Taubman College In Progress June 2024

# TAUBMAN COLLEGE

- 1 Colors and Palettes Primary, Secondary
- 2 Graphic Elements and Usage Color Combinations, Feed View
- 3 Fonts, Font Sizes, Font Weights System Font Alternatives
- 4 Text Styles, Formats
  Hierarchy in Text, Structure
- 5 Use of Templates
  Overview all Templates





1 Colors and Palettes
Primary, Secondary
Hex

### Taubman College

### Primary

 MAIZE #FFCB05
 BLUE #0E83F7
 LIGHT GREY #EFEFEF

 WHITE #FFFFFF
 BLACK #000000
 GREY #CECECE

### Secondary



# Backdrops

**GREEN #23EB96** 

BLUE #0E83F7

# Foregrounds

BEIGE #FFF3CB

LIGHT GREY #EFEFEF

1 Colors and Palettes
Primary, Secondary
CYMK

# Taubman College

# Primary

 MAIZE 0/18/100/0
 BLUE 86/45/0/11
 LIGHT GREY 0/0/0/15

 WHITE
 BLACK
 GREY 0/0/0/30

### Secondary



# Backdrops

GREEN 46/0/37/6

BLUE 86/45/0/11

# Foregrounds

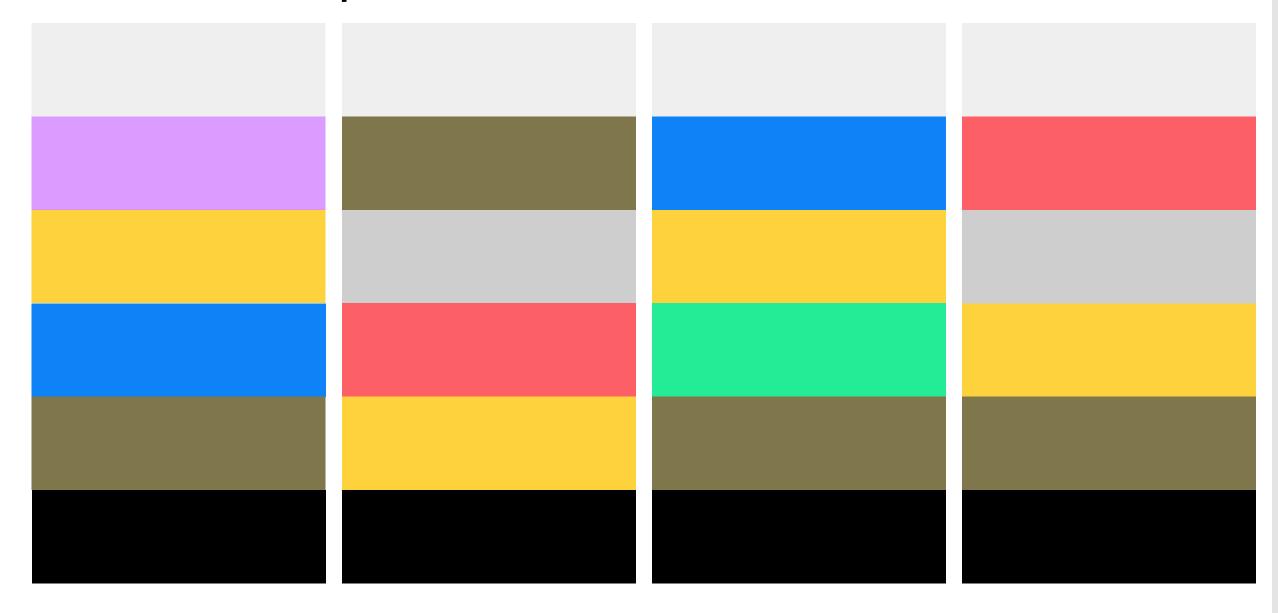
BEIGE 0/7/24/0

LIGHT GREY 0/0/0/15

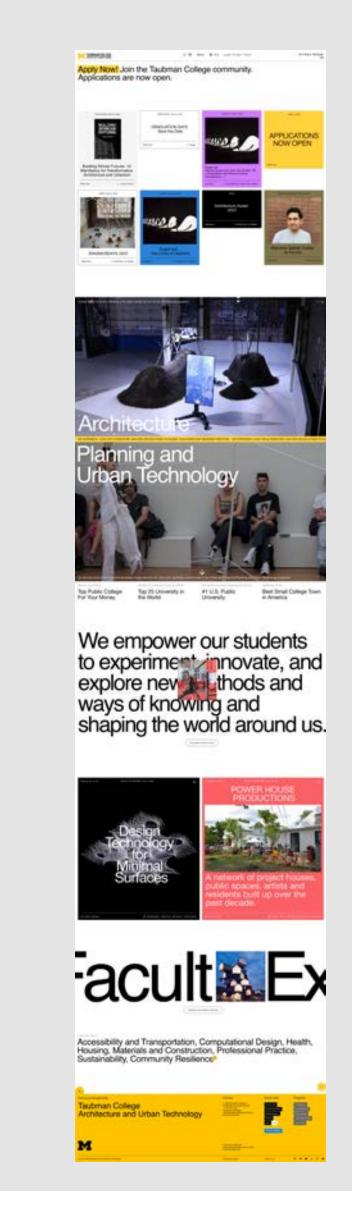
1 Colors and Palettes Primary, Secondary

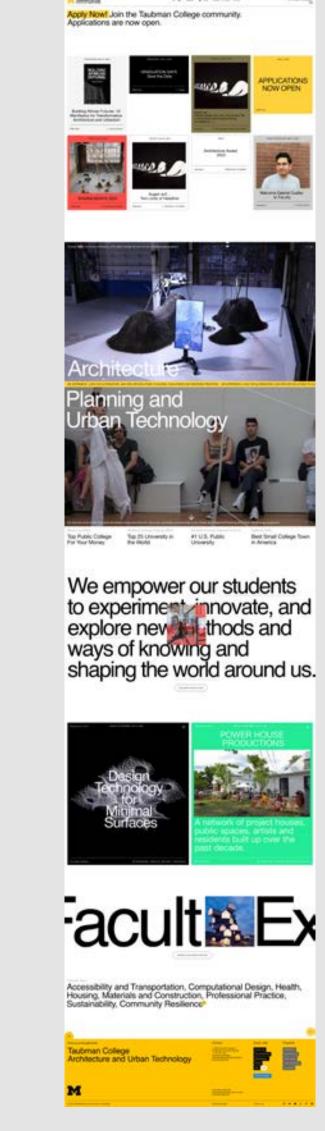
### Taubman College

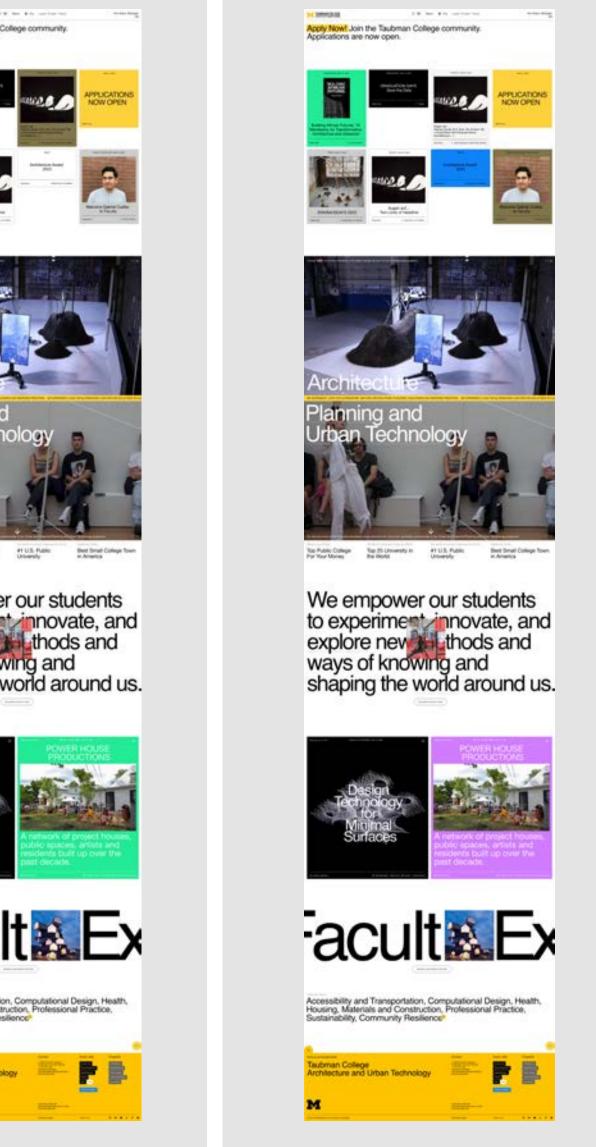
# Starting Page Color Spectrum Header Newsposts











