

---

# Penn Museum Library Redesign

Design Practicum Spring 2019

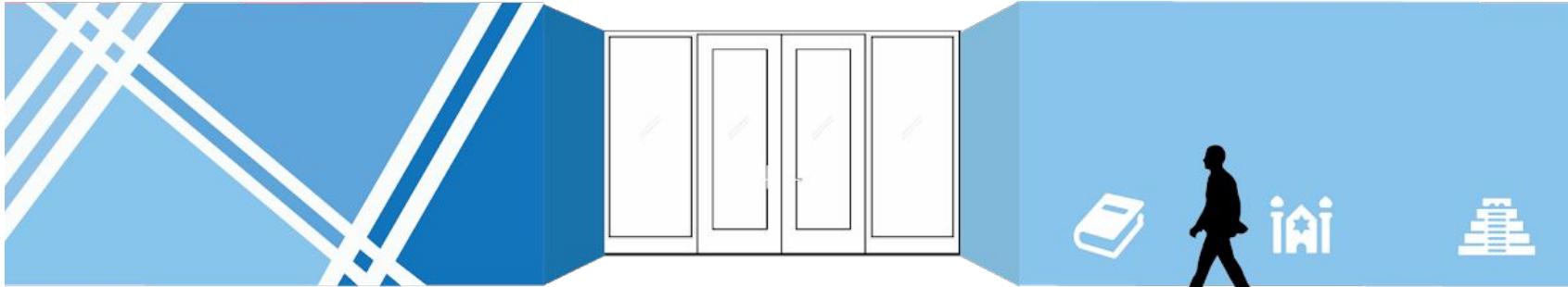
---

# Environmental

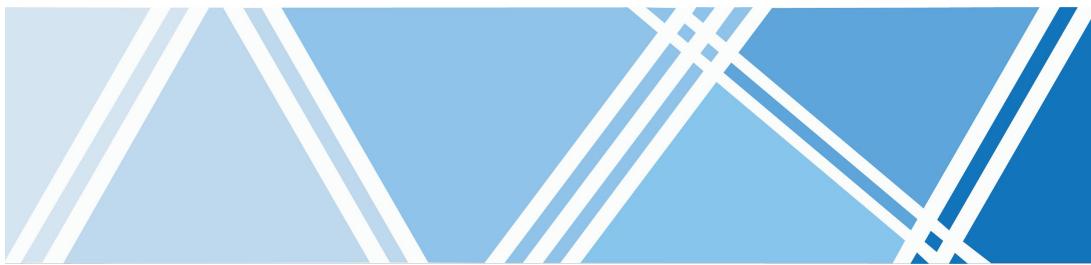
---

## 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



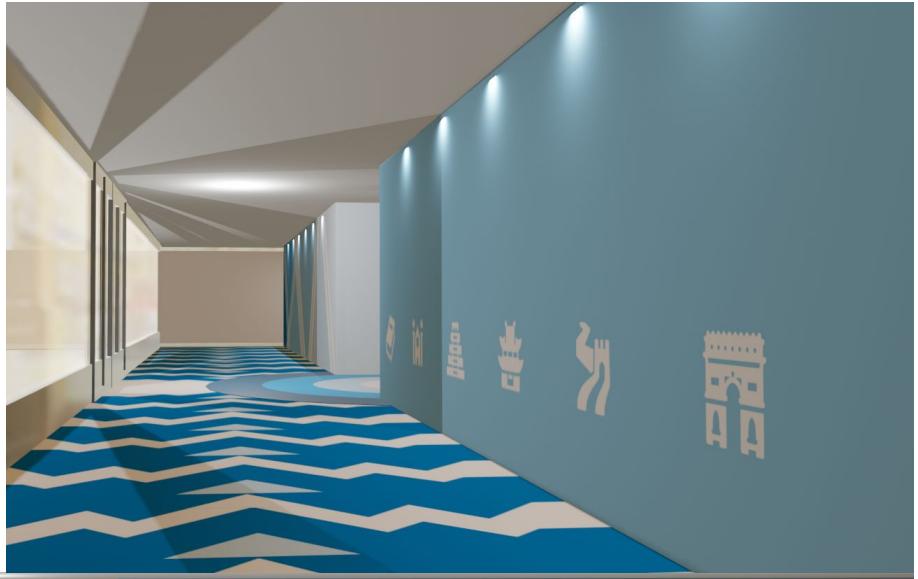
- Transition from the Egyptian gallery to the library
- Array of symbols integrates the museum and the library



