

Virginia Tech University Libraries

Discovery Teams
Spring 2012

Team Members

- Brian Craig
- Paul Hover
- Tamara Kennelly
- Ellen Krupar



Team Theme/Topic
Media
Production

KEY OBSERVATIONS RELATED TO YOUR THEME

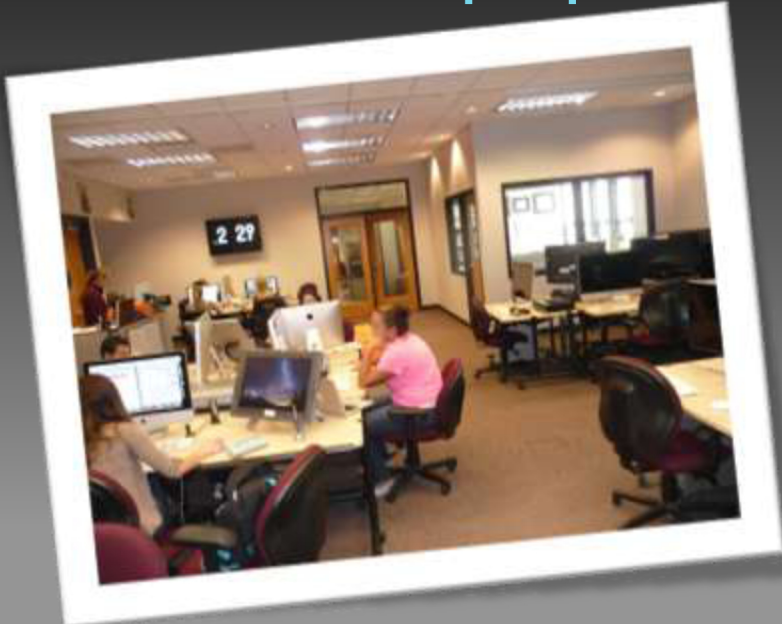
- ❖ Students need access to technology at all times. They sometimes have the software but want the hardware and equipment it takes to create media.



- ❖ Students want a comfortable and flexible work space so they can work solo or in groups. Varying table set-ups that can be customized to groups are key.
- ❖ The library can help students target how to direct their media production based on access to statistical research and information on current trends in technology.
- ❖ Students want an attractive, well-lit atmosphere that has access to everything they need in one place.
- ❖ Students need a place for video production comparable to the audio space offered by Innovation Space.

SURPRISING OBSERVATIONS / COMMENTS

- ✓ Students want technical experts on hand and prefer to work where those people are located.



- ✓ Need for “spoofing around” in the labs just for fun.
- ✓ It was surprising how many scattered locations there are for working with media on and off campus.
- ✓ The services offered by Innovation Space were more extensive than we expected.
- ✓ Some high tech equipment is underused because students and faculty don't know it is there or how to use it.
- ✓ Having access to large, dual computer monitors is very attractive to students creating media.
- ✓ Students are not sure how to go about locating and scheduling use of library study rooms, but would do so if they knew how.
- ✓ Access to a high tech sound studio/ movie production room is desirable so that they can have acoustics and lighting needed for music and movie production.

“WHY THIS SPACE?”

- ❖ **Access to space whenever needed is critical. Students tend to work all-nighters and at odd hours.**
- ❖ Students like well-lit rooms with natural lighting if possible and comfortable spaces that have the flexibility to change depending on group size.
- ❖ Students rely on their classmates and teaching assistants who can help with technology questions.



- ❖ Students creating media have to be where the equipment is available. Having access to large monitors and the latest technology is necessary. They want to have all their needs met in one space, from conception to print to cutting and mounting presentations.
- ❖ Students prefer quiet areas where they can concentrate.
- ❖ Availability of specialized software and hardware is crucial.

