

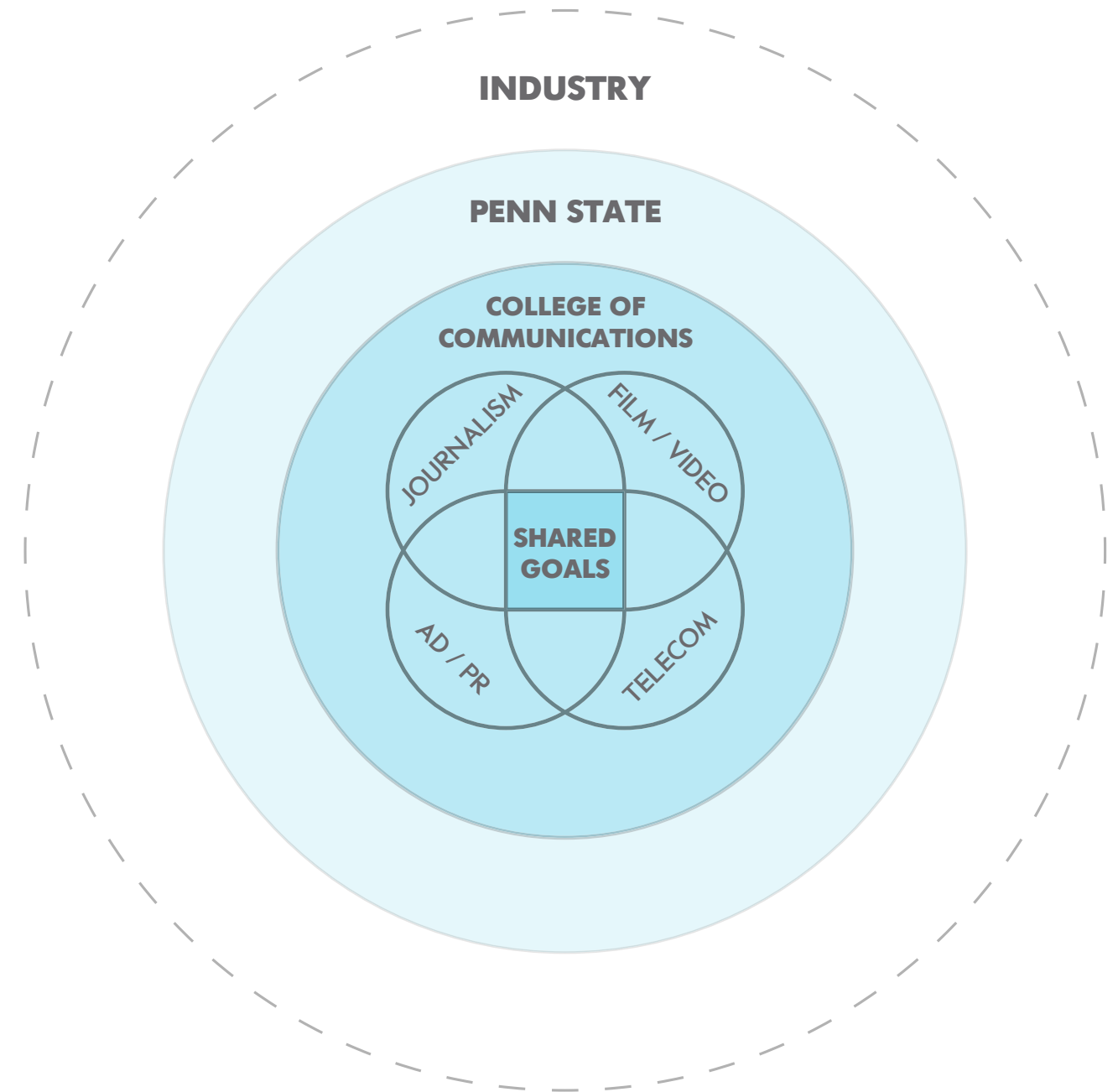


BELLISARIO COLLEGE OF COMMUNICATIONS
DESIGN PRESENTATION
AUGUST 23, 2018

VISION - BELLISARIO COLLEGE OF COMMUNICATIONS

“Our vision is for a center that serves our students for decades and is **open, collaborative,** and **entrepreneurial,** inviting new forms of **storytelling** and new ways of thinking about how we **teach and empower** students.”

ASPIRATIONS



OPEN



COLLABORATIVE



CREATIVE



ENTREPRENEURIAL



SITE VISIT TAKE-AWAYS

FLEXIBILITY

- Plan for adaptability and multi-functionality
- Imagine open, fluid, engaging, and immersive spaces

TRANSPARENCY

- Design visibility and daylighting throughout
- Showcase, promote, display, and celebrate

TECHNOLOGY

- Integrate high-performing infrastructure: acoustics, lighting, HVAC, ceiling heights

CULTURE

- Provide central gathering space to socialize and collaborate
- Offer ample informal breakout spaces
- Inculcate values and philosophy, not just curriculum
- Support new media, intermixing of disciplines, and multi-skill development

OVERALL TAKEAWAYS

- Curriculum and students are collaborative, creative and flexible
- Common theme of group work throughout departments (groups of five)
- Desire for more integration and clear identity (for departments, special groups, and college as a whole)

JOURNALISM

- Fast track talent
- Merging of newsroom and studio
- Content creation, visibility

AD/PR

- Largest department, least technical
- Looking for a home in Willard, even though they don't use production spaces.

STAFF

- Consolidate labs
- Interested in new technology

FILM/VIDEO

- Most production intensive and artistic, storytelling
- Very flexible, they can transform any space into their classroom.

TELECOM

- Production and business. Technology and collaboration.
- Most overlap with Film/Video and Journalism — in the middle.