---

# Walls

- Icons and abstract shapes
- Several color schemes



---

# Walls

- Columns



---

# Walls

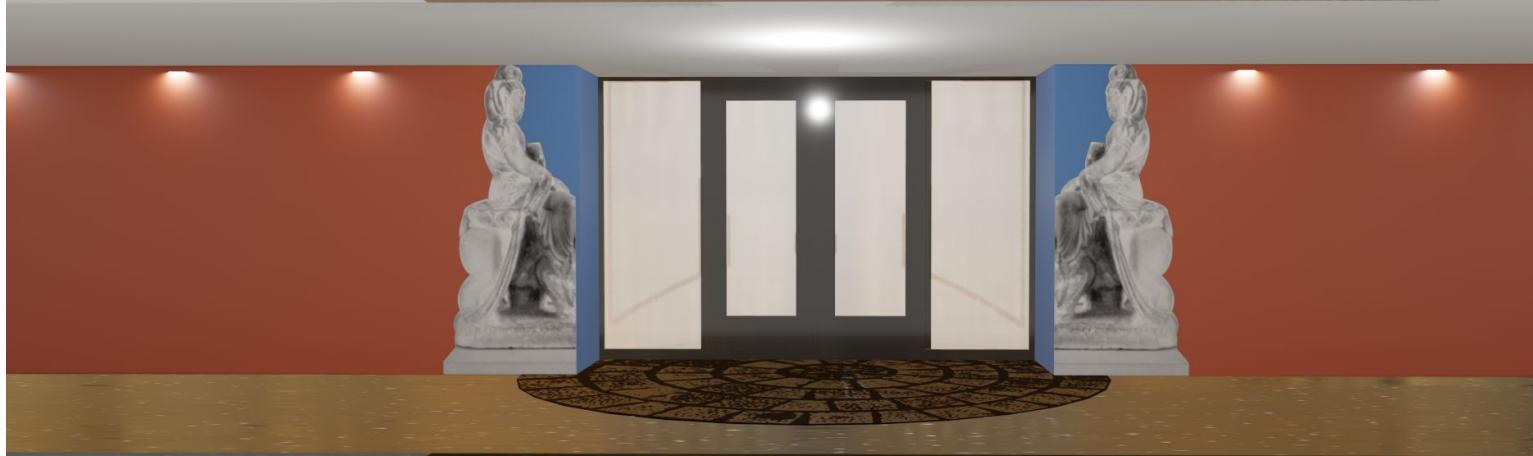
- Timelines



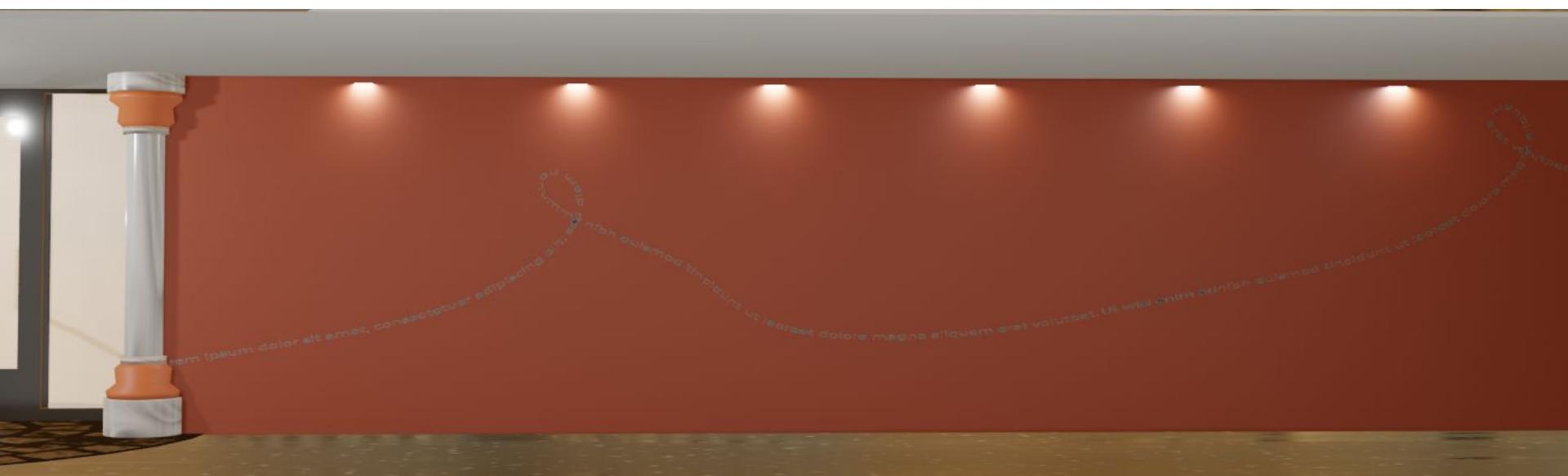


# Walls

- Wall decals



Walls



---

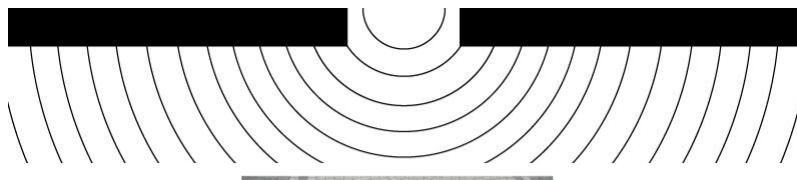
