

EXPERIENTIAL GRAPHICS:

**ENGAGING OUR STUDENTS TO
DEVELOP INSPIRATIONAL SCHOOLS**



**ALLISON
ADAMS**

**VP OF MODERNIZATION
PORTLAND PUBLIC
SCHOOLS**



**ELAINE
DANIELSON**

LEED GREEN ASSOCIATE, SEGD

**SENIOR ASSOCIATE /
GRAPHIC DESIGNER
BASSETTI ARCHITECTS**



**ELLIE
LANGE**

SEGD

**GRAPHIC DESIGNER
BASSETTI ARCHITECTS**

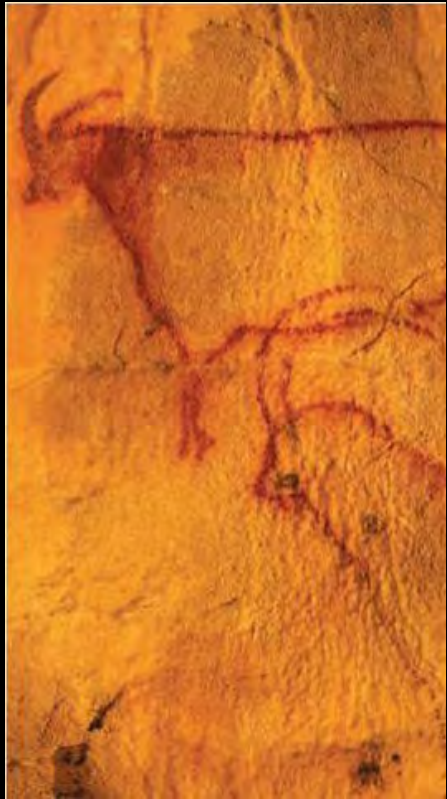
LAND ACKNOWLEDGMENT



**WHAT IS
EXPERIENTIAL GRAPHIC DESIGN?**

**“EXPERIENTIAL GRAPHIC DESIGN INVOLVES
THE ORCHESTRATION OF TYPOGRAPHY,
COLOR, IMAGERY, FORM, TECHNOLOGY
AND, ESPECIALLY, CONTENT TO CREATE
ENVIRONMENTS THAT COMMUNICATE.”**

PRE-20TH CENTURY



FRANCE
C. 13000 BCE



EGYPT
C. 2500 BCE



ROME, ITALY
207



CHARTRES, FRANCE
1220



ROME, ITALY
1538

1900-1950



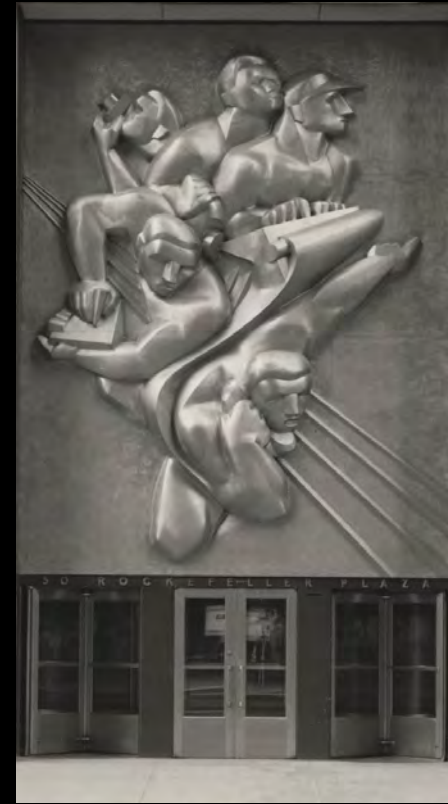
LARKIN BUILDING
1904



HORN AUTOMAT
1912



1 TIMES SQUARE
1928



50 ROCKEFELLER
1937



GRAND CENTRAL
1941

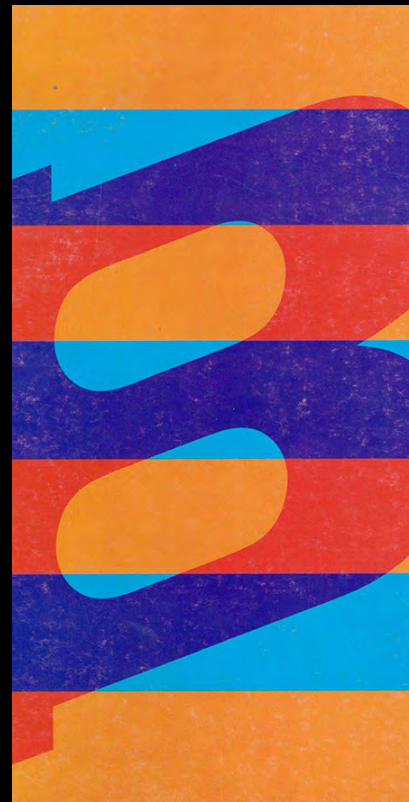
1950-2000



STARDUST SIGN
1958



CBS CAFETERIA
1965



HARPER & GEORGE
1974



NATIONAL ZOO
1975



SHEA STADIUM
1989

2000-TODAY



**SEATTLE CENTRAL
LIBRARY
2004**



**GREENPIX ZERO
ENERGY MEDIA WALL
2008**



**LEEDS STREET
2011**



**300 S WACKER
2016**



**SCHOLASTIC
2018**

WHY

PRACTICE EGD?

PERSONALIZATION



MARIE CURIE
science + technology

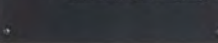
SYUKURO MANABE
science + technology

SOFIA COPPOLA
art + technology

SOCIAL IMPACTS

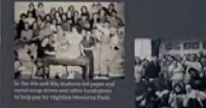
The school opened during the Roaring Twenties. 1922's open factory girls were shop-woman, dressmaker and barbers. Their hair short. With the bombing of Pearl Harbor in 1941, every after school activities were curtailed, and 38-year-old boys were drafted to fight overseas before they graduated. Party 1942 showed lost their lives in World War II. Japanese American families were forced to leave school and home to live at internment camps. Sons, like Ted Naka, were drafted. Japanese American students enrolled from approximately 1945-1947.

With the post-war boom, enrollment hit 2,279 in the upper three grades by 1954, before four years high schools were constructed in the area. Other reflects the U.S. became involved in Chinese War, Cold War with the Soviet Union, and the Vietnam War resulted in refugee immigration from their host countries, bringing new students to HHS.



STUDENT VOICE

In early years, the Board of Control was composed of student body officers, class officers, Girls and Boys Club presidents, publication editors and "yell" queens. For a time, all students gathered in the cafeteria for noon speeches and year-end programs. Student led initiatives included fundraising for the Red Blood community swimming pool and Memorial Field, advocating for school services, organizing class gifts like the original school sign and Spirit Book, and leading food drives, events and community service projects.



