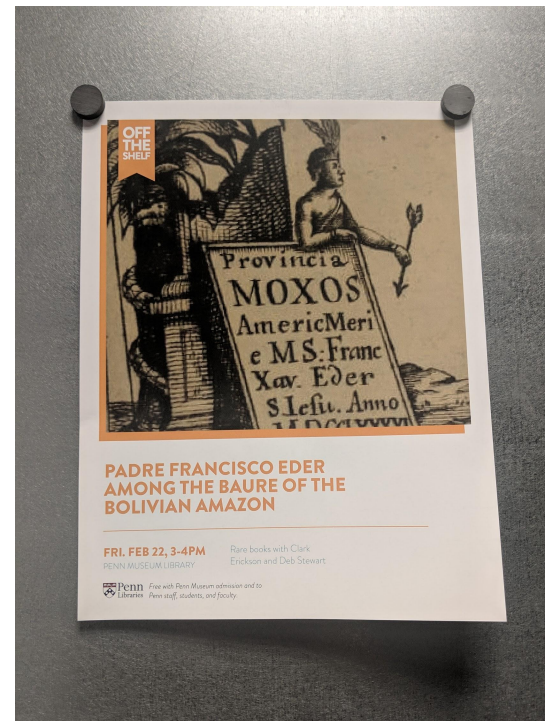
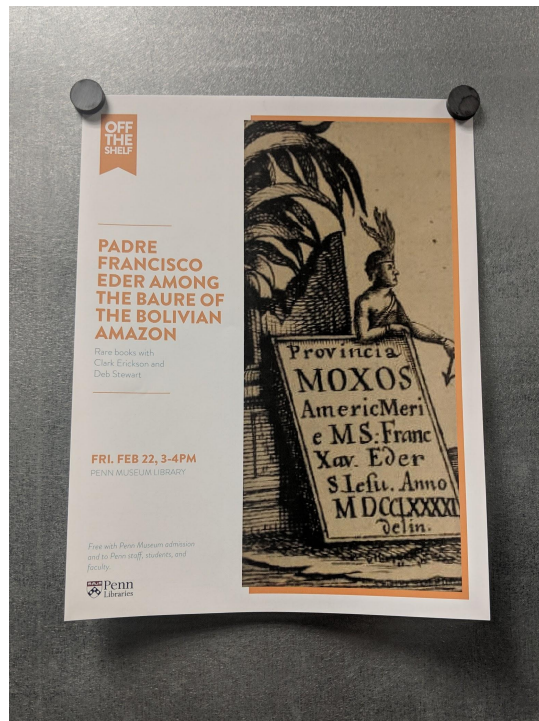
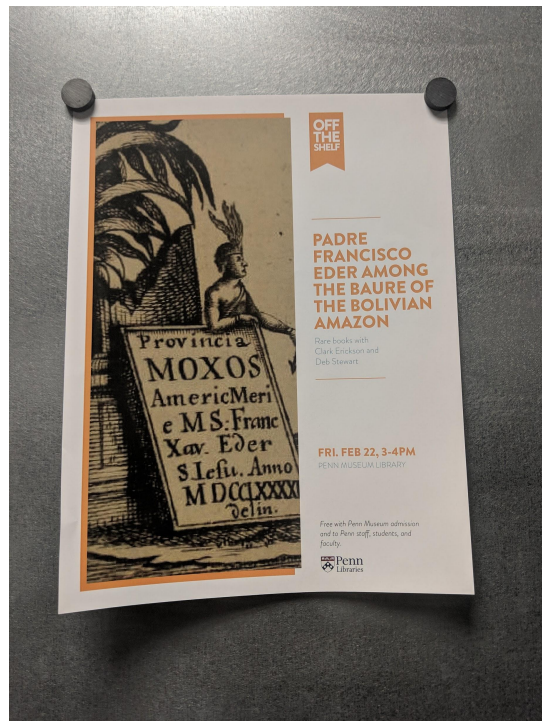
Rare books with Clark
Erickson and Deb Stewart