### Posters Limited Colorspectrum

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COLOR-WHITE-100: #FFFFFF

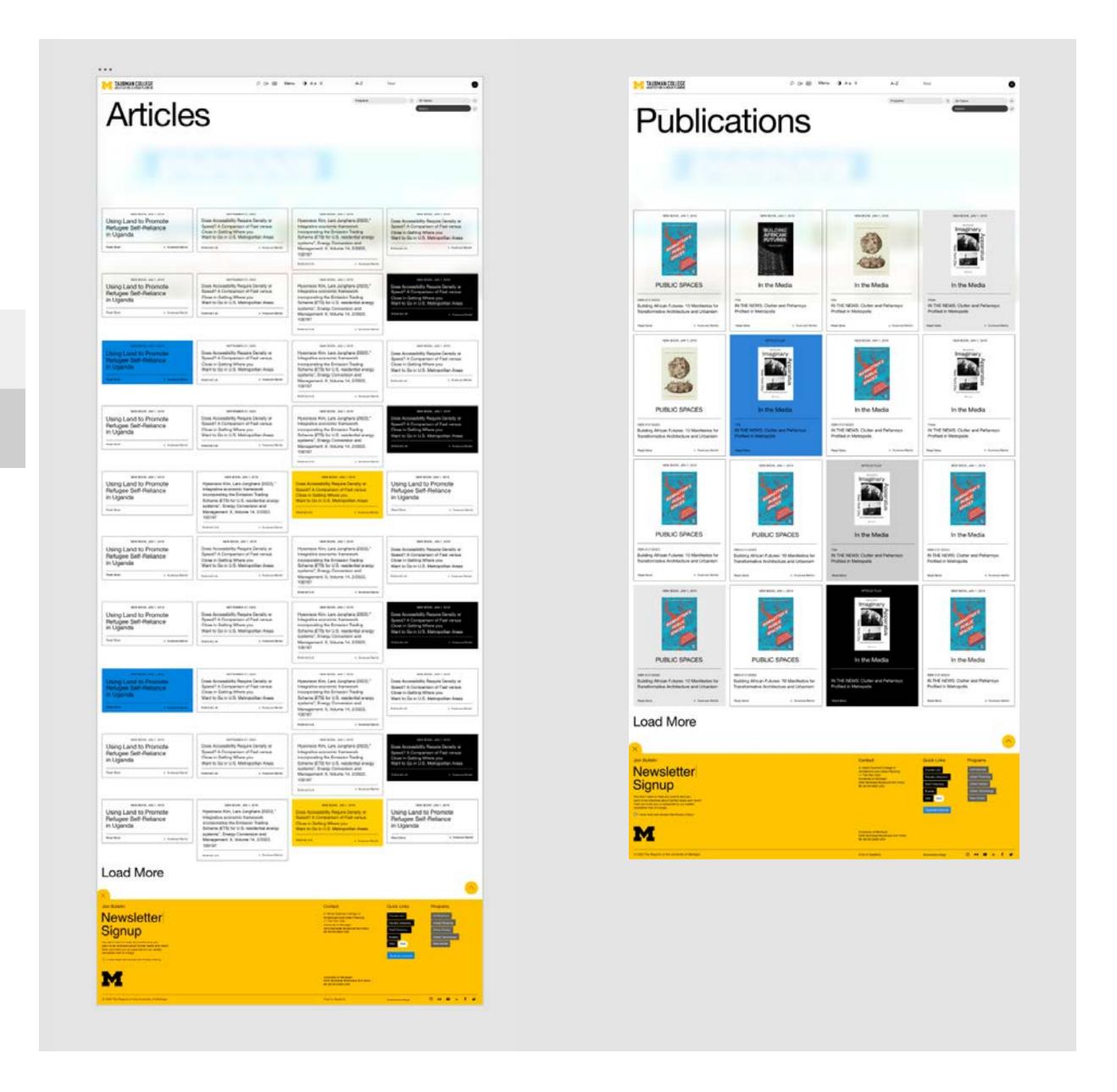
COLOR-BLUE-100 #0E83F7

COLOR-BLACK-100 #000000

COLOR-GREY-50 #EFEFEF

COLOR-GREY-65 #CECECE

### Taubman College



### Taubman College

# Posters Multicolors (Projects + News)

COLOR-YELLOW-100 #FFC400

COLOR-YELLOW-80 #FED23C

COLOR-NAVY-100 #02274C