STUDENTS

- Looking for a stronger identity within the University
- Desire for a home

Newsroom Studio and Control Room

Production Studio and Control Room

Film/Video (Black Box) Studio

Audio Air and Production Studios

Voice-Over Booths

Finishing Rooms

One-Button Studio

CommRadio Suite

Production and Audio Labs

High-End Editing Lab

Newsroom Lab

Open Newsroom

Screening Room

Multipurpose Room

Emerging Technology Lab

Agency Suite

Media Center

Team Rooms

Faculty Offices

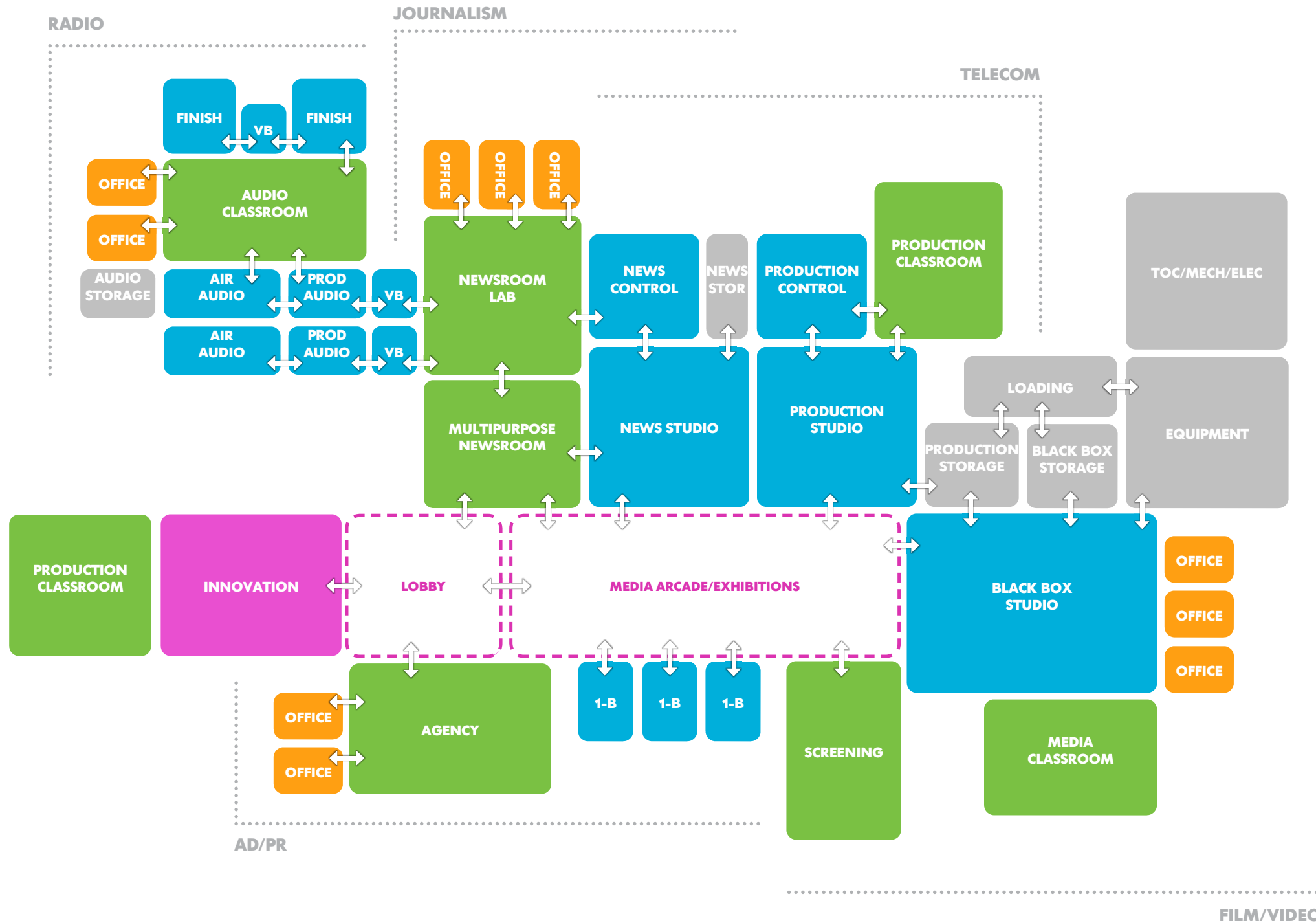