GROWING DIVERSITY

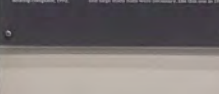
While the original student body primarily consisted of Western European and Japanese immigrants, the 1950s brought the first English as a Second Language (ESL) program and an increasing number of students who were refugees from Vietnam, Laos, Cambodia, Korea, Cuba, Guatemala and Venezuela.

In the 1990s, HHS welcomed students from Eastern Europe. By 2020, Highline had a richly diverse student population, including 40% Latino, 17% white, 13% Black/African American, 10% Asian, 4% Pacific Islander, 7% two or more races and 1% American Indian/Alaska Native. Clubs included the Pacific Islanders Club, Africa United, the Latino Club and more.



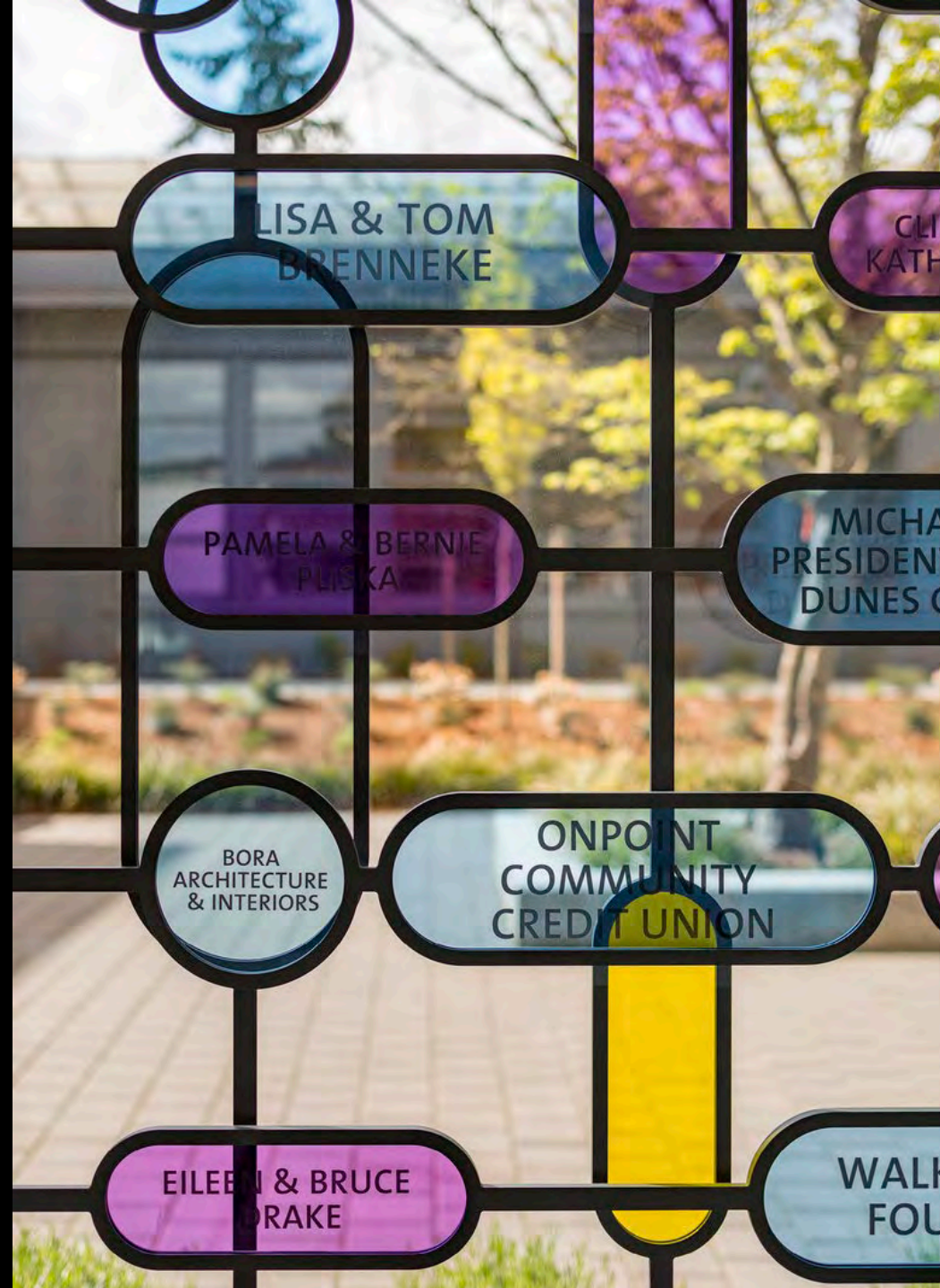
ACADEMICS

Dedicated 1940 leaders and teachers established a tradition of excellence in education. As times changed, Special Education services and Advanced Placement classes in core subjects were introduced. Fine arts and music classes were a constant enrichment, but other electives like home economics, typing, business, auto mechanics, and wood, metal, and plastic shop classes have come and gone over the years, and some have come around again. At one time, even botany and zoology were offered. Campuses were first added to math classes in the 1960s. Laptops were introduced in 2000 during a coronavirus pandemic, so that all students had 55 technology for online classes from home. Over the years, HHS has offered instruction in Latin, German, French, Russian, Chinese and Spanish, and in 2021 HHS became an English/Spanish dual language school.