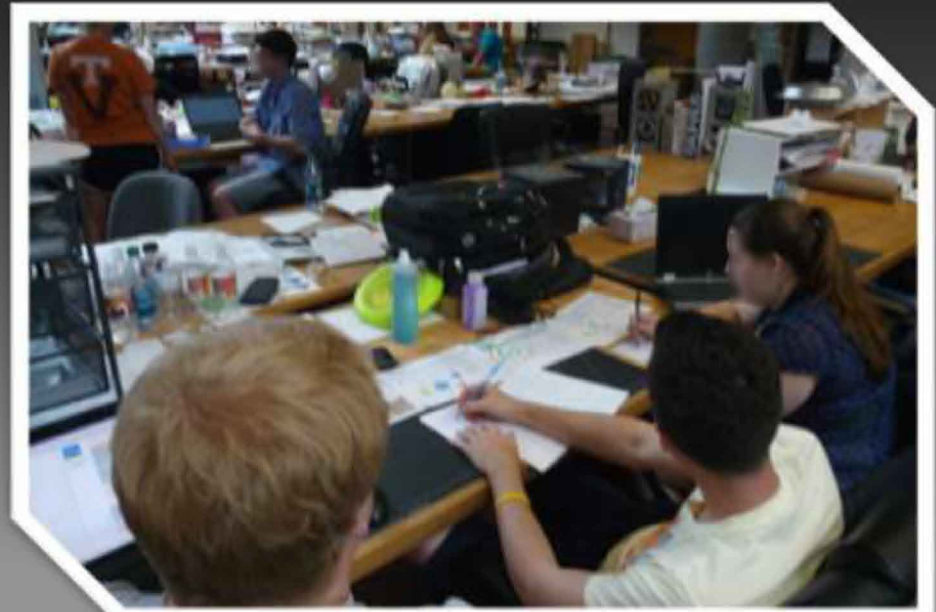
“WHY OTHER SPACES?”

➤ **Comrades/ Buddies**

Usually, they go where their classmates are working on similar projects so that they can interact. If teaching assistants are available that was better.

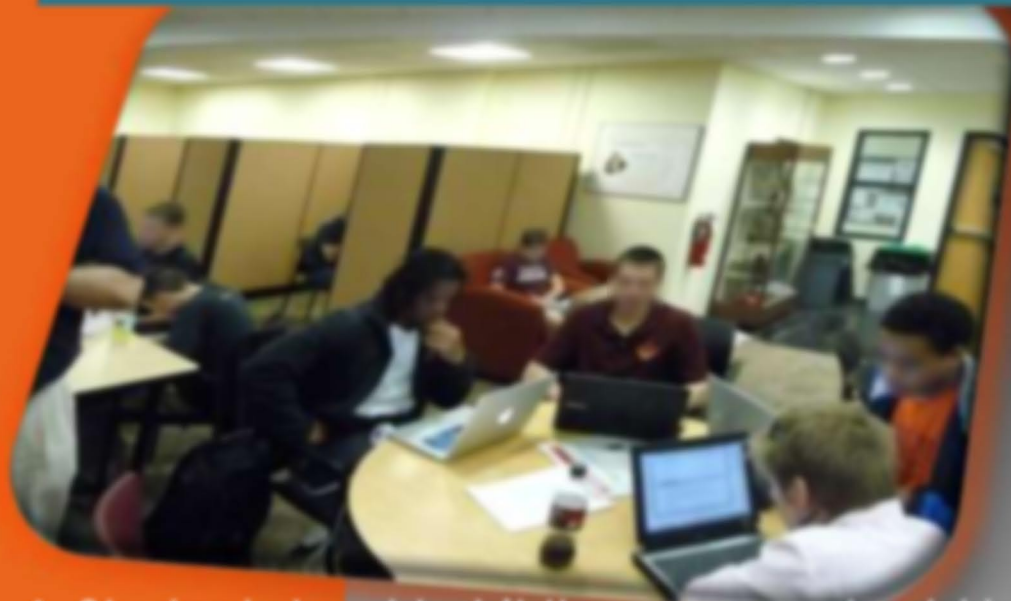
➤ **Convenience**

They want to have access to the equipment and software at odd hours, in between classes, and at night with no hassles.