Equipment Storage and Checkout

Media Effects Research Lab

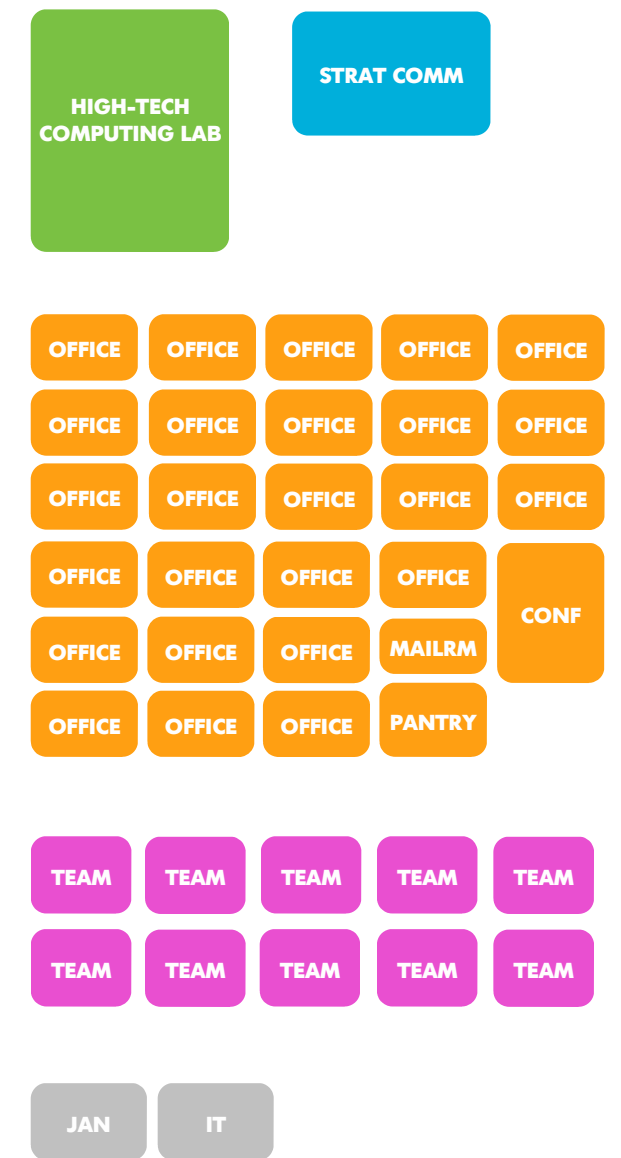
Collegian Suite

Strategic Communications Studio

General Purpose Classrooms



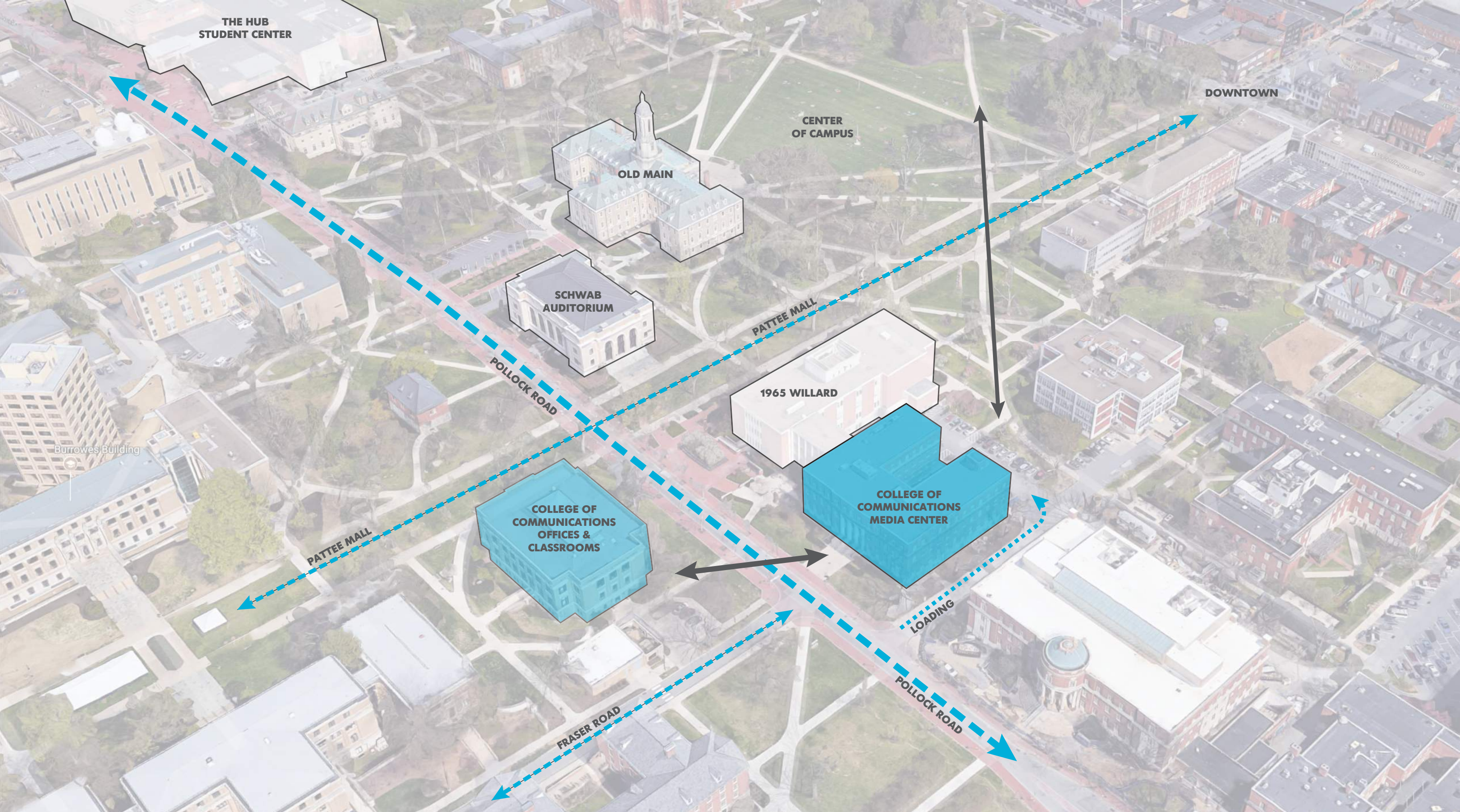
CRITICAL ADJACENCIES



NON-CRITICAL ADJACENCIES

PROGRAM ADJACENCIES
PENN STATE - WILLARD BUILDING

August 2018



CAMPUS ANALYSIS
PENN STATE - WILLARD BUILDING

August 2018



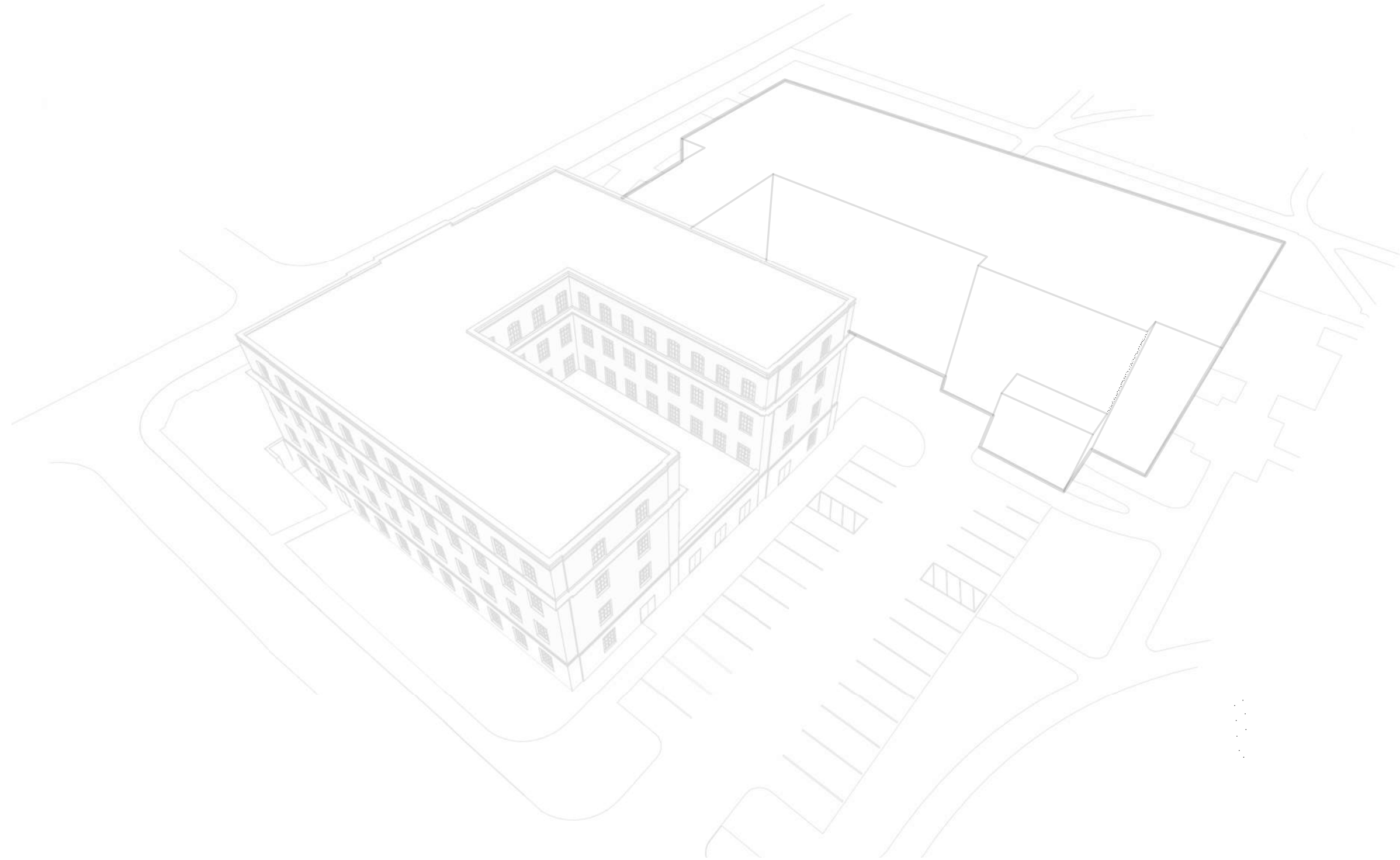
EXISTING CONDITIONS
PENN STATE - WILLARD BUILDING