EN TH IGH LINE





LISA & TOM
BRENNEKE

CL
KATH

PAMELA & BERNIE
PLISKA

MICHA
PRESIDENT
DUNES C

BORA
ARCHITECTURE
& INTERIORS

ONPOINT
COMMUNITY
CREDIT UNION

EILEEN & BRUCE
DRAKE

WALK
FOU

De La Salle North
Catholic High School
Portland, OR | BORA

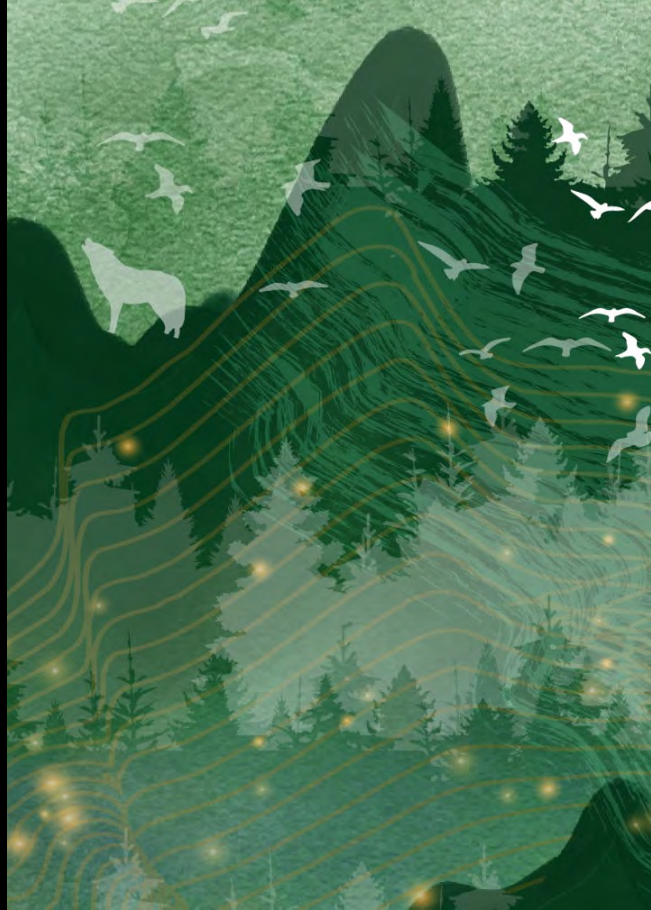
BIOPHILIC DESIGN

AT FIVE OAKS MIDDLE SCHOOL,
WE ARE WELL ROUNDED





Alderwood Elementary School | Bellingham, WA | Dykeman Architecture + Design



WESTERN HEMLOCK
TSUGA HETEROPHYLLA

WESTERN REDCEDAR
THUJA PLICATA

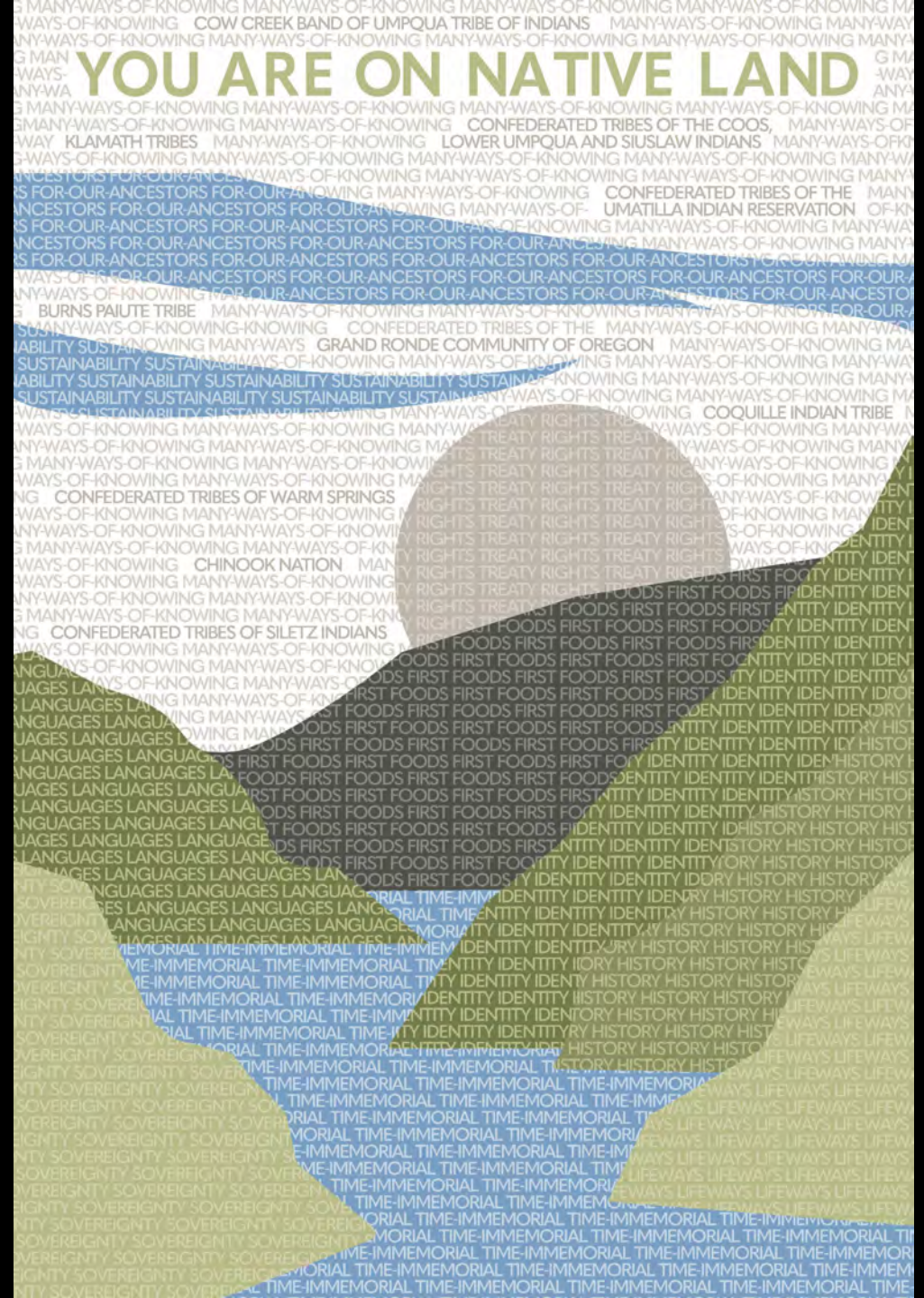
DOUGLAS FIR
PSEUDOTSUGA MENZIESII

CONNECTION TO PLACE

RIVER CEDAR TREE MOUNTAIN
sqʷalʔ stuləkʷ
NISQUALLY RIVER
xpayac
CEDAR TREE
təqʷuʔmaʔ | təqʷuʔbad
PERMANENTLY SNOW COVERED MOUNTAIN

Welcome to Yelm Middle School. The design of this school is a reflection of Yelm's community, history, and ecology. As this 1934-35 historic, 11000 ft mountain along the Nisqually River through cedar tree forests, and to the mountains, creating a pathway of exploration. Yelm Middle School is located along that pathway, and the design references the environment, the people, and the spirit of adventure that define them. Look for signage in the building referencing the Nisqually Tribe and Lushootseed language.

YOU ARE ON NATIVE LAND





ALPINE

RAINFOREST

WOODLAND

ESTUARY

WETLAND

MARINE

SOCIAL-EMOTIONAL SUPPORT



HOW DOES THIS GARDEN HELP?