➤ **Proximity** Students want to be near other things they need. Food, equipment, help, comfort, information. Streamlining workflow is essential.

“WHAT HAPPENS IN THIS SPACE?” (or with tools)



- ❖ Students work with specific computer software depending on their class project. They tend to work in loose groups where they can get feedback but also work on their own.
- ❖ Students tend to hit the spaces at odd hours. They have to come between classes and other obligations. They know when the space was likely to be busy and often try to come when it is not.
- ❖ The software used is very specific to the particular curriculum. They are assigned projects and have specific workflow geared to the type of media produced. They often have to purchase that software to participate in the class / major.
- ❖ Often students have the flexibility to work from anywhere, relying more on their laptops. Still they congregate where others are working on similar projects and where equipment is accessible.

THINGS TO FOLLOW-UP ON

- 
- **Sound studio/ audio bays / media production spaces that have good acoustics would be something to look into further.**
 - Interactive, 3D graphics are going to be more and more widely used. The Visionarium space is a model for something that could eventually be commonplace. How can the library offer access or partner with the Visionarium and with Innovation Space?
 - Software packages that are available in the library to use on large dual monitors would be very attractive.
 - How can we provide on-site tech-savvy experts, not just novices?
 - There should be a methodical investigation of all media production centers on campus.

ANYTHING ELSE YOU WANT TO SHARE

- ❖ **Because students have access to their media production needs in other places on campus, the library will be challenged to stay competitive. The space available must be attractive and flexible, and offer the equipment needed.**
- ❖ Newman has suffered a poor image as far as interior design goes. To change that will revitalize the library and bring in more patrons.
- ❖ A lot of outreach to other communities is going on by media creators. A music application for use with ipads was shared with the Boys & Girls Club of Roanoke, for example.
- ❖ The depth and breadth of the expertise we found was extremely impressive. The Library must be careful to exceed existing facilities.