# Walls

- Museum outline in lettering



---

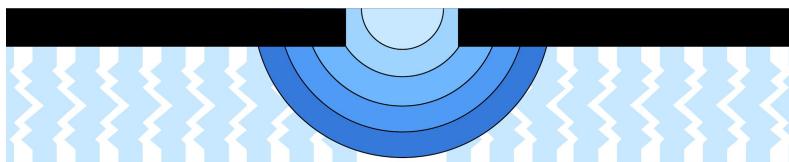
# Tiling



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

---

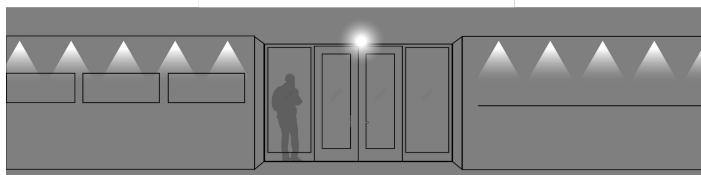
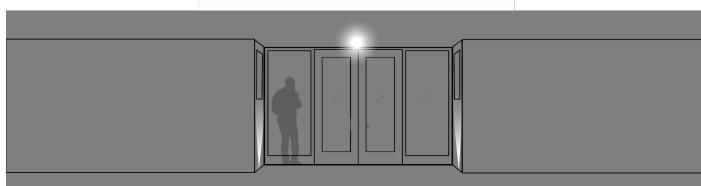
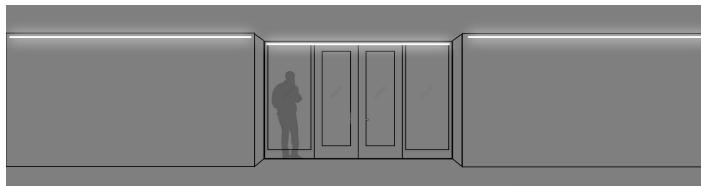
# Tiling