August 2018



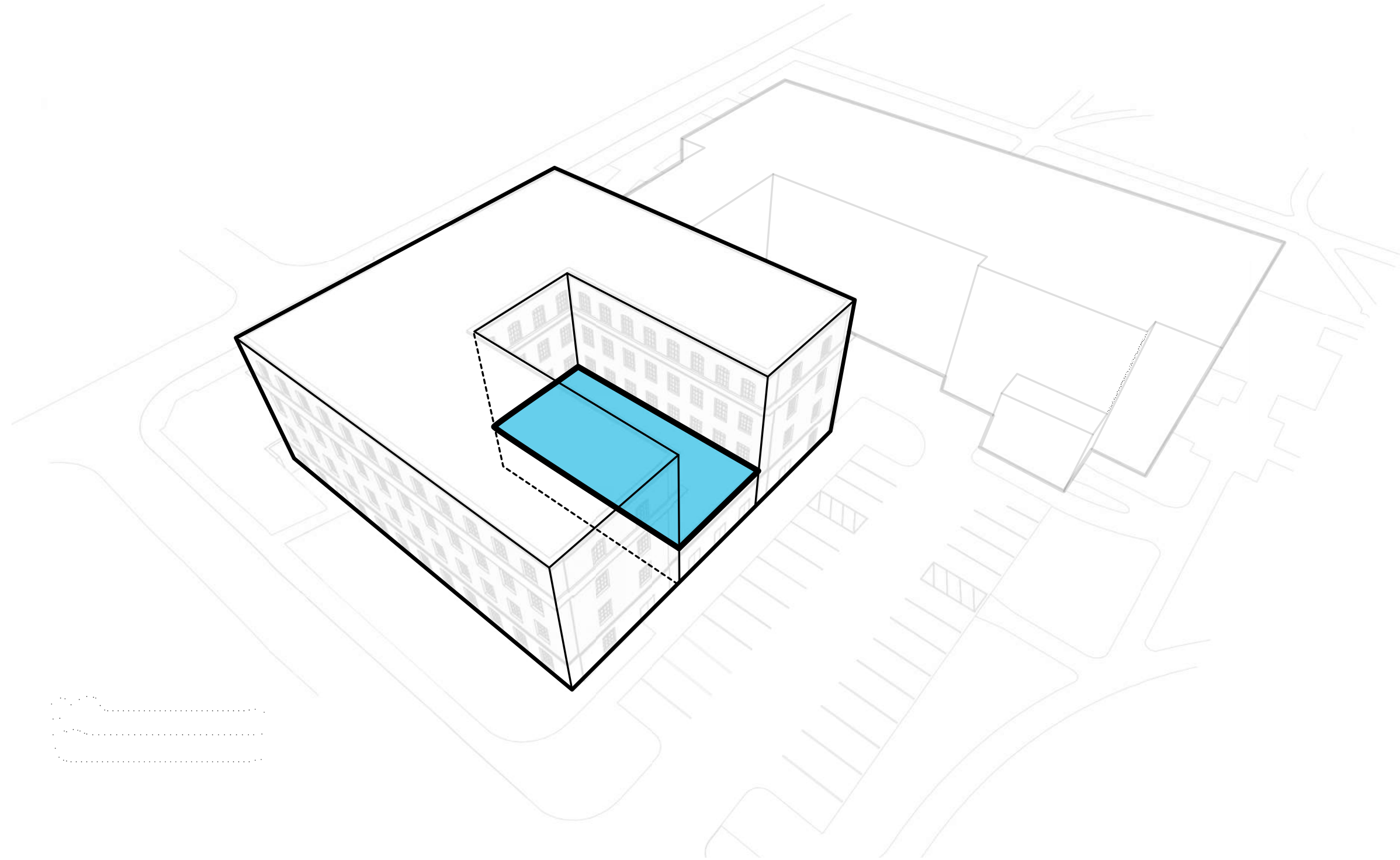
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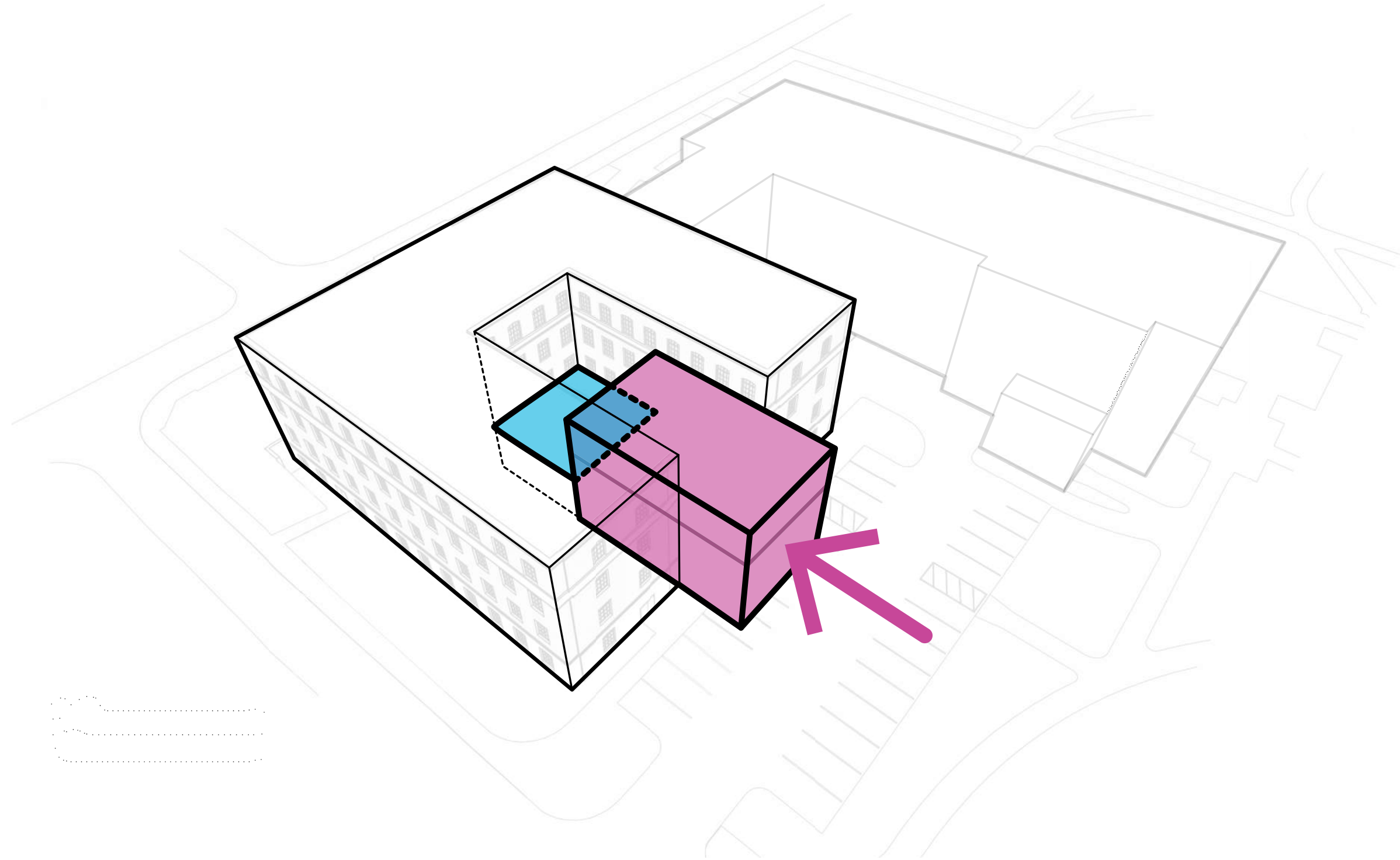
