

LET'S TALK SHOP!

COURSE TITLE:

Let's Talk Shop! What retail design can tell us about creating engaging media centers (AIAABC10723)

COURSE DESCRIPTION:

Designing libraries and media centers based on retail design principles involves creating a space that is attractive, functional, and user-friendly. The goal is to make the space welcoming and engaging environment that encourages users to explore and interact with the resources available. Overall, designing libraries and media centers based on retail design principles can help create an environment that is both functional and inviting, and that encourages users to explore and engage with the resources available.

LEARNING OBJECTIVES:

- » Learn the important elements of retail design in creating a visually appealing space that draws users in and makes them want to stay.
- » Explore key aspect of retail design is creating a layout that is intuitive and easy to navigate. In a media center, this might involve organizing materials by genre or subject matter, and using clear signage and wayfinding tools to help users find what they're looking for.
- » Apply retail design principles emphasizing the importance of creating a sense of community within the space. In a media center, this might involve designing areas for group study or collaboration, as well as creating comfortable seating areas and social spaces where users can relax and interact with one another.

COURSE CREDIT:

- » 1.0 LU

CEU TYPE:

- » Project Planning & Design