Rainwater falling on parking lots, lawns, streets, baseball fields, and rooftops can carry pollutants into our local watershed. The landscape in front of you (known as a “stormwater wetland”) catches and treats the rainwater. As water moves through the plants and soil, pollutants are naturally filtered out to prevent contaminating our streams, rivers, lakes, and the Salish Sea ecosystem.



Checker-Mallow
Sidalcea Virgata



Tufted Hairgrass
Deschampsia Cespitosa

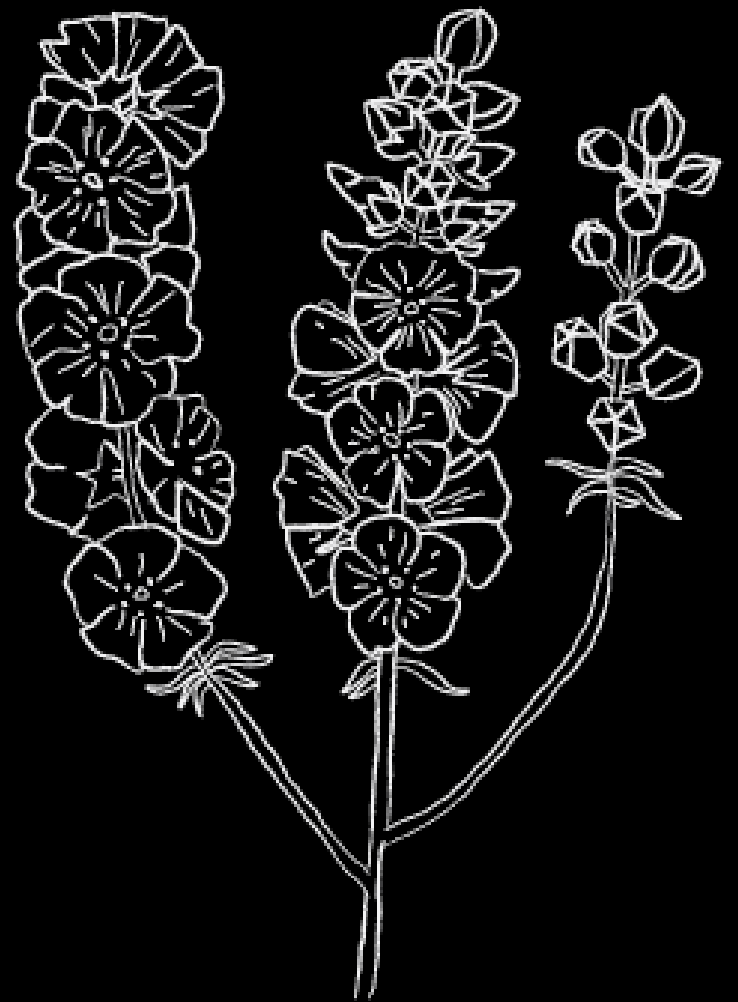
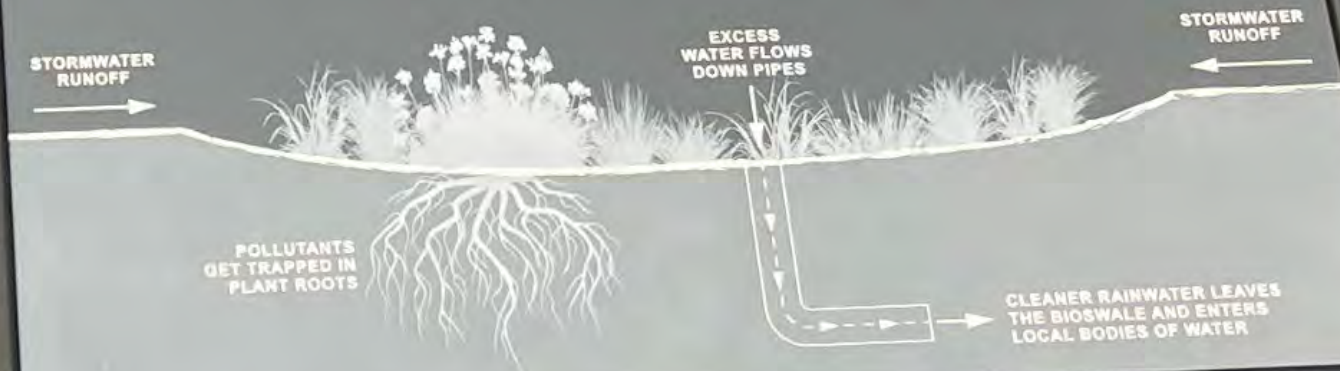


Giant Red Paintbrush
Castilleja Miniata



Douglas Iris
Iris Douglasiana

Can you spot these plants?
Here are a few examples of species planted nearby. These deep-rooted plants help absorb water and nutrients from the soil.





EDUCATIONAL OPPORTUNITIES

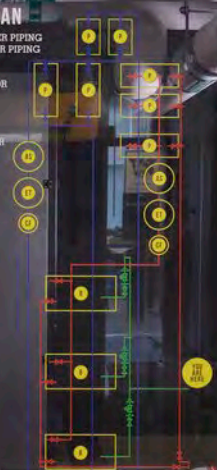


HOW COOL IS HIGHLINE?

NO MATTER THE WEATHER, HEATING AND COOLING SYSTEMS KEEP OUR SCHOOL COMFORTABLE.

BOILER ROOM PLAN

- HYDRONIC HEATING WATER PIPING
- HYDRONIC CHILLED WATER PIPING
- NATURAL GAS PIPING
- VALVE
- GAS PRESSURE REGULATOR
- GAS-FIRED BOILER
- HYDRONIC PUMP
- EXPANSION TANK
- AIR SEPARATOR
- CHEMICAL FEEDER / FILTER