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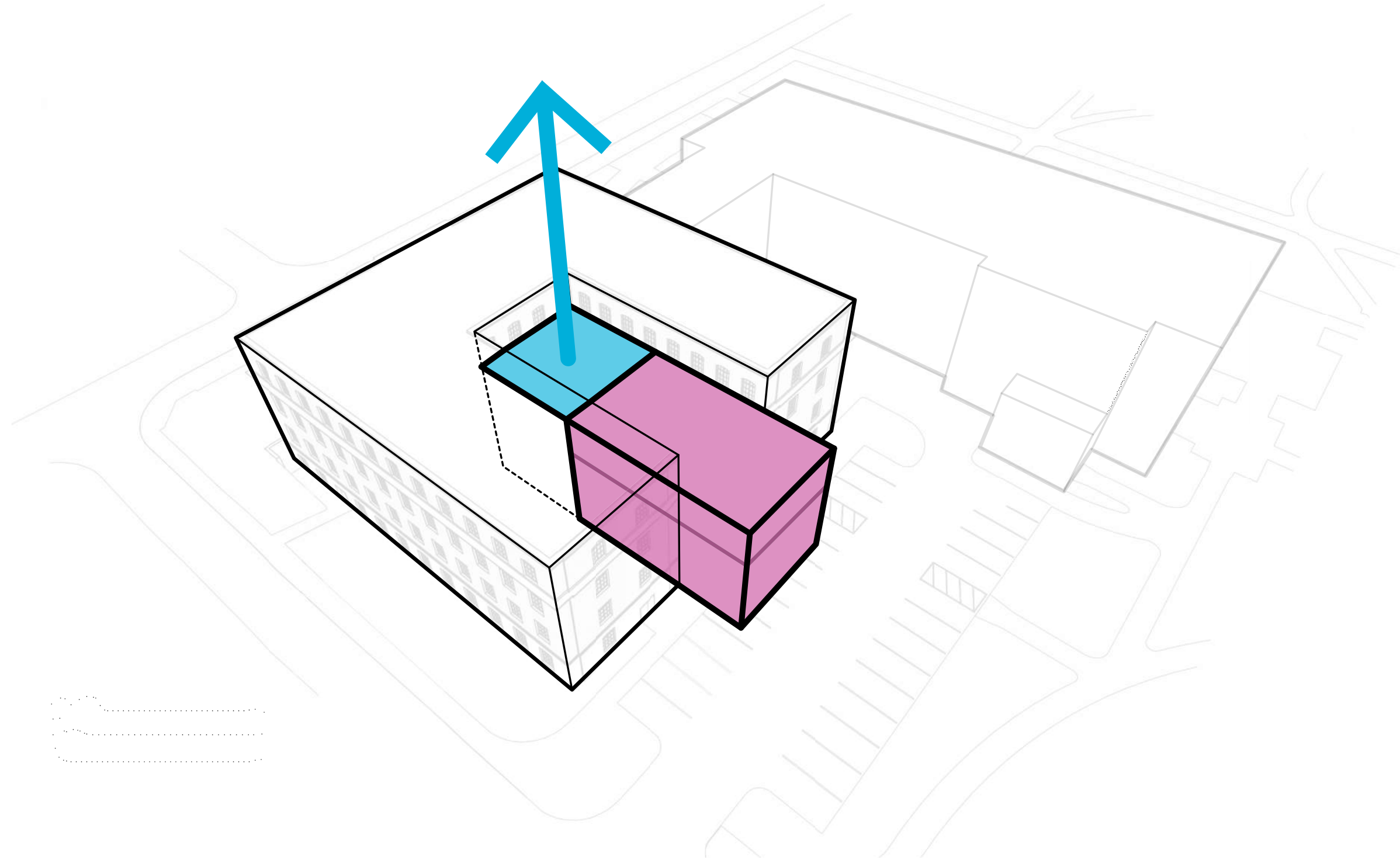
**MASSING - EXISTING LOW ROOF
PENN STATE - WILLARD BUILDING**