COLOR-FLIEDER-100 #D27CFF

COLOR-BLUE-100 #0E83F7

COLOR-RED-100 #FC6066

COLOR-SKY-100 #42C1FA

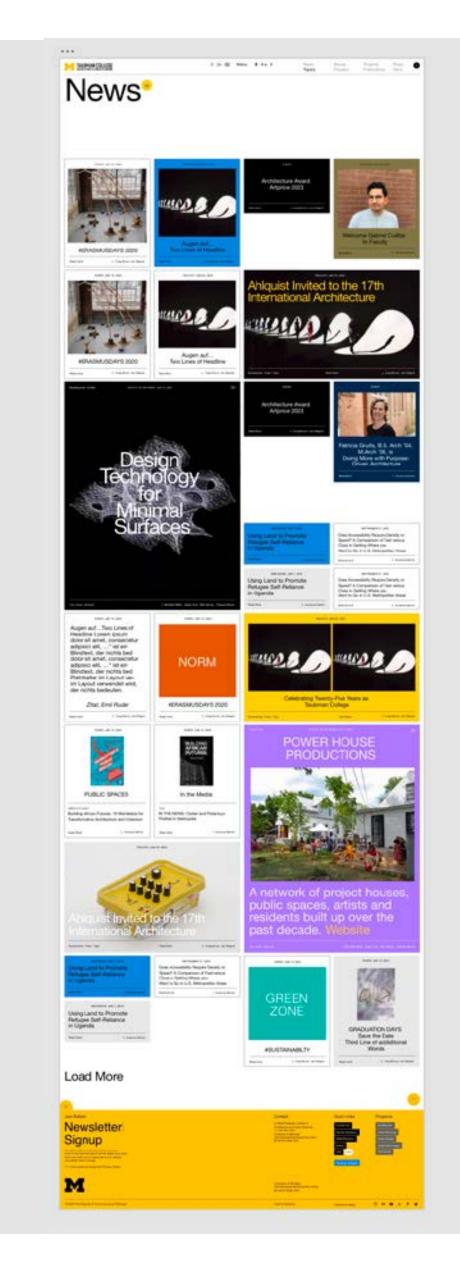
COLOR-PINK-100 #FFB4B7

COLOR-MOOS-100 #A5A521

COLOR-SWAMP-50 #9C9475

COLOR-GREEN-100 #23EB96

COLOR-PETROL-100 #00B2A9



**#FFFFF MICHIGAN** 

#000000 BLACK

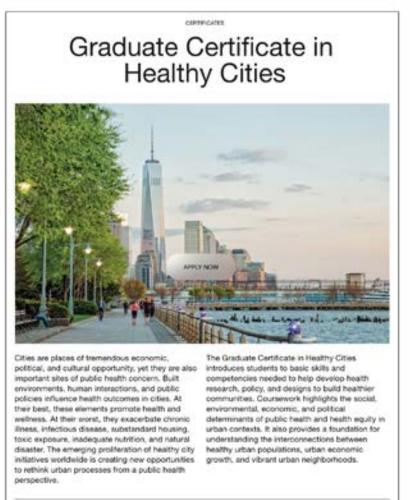
Slider Poster, they can be used to structure textbased content