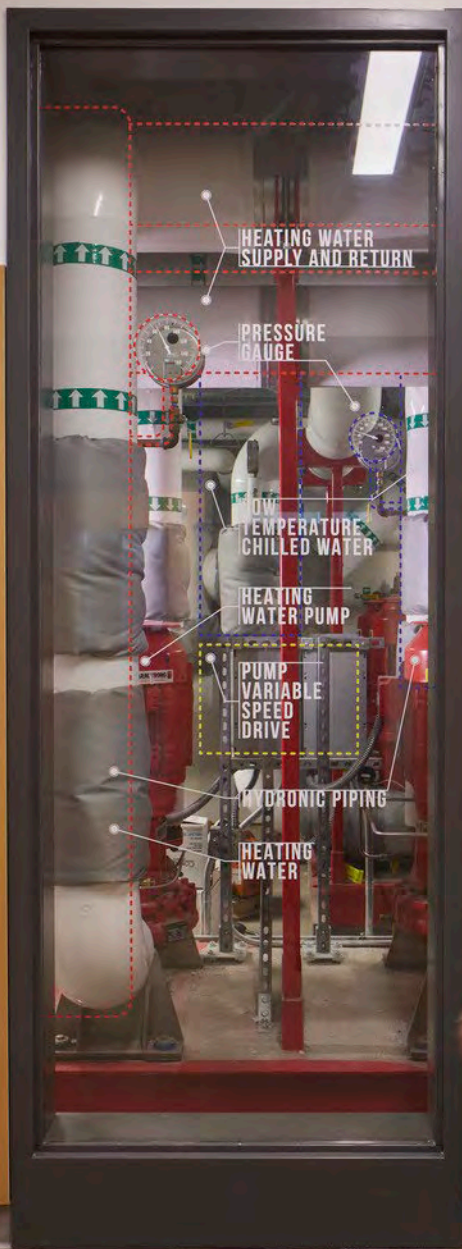


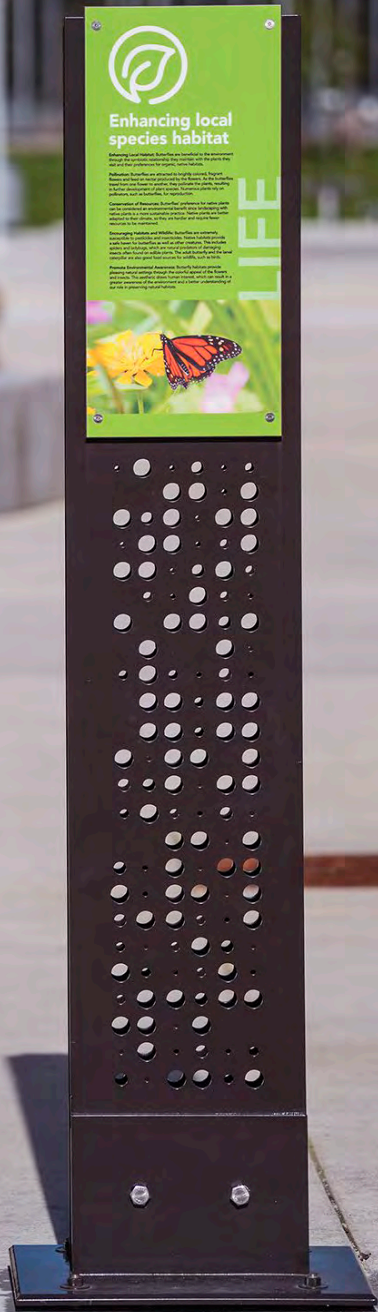
GAS-FIRED BOILER

HIGH EFFICIENCY NATURAL GAS FIRED CONDENSING BOILERS MAKE THE HOT WATER THAT PROVIDES HEATING THROUGHOUT THE FACILITY.

HYDRONIC PUMPS

VARIABLE FLOW PUMPS CREATE THE DIFFERENTIAL PRESSURE NEEDED TO TRANSPORT HEATING AND CHILLED WATER THROUGH INSULATED HYDRONIC PIPING FROM THE BOILERS AND CHILLERS TO THE COILS LOCATED AT THE BUILDING'S HEATING, VENTILATION AND AIR CONDITIONING EQUIPMENT TO KEEP THE FACILITY AT A COMFORTABLE TEMPERATURE.





North Creek High School | Bothell, WA
Dykeman Architecture + Design



CAN YOU FIND THIS CODE NEARBY?

1	0	0	1	1	1
1	0	1	0	1	0
0	0	0	1	0	1
0	0	0	0	0	0
1	1	1	1	0	0
0	0	0	0	0	0
1	1	1	1	1	1
0	0	0	0	0	0

S P R U C E

WHAT IS BINARY CODE?

A CODING SYSTEM USING THE BINARY DIGITS 0 AND 1 TO REPRESENT A LETTER, DIGIT, OR OTHER CHARACTER IN A COMPUTER OR OTHER ELECTRONIC DEVICE.

BINARY ALPHABET

A 01000001	J 01001010	S 01010011
B 01000010	K 01001011	T 01010100
C 01000011	L 01001100	U 01010101
D 01000100	M 01001101	V 01010110
E 01000101	N 01001110	W 01010111
F 01000110	O 01001111	X 01011000
G 01000111	P 01010000	Y 01011001
H 01001000	Q 01010001	Z 01011010
I 01001001	R 01010010	

BUILDING SYSTEMS

This window displays some of the systems hidden within the building's walls

INSULATION

Batt insulation made from fiberglass reduces heat loss in the exterior walls and reduces sound transfer between rooms. Insulation helps this building use 65% less energy than a typical building.

METAL STUD

Thin metal bent into a C shape creates metal studs, which are strong and stiff and used to build the walls.

ELECTRICAL

Metal tubes called conduit contain wires that conduct electricity to lights, outlets, and equipment.

REFRIGERANT

Small copper tubes carry refrigerant, a liquid that transfers heat to each room during heating and away from each room when cooling. This system helps the building use 65% less energy than typical.

DRAIN PIPE

Drain pipe carries waste water and sewage from toilets and sinks to the sewer pipe under the street.

WATER SUPPLY

Copper pipes carry cold and hot fresh water to toilets and faucets. Water-saving fixtures use 20% less water than required by code.

DATA CABLES

Data cables contain wires that connect data ports to the school's network servers. They connect underground to the other building.