August 2018



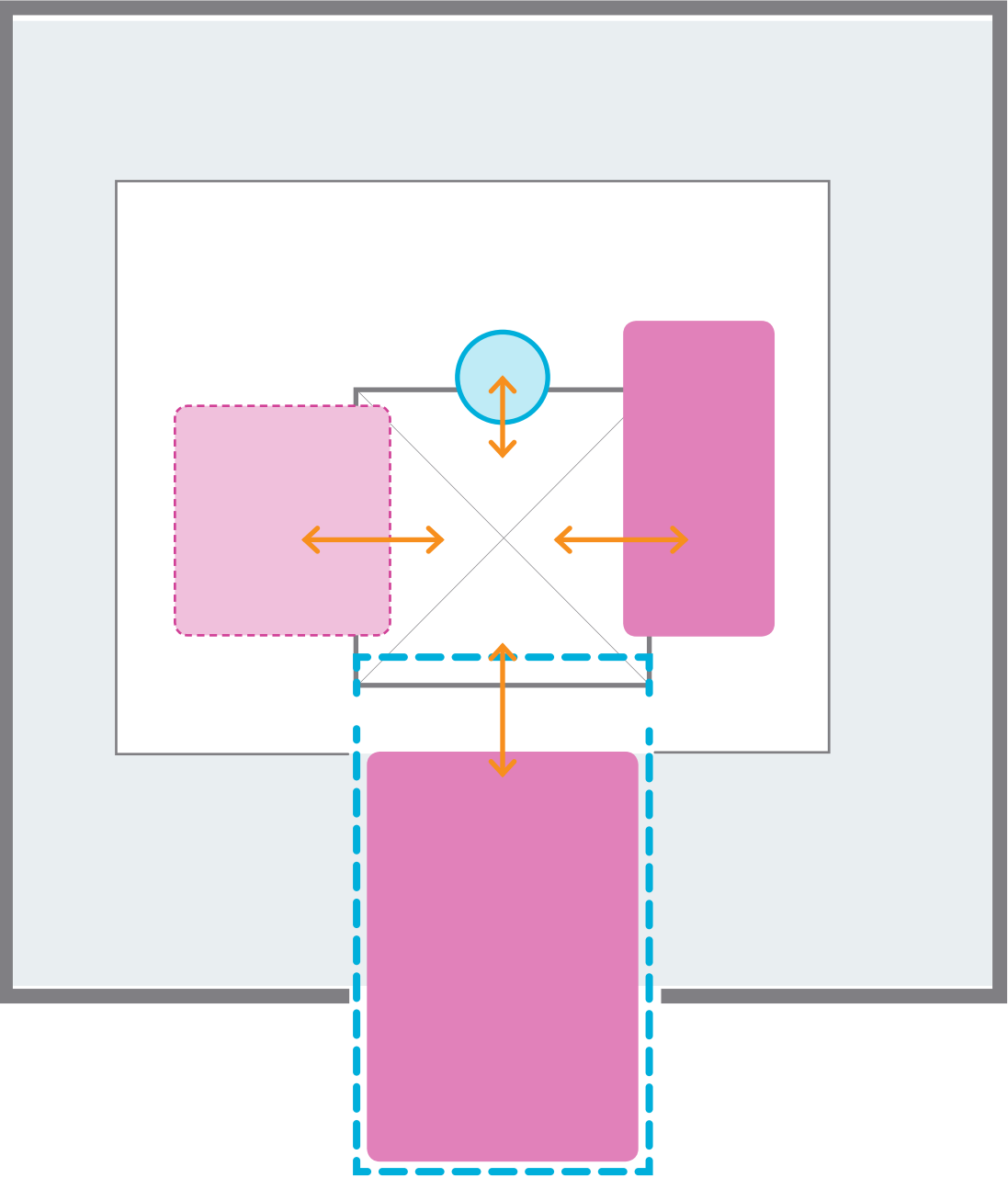
**MASSING - INSERTING ADDITION
PENN STATE - WILLARD BUILDING**

August 2018

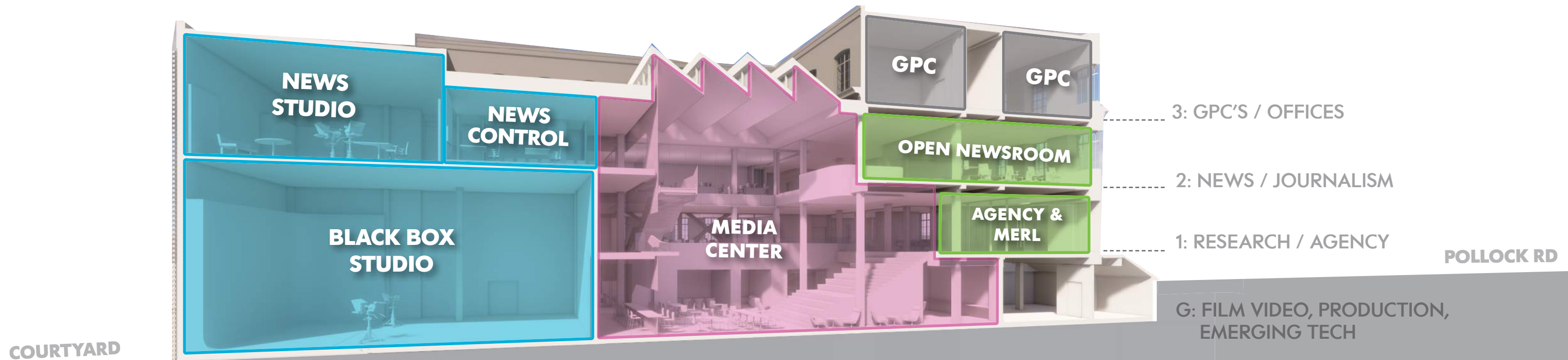


MASSING - RAISING ROOF
PENN STATE - WILLARD BUILDING

August 2018



DYNAMIC CENTER

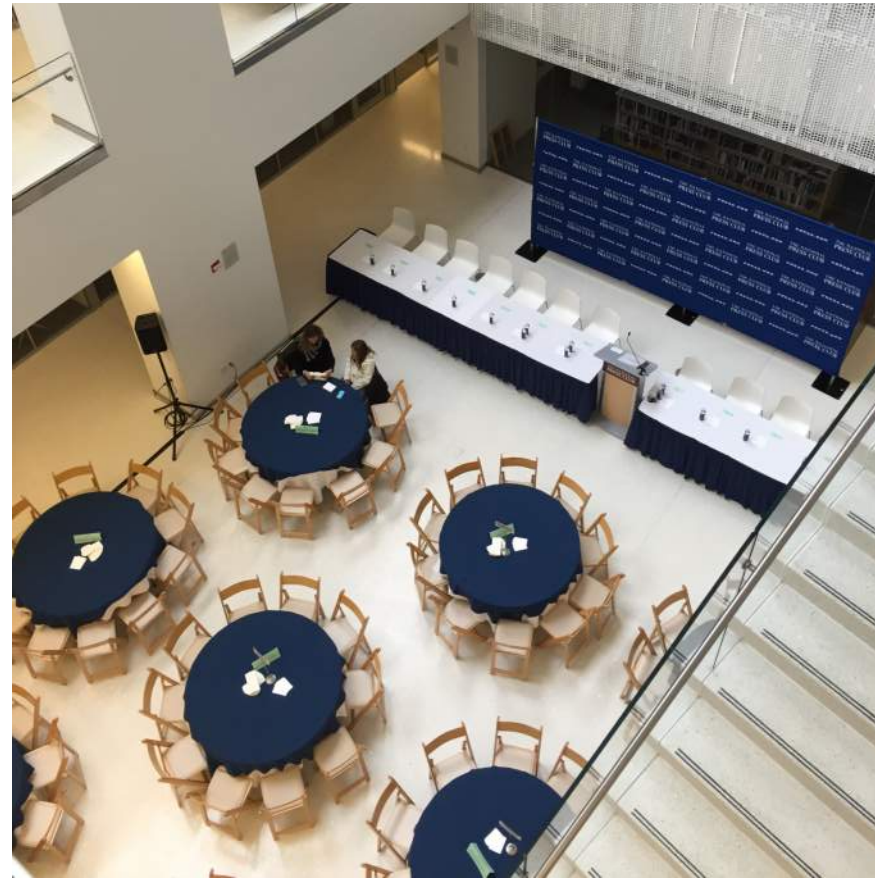