- 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

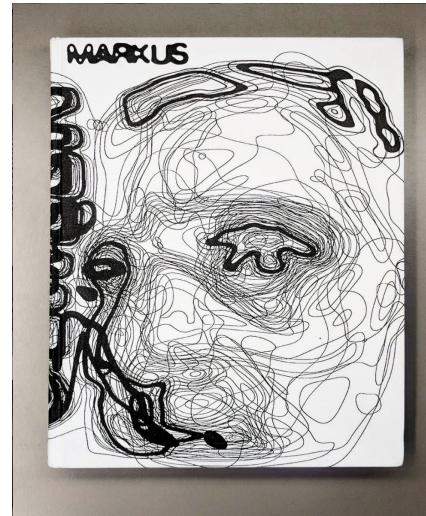


Screen Animations



Screen Animations

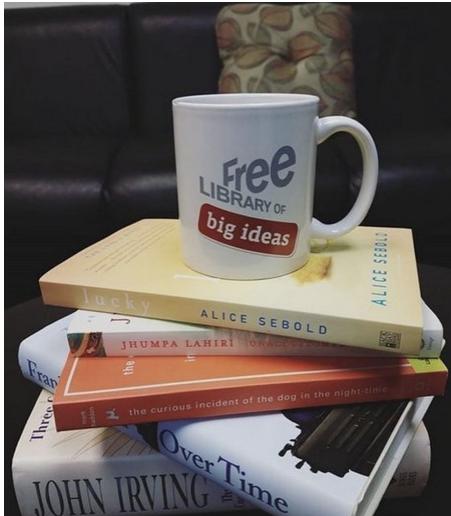
# Social Media Comparables



- 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



freelibrary [Follow](#)  
Free Library of Philadelphia

freelibrary Happy Friday! [?](#) What's on your reading list for this weekend?

bayardtaylorphl Fancy Nancy, Junie B. Jones, and any book by Robert Munsch! [?](#)

mkmoran19040 The Remarkable Journey of Coyote Sunrise.

seamartin3 Don't see this mug on the website for purchase...

zornbyllisma Frankenstein



104 likes

4 DAYS AGO



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



# Instagram Proposal

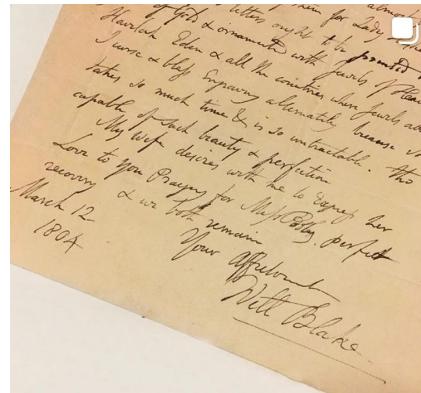
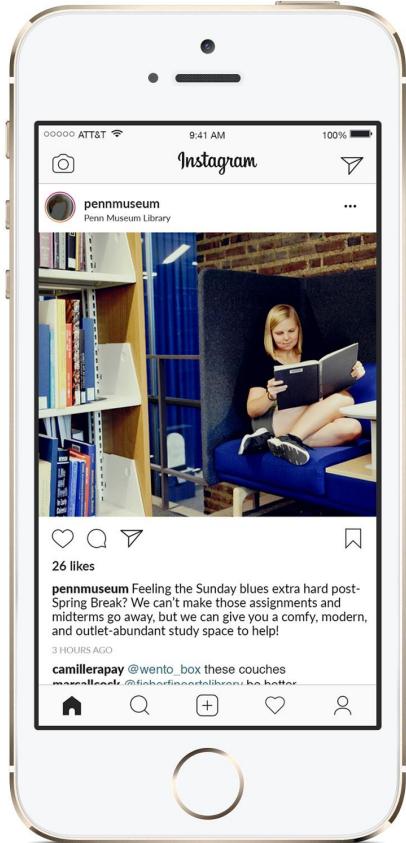
Rather than creating a whole new Instagram account, utilizing the @pennmuseum Instagram account (if possible) to reach 10K followers will be an efficient way of building the library's exposure.

