**PSU DESIGN REVIEW COMMITTEE (DRC)**

**Outline of guiding principles for installation of displays in public spaces on PSU Campus**

Original March 26, 2014; Revision July 15, 2015

As a response to the Facilities Master Planning Committee’s request that the DRC develop some guiding principles for a systematic approach to installation of displays in public spaces on campus, the DRC offers the following clarifications and outline for consideration as a springboard for implementation or development into a policy by others.

The DRC considers exterior public spaces to be any developed, readily accessible location on the core campus served by sidewalks and parking. Accordingly, the DRC considers the PSU Oval as an especially public space, but would view fenced areas restricted to maintenance staff and/or service vendors as private spaces. The DRC considers interior public spaces to be vestibules, corridors, open lobbies and similar spaces not immediately restricted or controlled by a campus entity or department. Accordingly, the DRC would consider the Russ Hall corridors or FCS lobby as public spaces, but would view office suites and classrooms as private spaces. For this exercise, the DRC examined only permanently fixed displays (e.g. campus maps, directories, flat screens, cabinets) in public spaces rather than temporarily placed special or promotional displays (e.g. Faculty Staff Campaign boards, enrollment banners, Career Fair kiosks) in public spaces.

The DRC believes that installations of electronic media in public spaces could and should be resources shared by multiple entities across campus. Such strategic use of electronic media has the potential to maximize utilization of limited resources; increase the flexibility, quality and dynamic range of content; improve emergency response capabilities; expand audience coverage; and model sustainability. Increased use of electronic media also has the potential to impact existing and any future traditional displays such as maps, directories, dedicated bulletin boards and display cases. Accordingly, the DRC outline focuses on electronic media displays with the understanding that additional traditional displays in public spaces will be curtailed.

1. Maintain PSU ownership and control of media display installations and all content to
   1. Protect PSU mission and image
   2. Protect PSU opportunity for revenue
   3. Ensure PSU digital security
   4. Ensure PSU Office of Information Services involvement
2. Centralize strategic locations for media display installations (“less is more”) at
   1. Exterior installations in standardized size(s), with possible installations
      1. Placed at or in lieu of existing campus maps (e.g. Porter, Russ, Brown Lot)
      2. Placed at locations determined by future professionally designed and formulated wayfinding masterplan and signage package
   2. Interior installations in standardized size(s) with count and location also determined by specific needs of the various campus buildings, and possible installation(s)
      1. Placed near main entry or common areas
      2. Placed at elevator
      3. Placed at existing centralized service (e.g. Energy Management Kiosks, recycling)
      4. Placed at location based on input of applicable deans and chairs, and/or directors with input from applicable constituent groups (which includes students)
      5. Placed at location determined by future professionally designed and formulated wayfinding masterplan and signage package
3. Manage content and function of media display installations with
   1. “Boilerplate” or template content consistent on all installations (e.g. PSU logo, calendar, special events)
      1. Campus-wide content by University Advancement via
         1. University Marketing & Communication
         2. University Development
      2. Wayfinding (maps and interior plans) by
         1. University Marketing & Communication
         2. Facilities Planning
         3. Registrar
         4. HRS
         5. Equal Opportunity
         6. University Police
      3. Emergency notifications by Student Life via
         1. University Police
         2. Crisis response and safety committees
   2. Customized content particular to the installation location developed by team with
      1. Brand standards and quality determined by University Marketing & Communication
      2. Content materials selected by applicable deans and chairs, and/or directors with input from applicable constituent groups (which includes students)
      3. Applicable donor or promotional credit determined by University Development
4. Satisfy audience of media display installations by
   1. Seeking feedback of students, faculty, staff, alumni, donors and other constituents
   2. Including interactive touch screens where possible
   3. Restricting audio to emergency notifications
   4. Complying with accessibility requirements (e.g. audio jack)
   5. Utilizing QR codes