**HOW CAN EGD
INCORPORATE STUDENT EXPRESSION?**

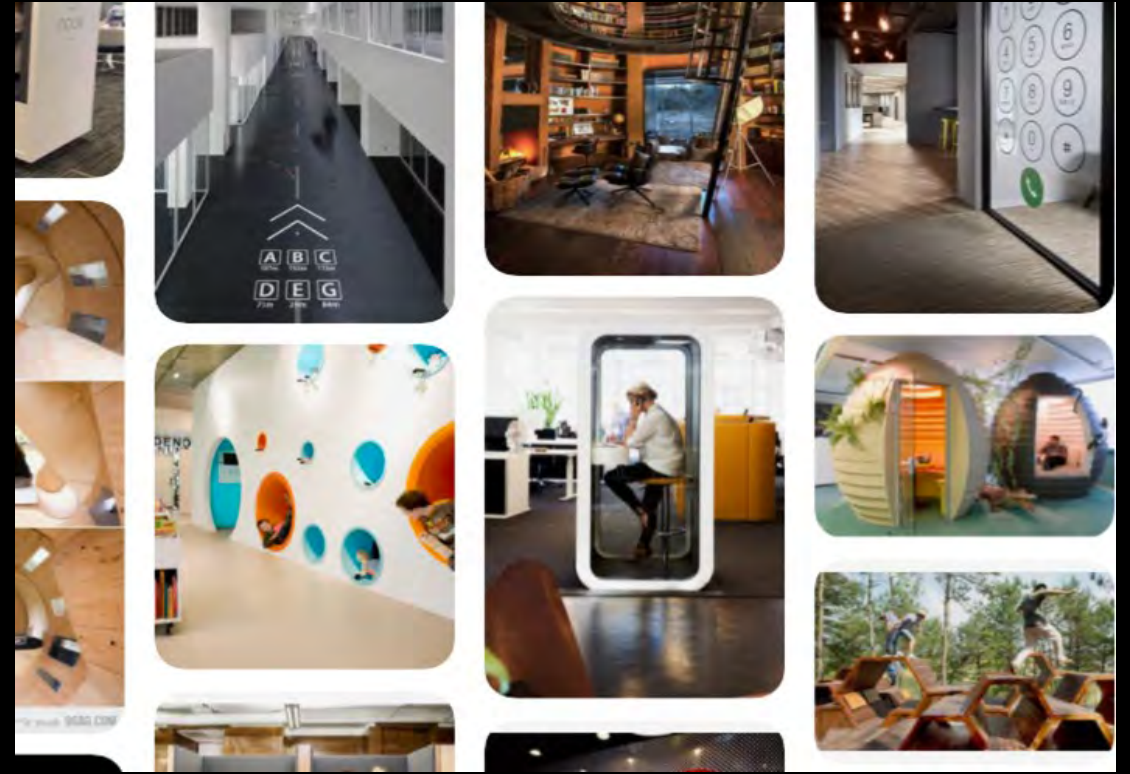
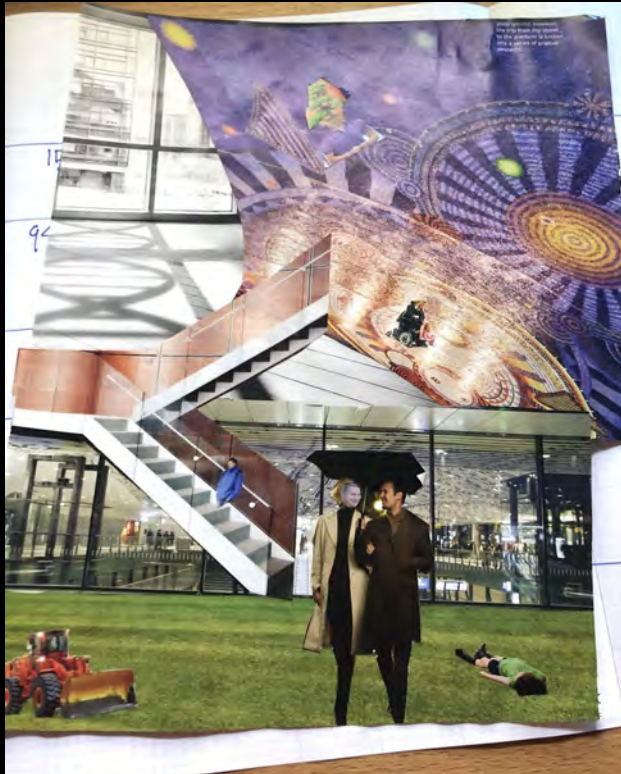
MPG BACKGROUND



“I WANT MY AREA TO BE INCLUSIVE OF ALL PEOPLE. I WANT A PLACE WHERE STUDENTS CAN BE ABLE TO FIND THEIR VOICE.” MPG Student