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



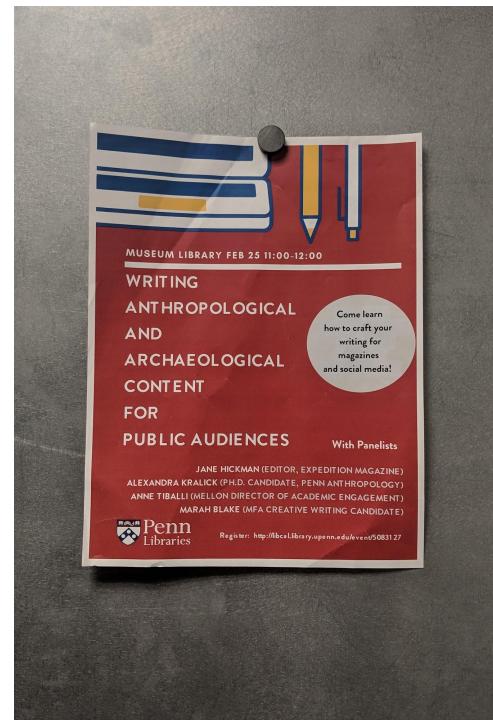
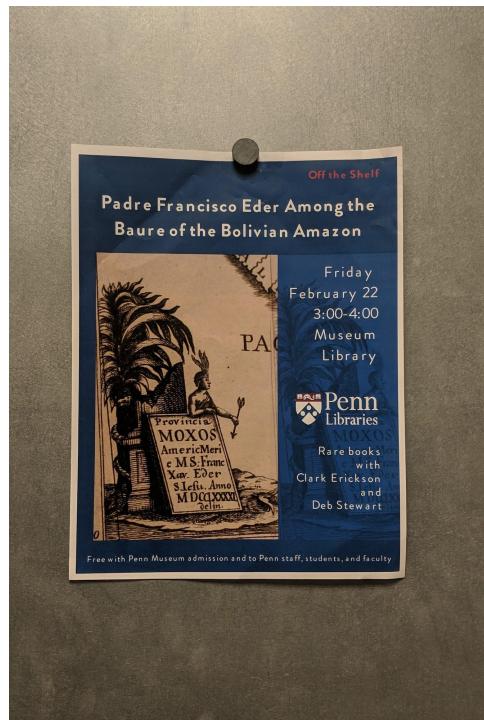
Samples

---

# 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.



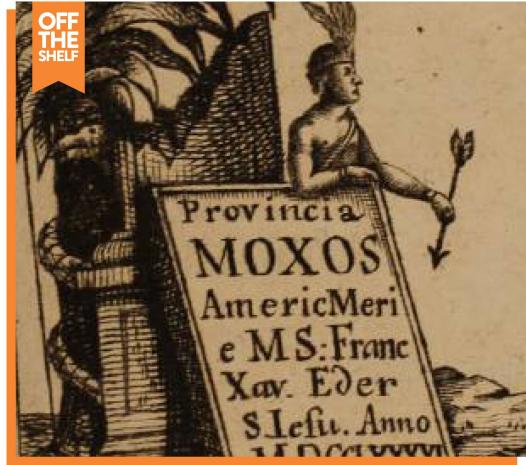
OFF  
THE  
SHELF

## 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

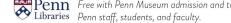
Free with Penn Museum admission  
and to Penn staff, students, and  
faculty.