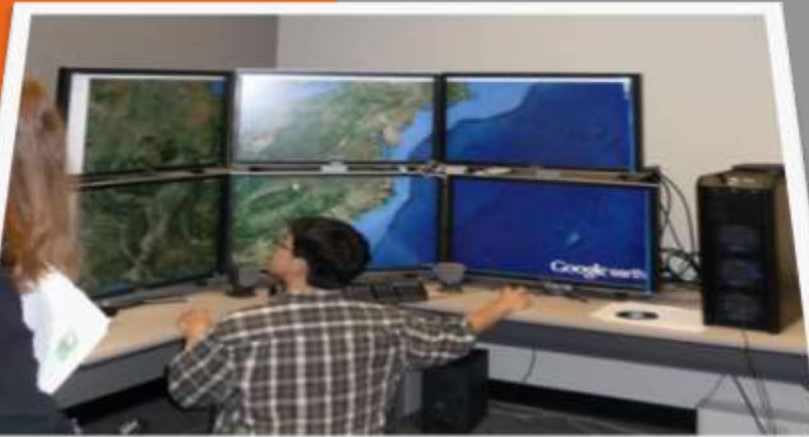
PHOTOS



Industrial Design – Cowgill Hall



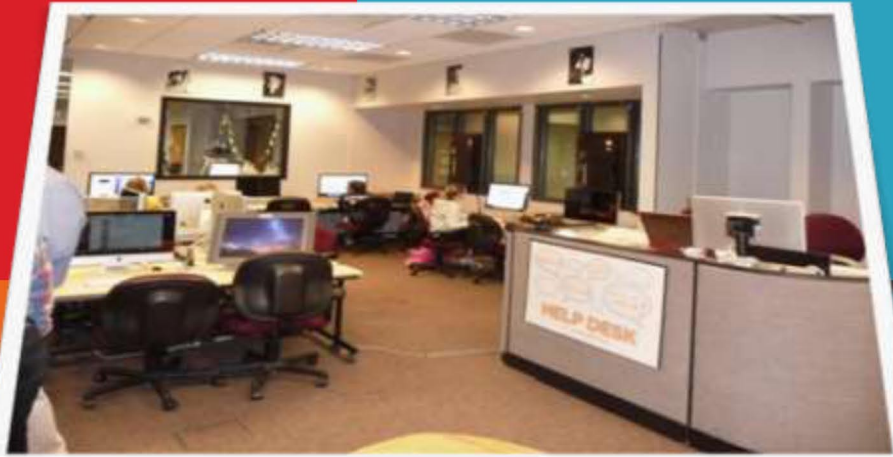
Graphic Design - Henderson



"Deep 6" –Visionarium at Torgersen



InnovationSpace- Torgersen



InnovationSpace - Torgersen



Graphic Design - Henderson



Graphic Design - Henderson



Micro Coordination Room - McBryde



Industrial Design – Cowgill Hall



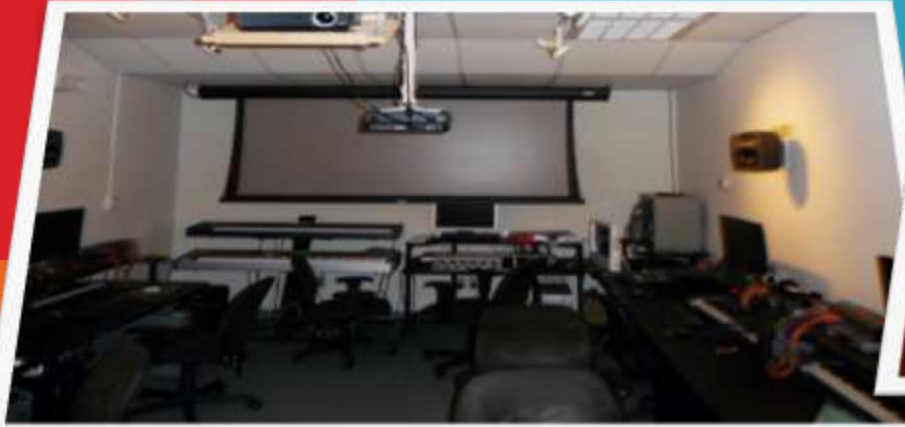
InnovationSpace - Torgersen



VisCube - Torgersen



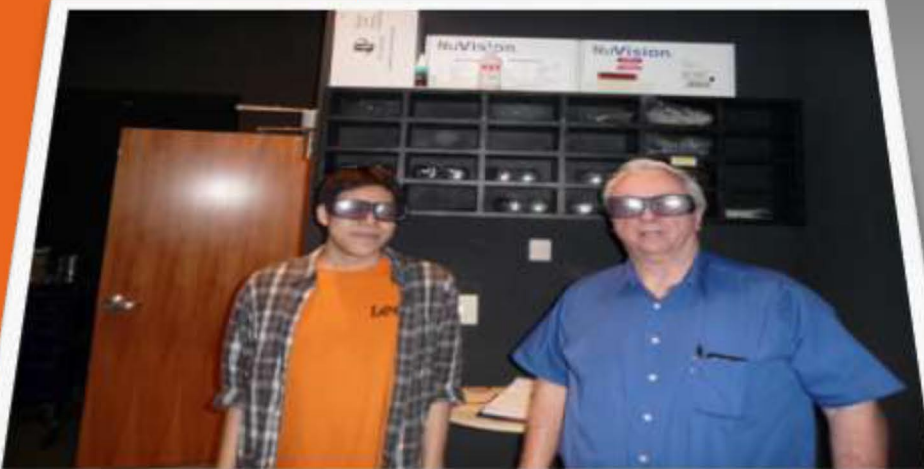