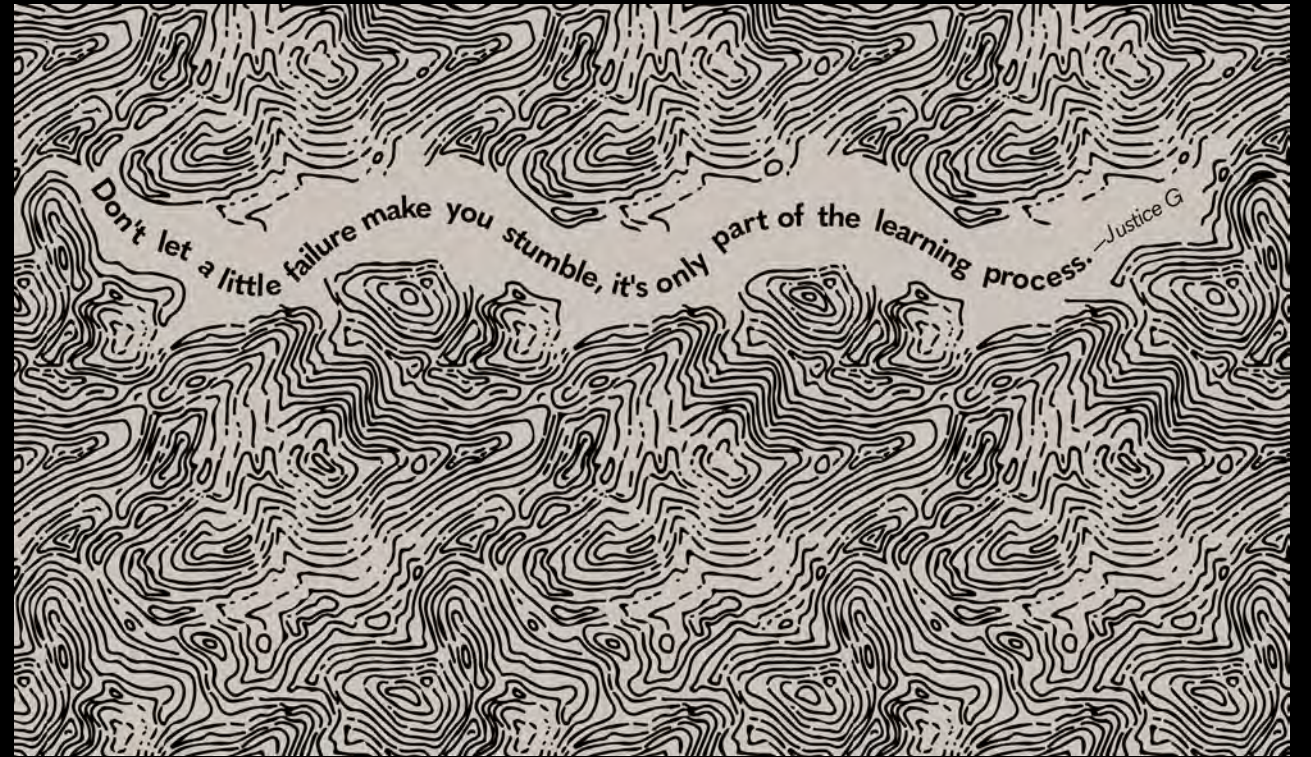
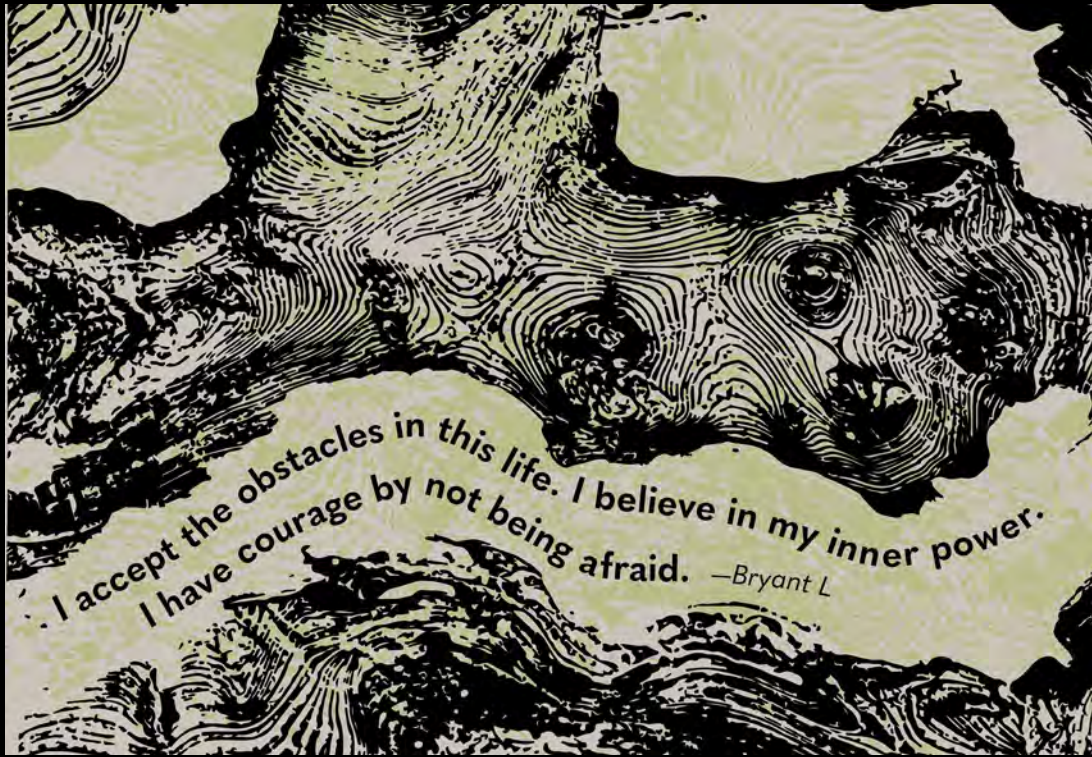
“OUR BUILDING NEEDS TO FEEL LESS INSTITUTIONAL THAN A TYPICAL SCHOOL.”





The short-term struggle is worth the long-term success. —Kasia L

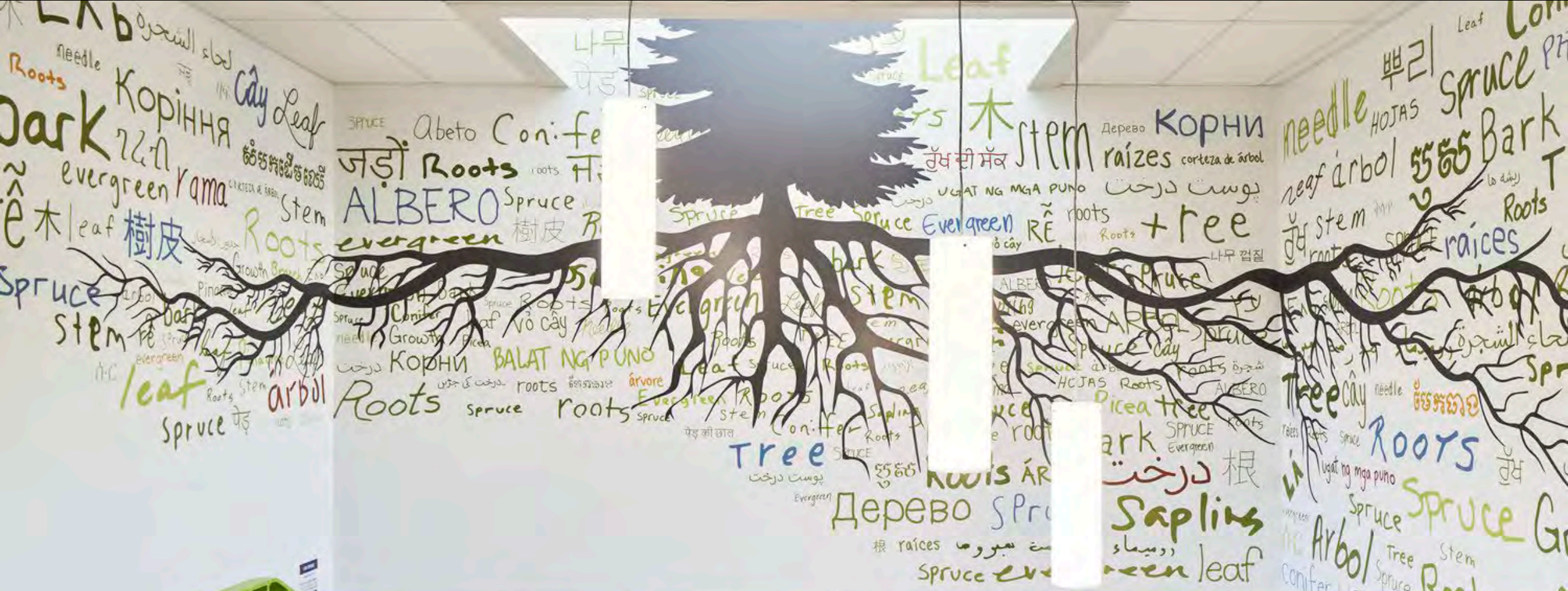
**“NO ONE HAS EVER ASKED ME WHAT I THINK OR
CARED ABOUT WHAT I HAVE TO SAY. NOW MY
WORDS ARE GOING TO BE IN A SCHOOL... WHOA!”**





There are no wrong turns, only unexpected paths.





TREE
BRANCH
↓



PSEUDOTSUGA
MENZIESII



ČƏBIDAC



MAPLE

HOW OLD IS THIS TREE?