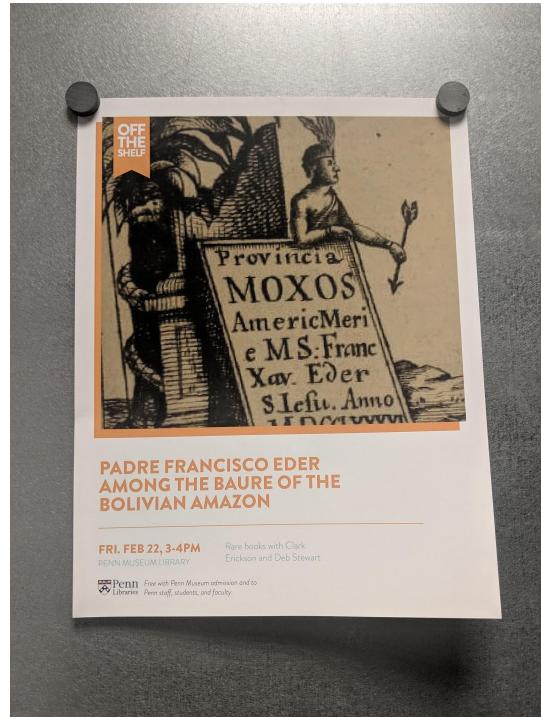
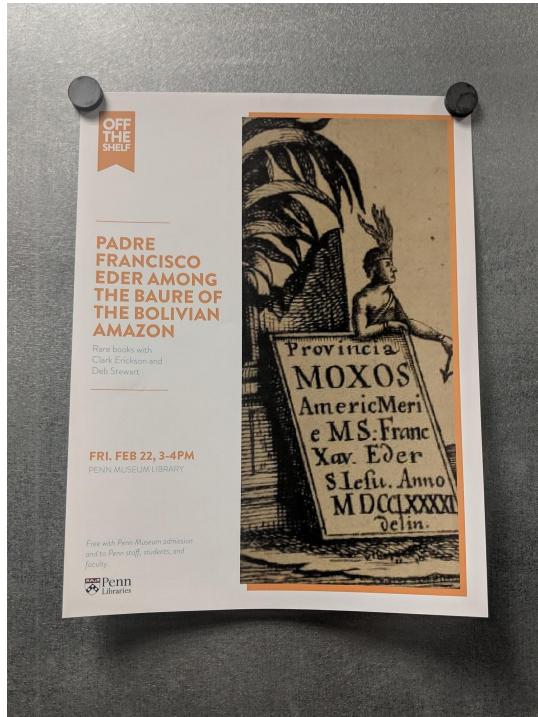
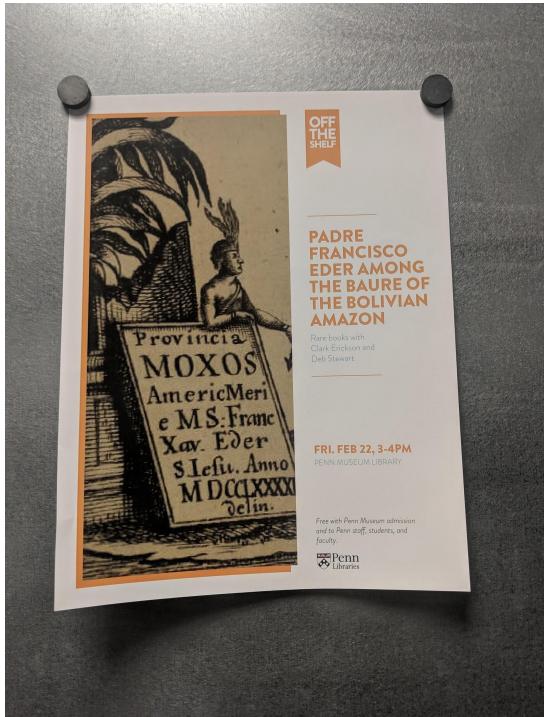
## PADRE FRANCISCO EDER AMONG THE BAURE OF THE BOLIVIAN AMAZON