InnovationSpace sound-deadening room



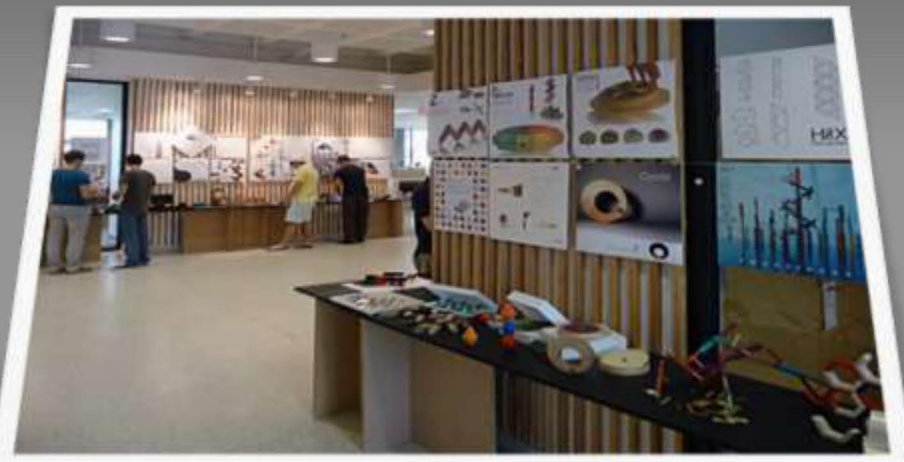
DISIS Sound Studio – Bennett (off-campus)



DISIS Sound Studio – Bennett (off-campus)



VisCube- Torgersen



Industrial Design Display –Cowgill Hall



Industrial Design - Cowgill



Micro Coordination Room - McBryde

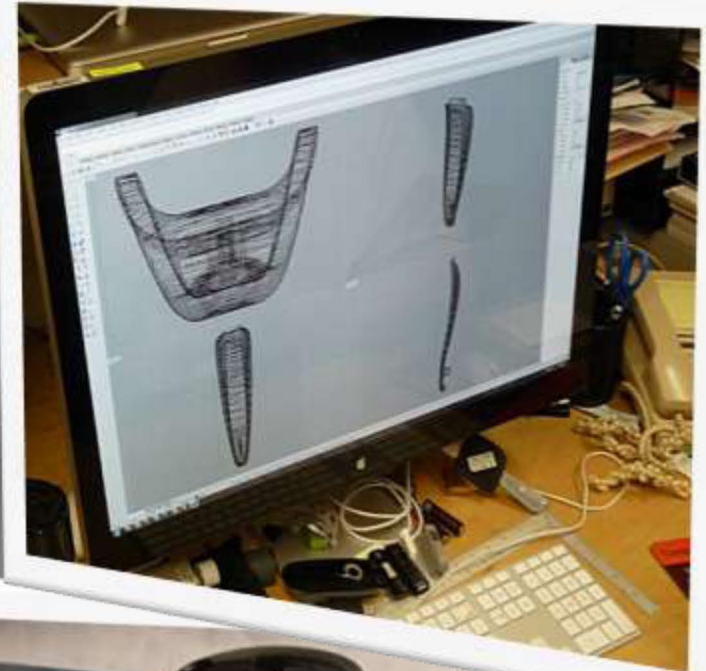
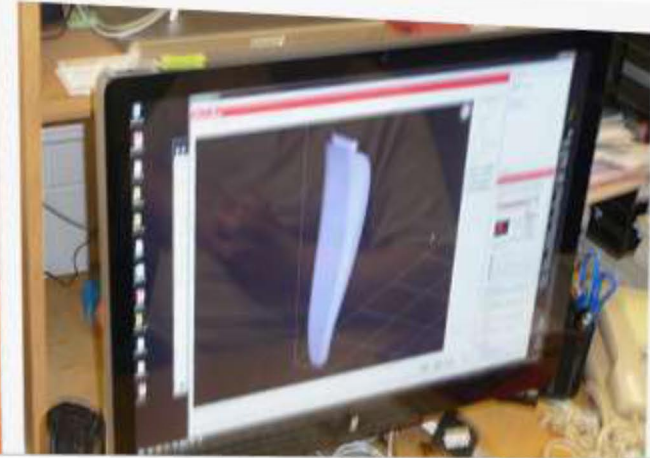


Micro Coordination Room - McBryde



Visionarium - Torgersen

INDUSTRIAL
DESIGN
3D
PRINTING



MAY 1, 2012
IMAGES &
DESIGN BY
BRIAN
CRAIG