**PROGRAM ORGANIZATION
PENN STATE - WILLARD BUILDING**

August 2018

MEDIA CENTER

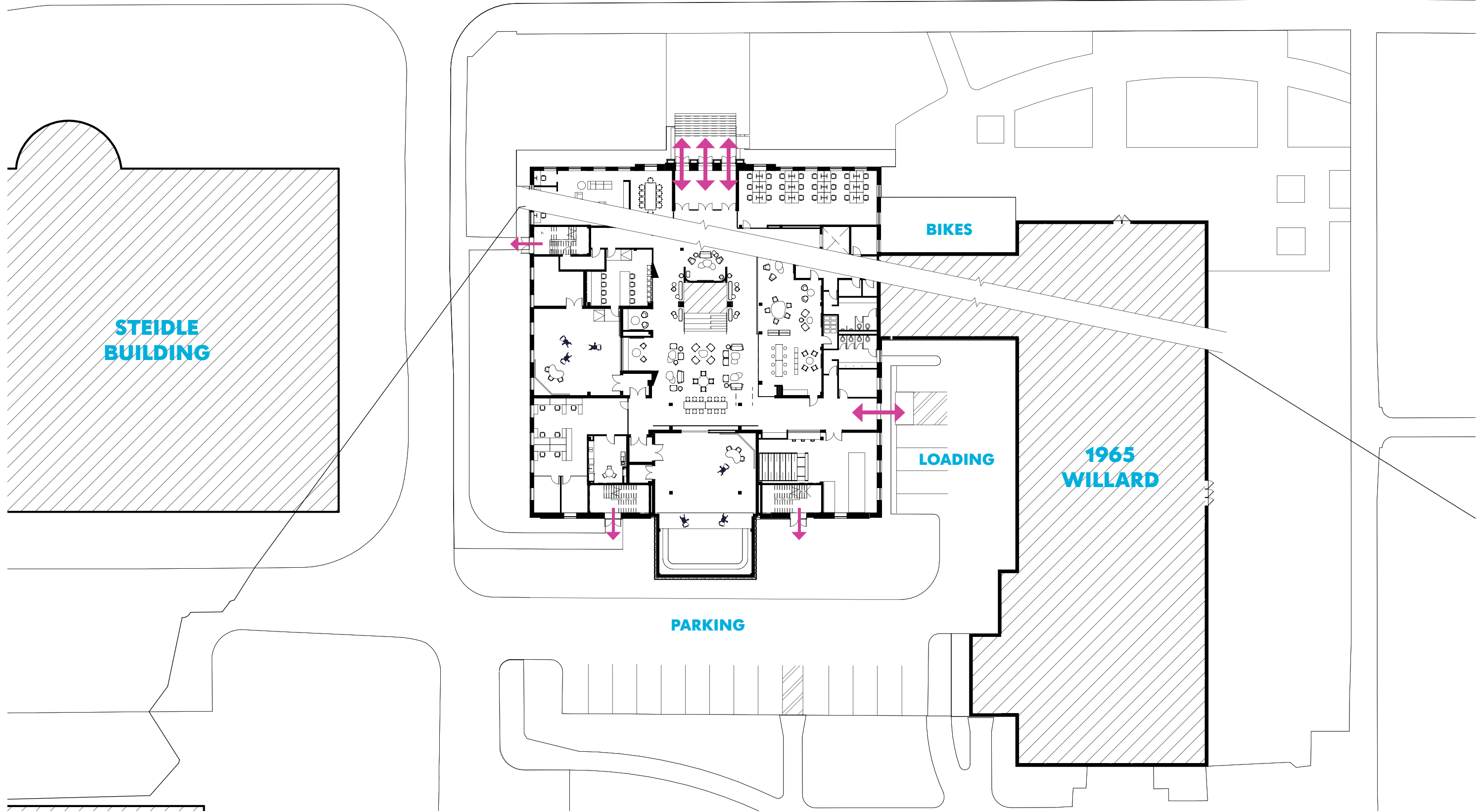
- Transparent, identity-rich “wow” space
- Generous public hang-out space and amenities
- Exhibition area to showcase work, legacy
- Integrated and engaging media environment