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

Rare books with Clark  
Erickson and Deb Stewart



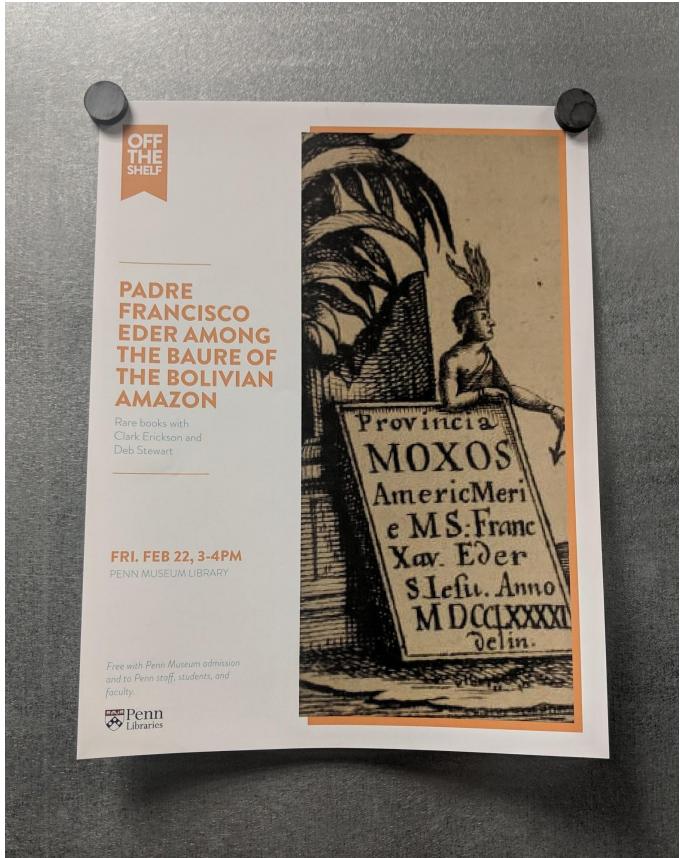
# Off the Shelf Posters



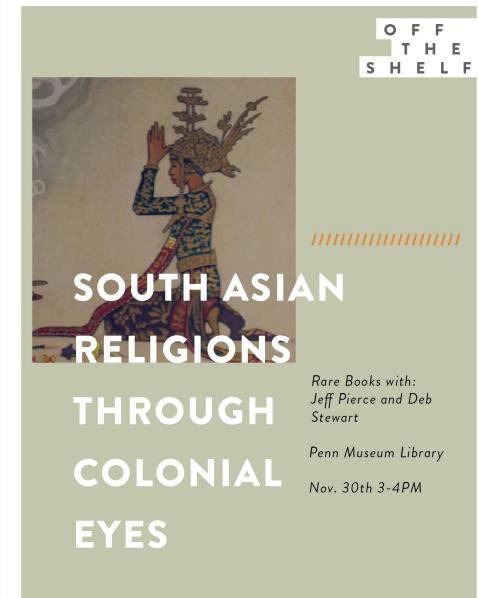
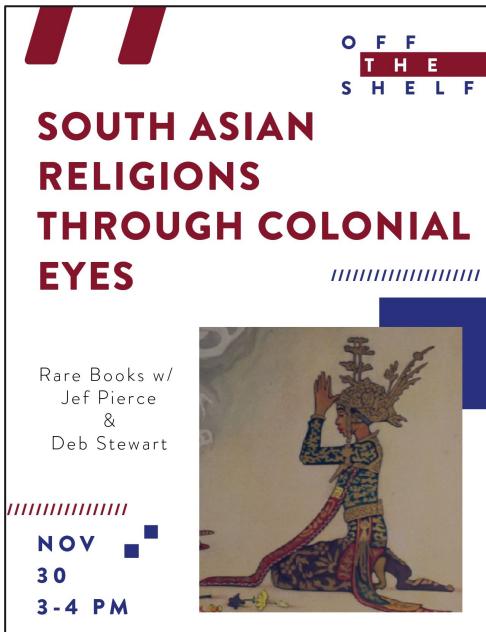
---