Image poster, please never use them solo on pages. They always come in groups;)

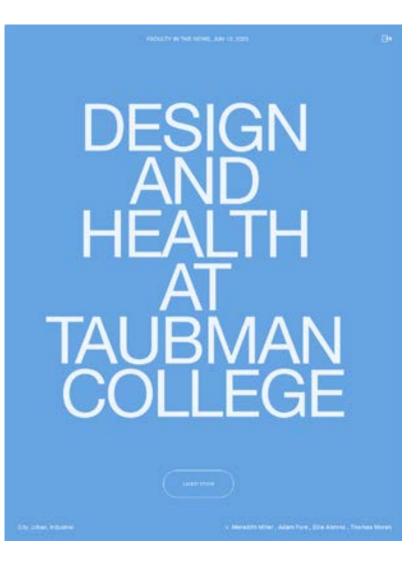
Cover Poster

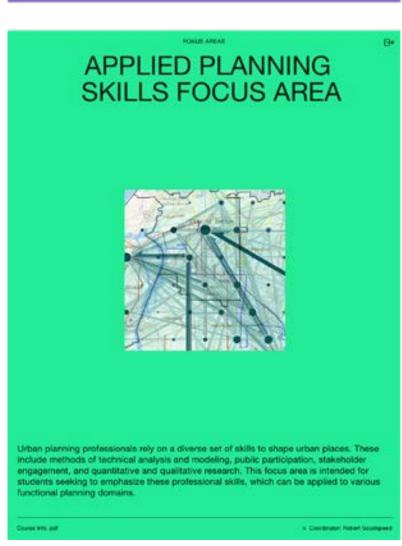


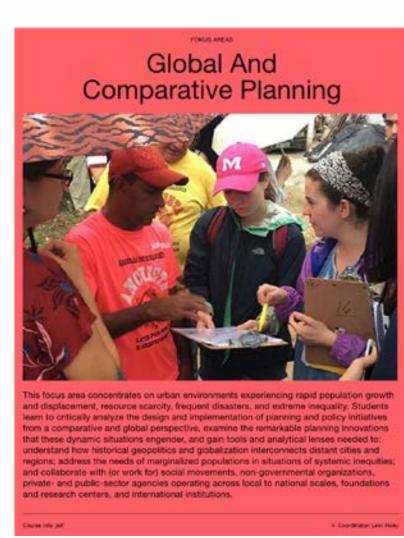


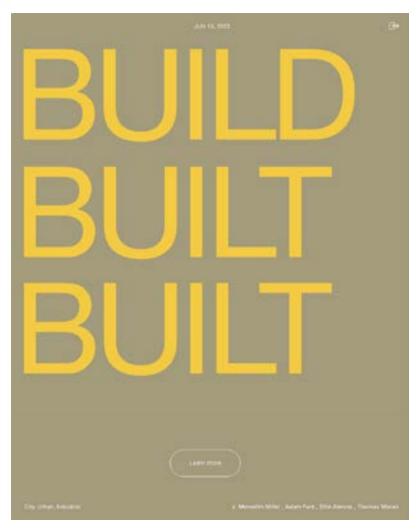












Poster Templates

Please make sure that all fields in the backend are filled. Footer Area: Instead of Learn more > Go to project Right Side > Names, Authors, Responsible persons

Please chose Poster depending on content. If picture is not brilliant make sure to use nackgrounds with color.

Text poster

Taubman College Career and Professional Development offers a variety of programs, services and resources to assist students and alumni in exploring careers, securing positions and continuing skill development and management.

For additional information on career opportunities, visit our career and professional development page. See Report!

Learn More

ы Craig Borum, Jen Maigret

N Craig Borum, Jen Maigret

# Rackham Graduate Certificate Programs and full list of available certificates

GRADUATE CERTIFICATE PROGRAM

GO TO AVAILABLE PROGRAM LIST

CAREER JAN 22, 2024

Taubman College Career and Professional Development offers a variety of programs, services and resources to assist students and alumni in exploring careers, securing positions and continuing skill development and management.