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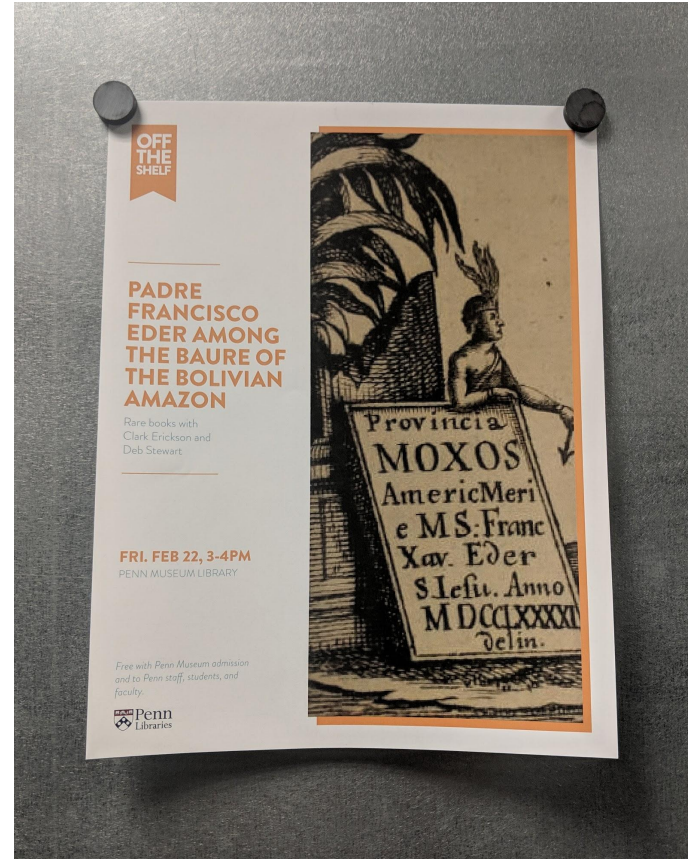


Off the Shelf Posters



Off the Shelf Posters

- Color, text, image, are interchangeable in each variation
- Uses Brandon Grotesque
- Creates logo for Off The Shelf to use these layouts for future events




Off the Shelf Posters

**OFF
THE
SHELF**

**SOUTH ASIAN
RELIGIONS
THROUGH COLONIAL
EYES**

Rare Books w/
Jef Pierce
&
Deb Stewart

**NOV
30
3-4 PM**



**OFF
THE
SHELF**

**NOV
30
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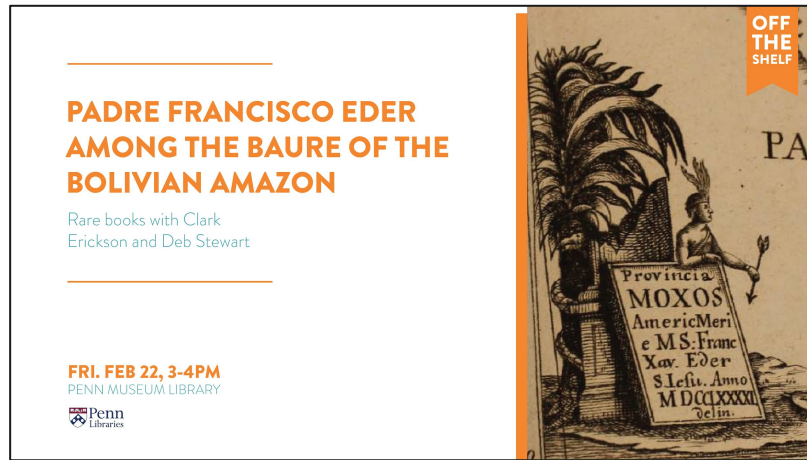
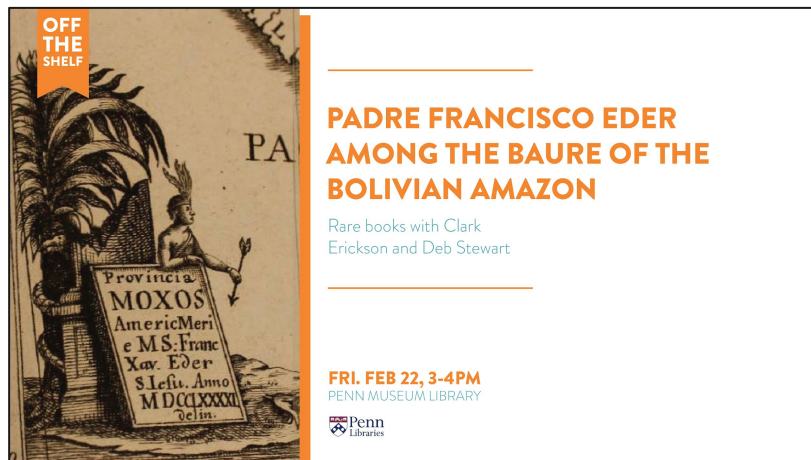
Rare Books with:
Jef Pierce and Deb
Stewart

Penn Museum Library
Nov. 30th 3-4PM



Cover Photos

- Variety of layouts and color options



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