# 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



# Cover Photos

- Variety of layouts and color options



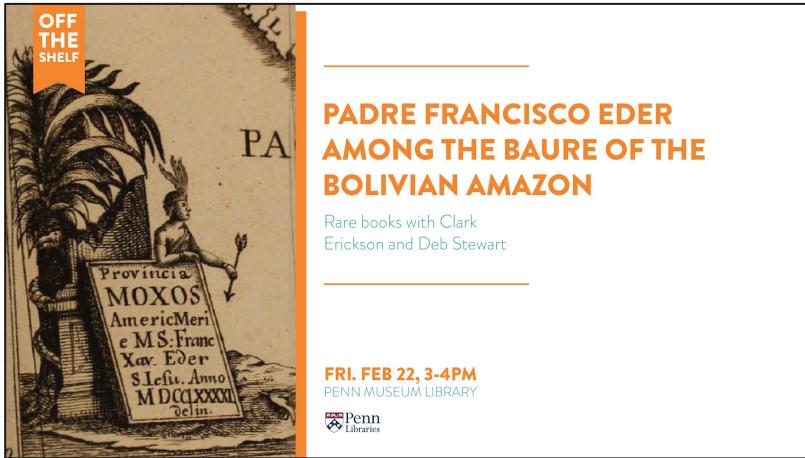
OFF THE SHELF

**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

Penn Libraries



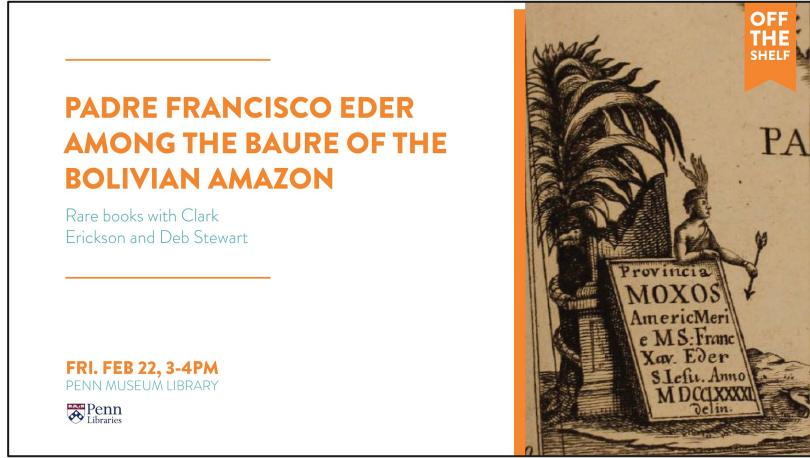
OFF THE SHELF

**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

Penn Libraries



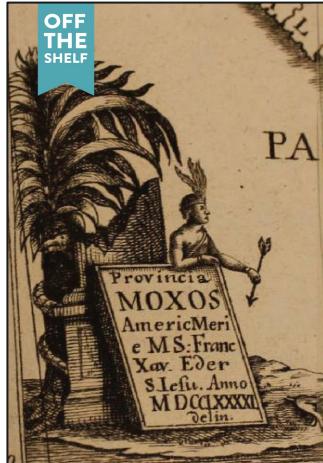
**PADRE FRANCISCO EDER  
AMONG THE BAURE OF THE  
BOLIVIAN AMAZON**

Rare books with Clark Erickson and Deb Stewart

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

Penn Libraries

OFF  
THE  
SHELF



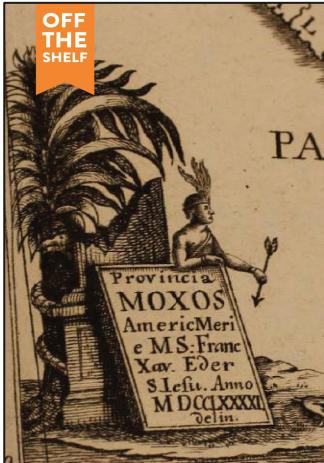
## PADRE FRANCISCO EDER AMONG THE BAURE OF THE BOLIVIAN AMAZON

Rare books with Clark  
Erickson and Deb Stewart

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



OFF  
THE  
SHELF



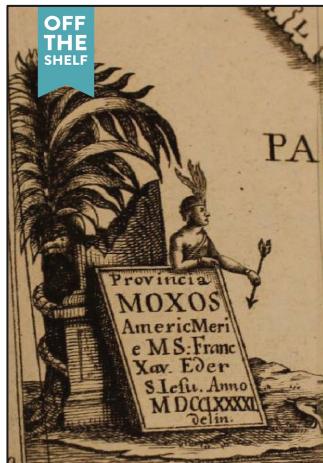
## PADRE FRANCISCO EDER AMONG THE BAURE OF THE BOLIVIAN AMAZON

Rare books with Clark  
Erickson and Deb Stewart

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



OFF  
THE  
SHELF

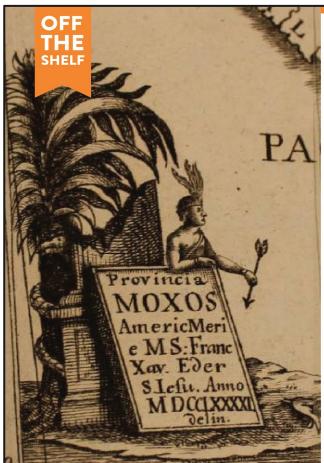


## PADRE FRANCISCO EDER AMONG THE BAURE OF THE BOLIVIAN AMAZON

Rare books with Clark  
Erickson and Deb Stewart

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

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

Designed by

Aji Bodunrin

Jennie Chen

Claire Chen

Maritza Hernandez

Heesoo Ko

Camille Rapay

Wendy Sun

Stara Wright

Faculty: David Comberg