DOUGLAS
FIR



- 1930 GREAT TREE IS BORN
- 1955 ROSA PARKS REFUSES TO GIVE UP HER SEAT ON A BUS
- 1959 LYNNWOOD WASHINGTON BECOMES A CITY
- 1961 SPRUCE ELEMENTARY OPENS
- 1963 MARTIN LUTHER KING GIVES THE "I HAVE A DREAM SPEECH"
- 1969 NEIL ARMSTRONG WALKS ON THE MOON
- 1972 ATARI INTRODUCES PONG, ONE OF THE FIRST VIDEO GAMES
- 1974 HANK AARON BREAKS BABE RUTH'S HOME RUN RECORD
- 1979 ALDERWOOD MALL OPENS
- 1980 MT. ST. HELENS ERUPTS IN WASHINGTON STATE
- 1991 THE BIRTH OF THE INTERNET
- 2008 BARACK OBAMA IS ELECTED PRESIDENT OF THE UNITED STATES
- 2018 CONSTRUCTION BEGINS ON THE NEW SPRUCE ELEMENTARY

ILLAHEE LOGO DESIGN

HOW TO USE MURAL

• During the different activities, we will use various sticky notes to write down our ideas and thoughts.

• This is what a Sticky Note looks like!



• You can write on a sticky note by clicking on it and typing.



• To make more sticky notes, look to the left! There is an information panel that looks like this:



• You can zoom in and out of this mural board by using the wheel on your mouse.

• To move around the board, you can click + drag your mouse.

RULES

• Don't be afraid to speak up! We would love to hear your thoughts and opinions throughout the activities. Even if they are different from your friends, write them down!

• If you have any questions, please ask them! Chances are, you aren't the only one to have that question.

• It's ok to write the same idea as someone else. We want to know what you think, even if it's already on the board!

• Most importantly, have fun! We are here to help each other think of fun ideas for the new school logo, so bring your creative ideas to help us out!

WARM UP ACTIVITY

What dog best describes you today? Write in the chat box your name and what number dog you are feeling today.



ACTIVITY 1

When you think about the name 'Royals', what comes to mind? Is it a character, a place, an item, an animal, a word? Write down at least **THREE** things that come to mind on sticky notes and place them in corresponding boxes.



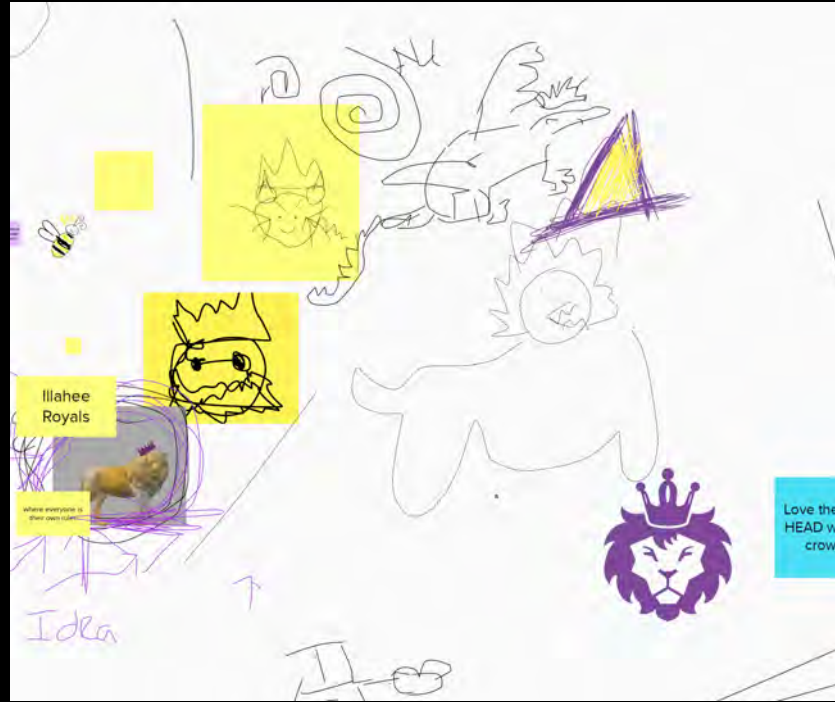
ACTIVITY 2

What logos do you like the best and why? What logos do you not like and why? Pick **TWO** logos that you like and place a **GREEN** sticky note to the right of it and write why you like it. Pick **TWO** logos that you don't like and place a **PINK** sticky note on it and write why you don't like it.



Here are some words to help you tell us why you like or don't like the logo!

Positive	Enthusiastic	Brave	Brave	Kind	Friendly	Silly	Fierce	Cuddly
Attitude	Detailed	Fun	Tough	Modern	Confident	Beauty	Grace	Happy





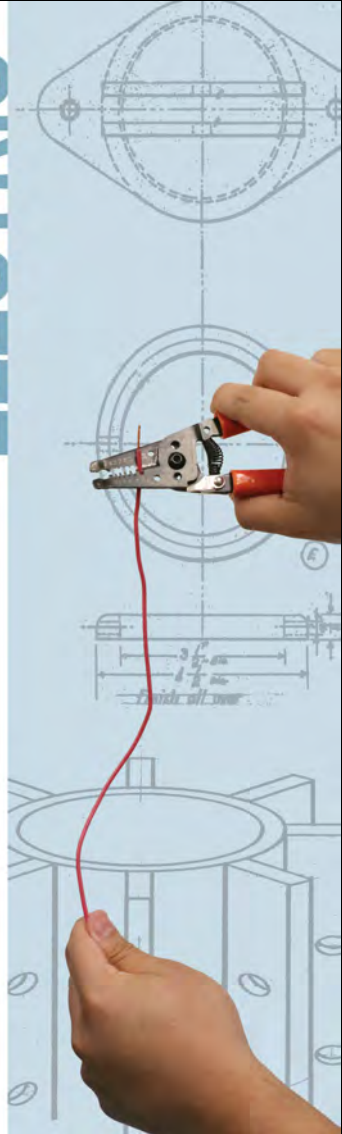
Benson Polytechnic High School | Portland, OR | Bassetti Architects

“I THINK IT WILL MAKE THE SCHOOL FEEL MORE PERSONAL AND CONNECTED TO THE STUDENTS WHO ACTUALLY GO THERE.”





ELECTRIC



NURSING



DENTAL



“THERE'S A SENSE OF OWNERSHIP THAT COMES FROM IT WHEN YOU GO INTO A SPACE AND KNOW SOMETHING WAS STUDENT MADE.”





THANK YOU

Q + A