MEDIA CENTER - SPATIAL EXPERIENCE PENN STATE - WILLARD BUILDING

August 2018

POLLOCK ROAD



STEIDLE
BUILDING

BIKES

LOADING

1965
WILLARD

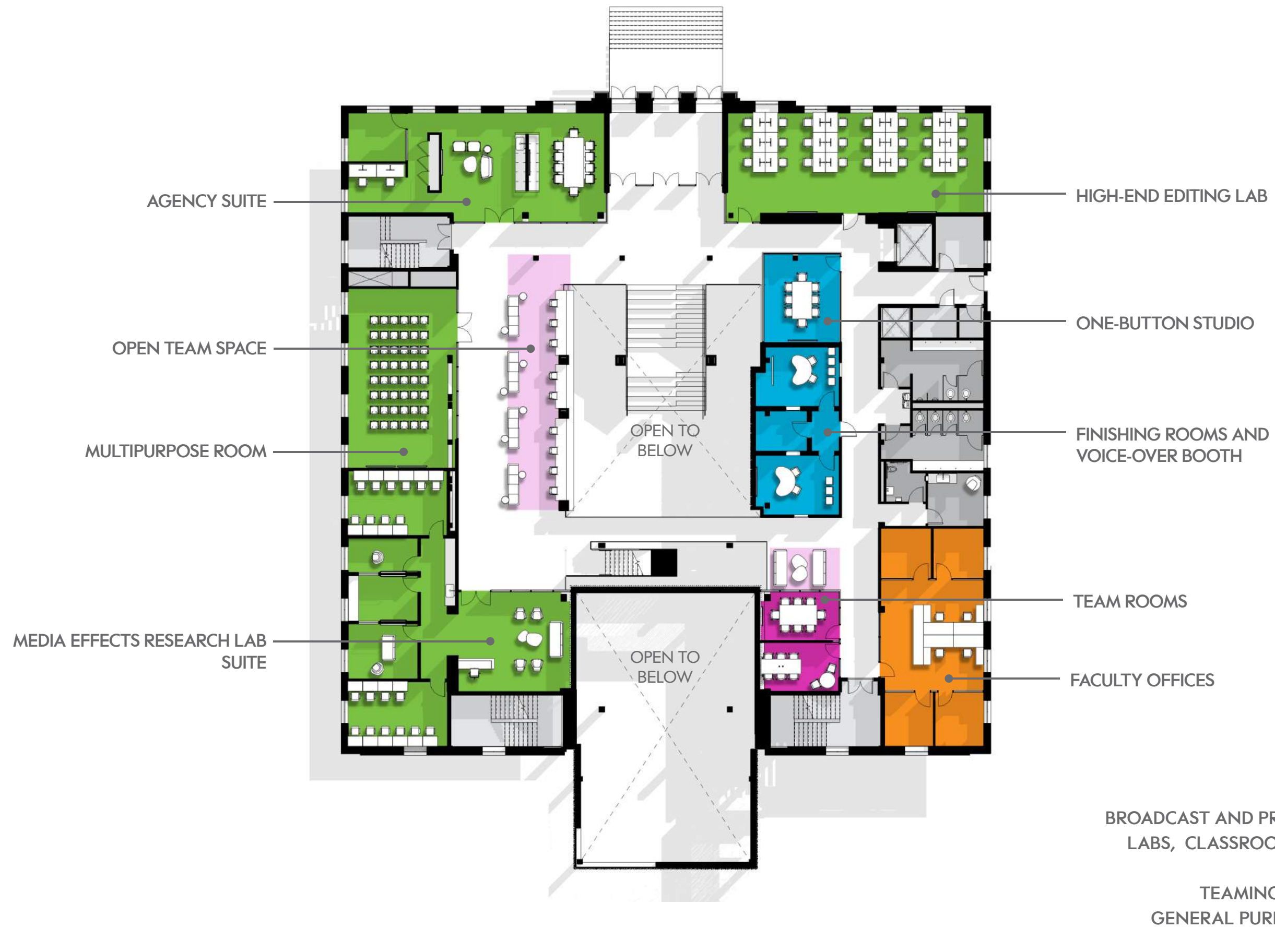
PARKING

SITE PLAN
PENN STATE - WILLARD BUILDING

August 2018

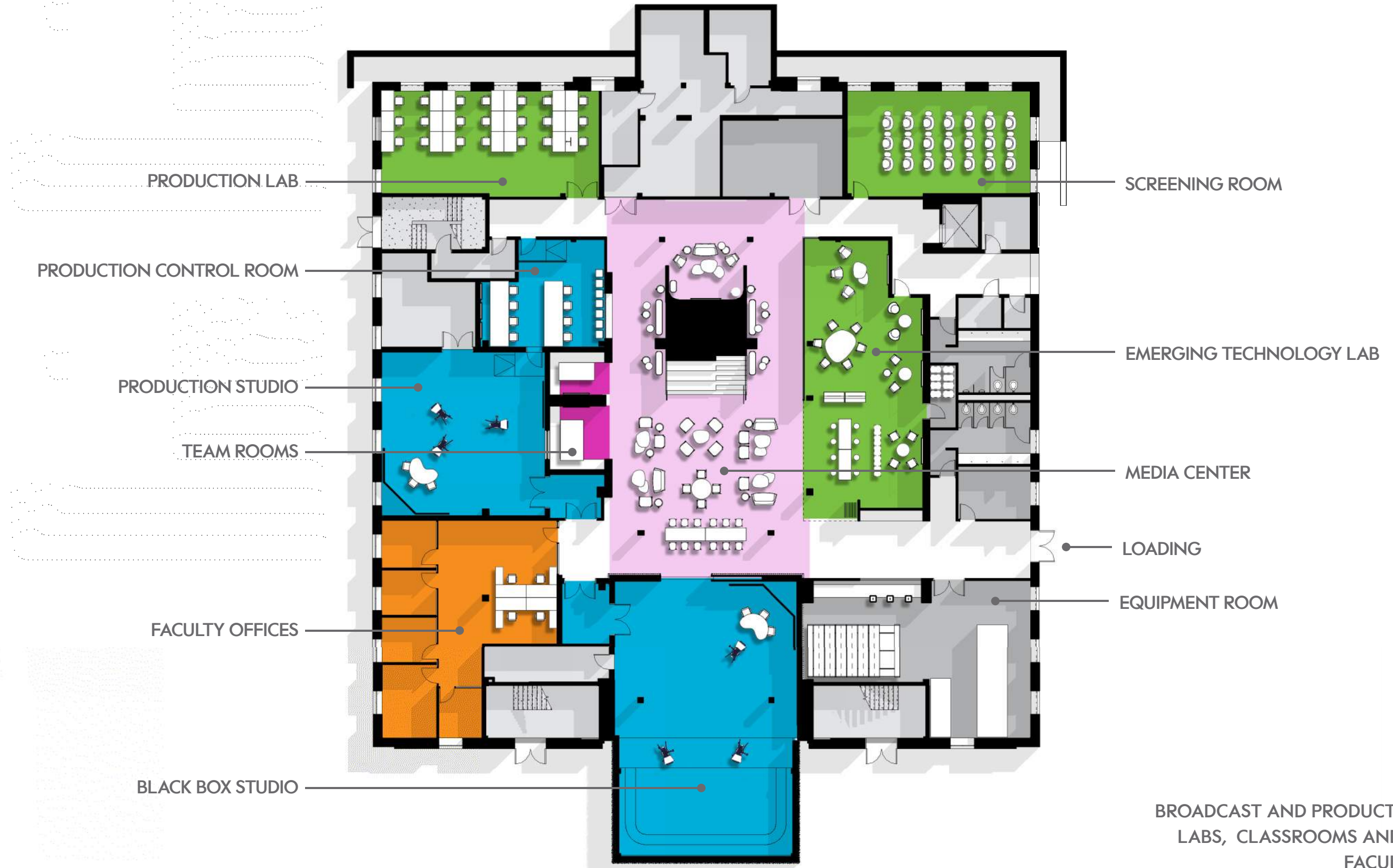


PennState *STUDIOS*
architecture



FLOOR PLAN - LEVEL 1
PENN STATE - WILLARD BUILDING

August 2018



- BROADCAST AND PRODUCTION SPACES
- LABS, CLASSROOMS AND RESEARCH
- FACULTY OFFICES
- TEAMING / COMMON SPACE
- GENERAL PURPOSE CLASSROOMS
- SUPPORT

FLOOR PLAN - GROUND LEVEL
PENN STATE - WILLARD BUILDING

August 2018



- BROADCAST AND PRODUCTION SPACES
- LABS, CLASSROOMS AND RESEARCH
- FACULTY OFFICES
- TEAMING / COMMON SPACE
- GENERAL PURPOSE CLASSROOMS
- SUPPORT

FLOOR PLAN - LEVEL 2
PENN STATE - WILLARD BUILDING

August 2018

GENERAL PURPOSE CLASSROOMS

FACULTY OFFICES

FACULTY COPY/PANTRY/MAILROOM



- BROADCAST AND PRODUCTION SPACES ■
- LABS, CLASSROOMS AND RESEARCH ■
- FACULTY OFFICES ■
- TEAMING / COMMON SPACE ■
- GENERAL PURPOSE CLASSROOMS ■
- SUPPORT ■

FLOOR PLAN - LEVEL 3
PENN STATE - WILLARD BUILDING

August 2018