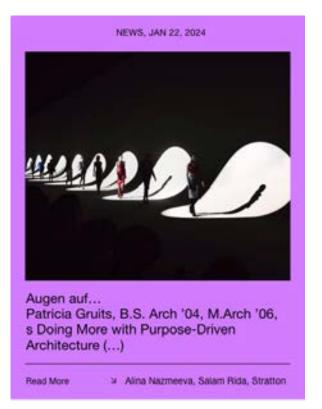
For additional information on career opportunities, visit our career and professional development page. See Report!

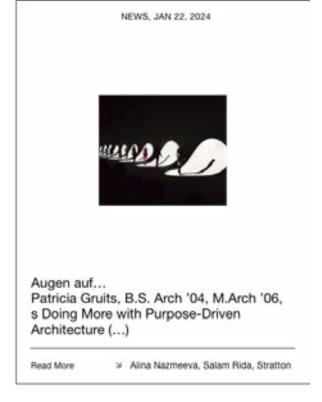
Image Poster Small

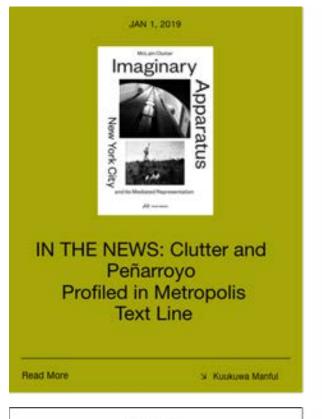
Image Poster with Books

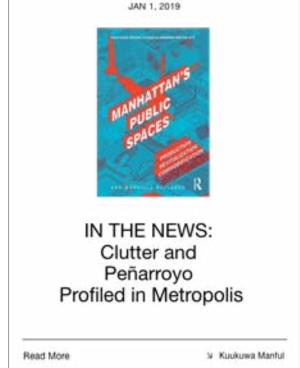
Text Poster small

Square poster













GRADUATION DAYS Save the Date



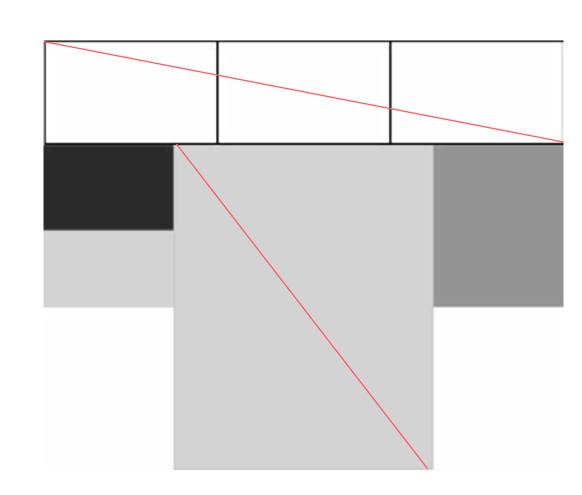
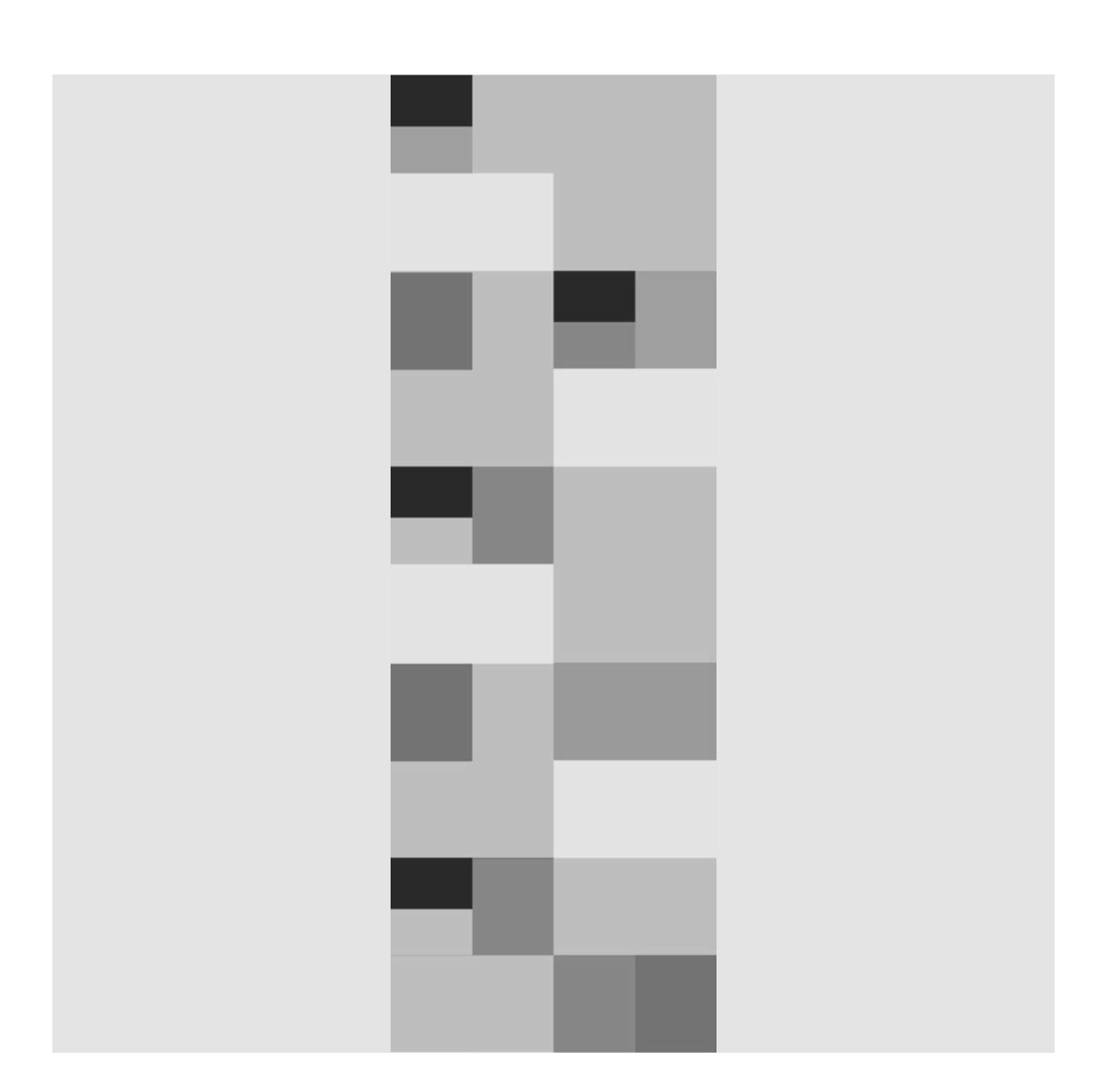


Image Poster and Cover Poster need to be organized right or left. Never centered.

Please avoid using them in 3 Columns.

# Taubman College



3 Fonts, Font Sizes, Font Weights System Font Alternatives

# Helvetica Neue LT Pro ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Colored Text only on Posters

We defined for every single Page Component and Template a specific font Style. Which will be found on every page. #848383

Sublines in Longcopy Lorem Ipsum Dolor

Wery Big Headlines

#CECECE

#9F9F9F

QS World University Rankings (2023)

Helvetica Neue LT Pro ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 Alternative: font-family: "Helvetica Neue", Arial, sans-serif

### Text Styles, Formats Hierarchy in Text, Structure

Best Practice of FAQ, Bullet Points, Long Copies Long Copy always in 2 Columns → Option 1 1. Option 3 + Option 2

#### STEM Designated Degree Program

A notable strength of our program is our intellectual diversity. Here you will learn from faculty with a wide variety of expertise and nethodology with diverse ways of designing and theorizing architecture's role in the world. The Taubman College Master o

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#### Here is the option of FAQ Questions, in one line, or also allow two lines of text, bla asasa

Students commonly take courses in the social sciences and in the professional schools. This emphasis on interdisciplinary collaboratio 4a on the links between theory and action, are defining characteristics of the doctoral planning degree at the University of

Students commonly take courses in the social sciences and in the professional schools. This emphasis on interdisciplinary collaboration 4. on the links between theory and action, are defining characteristics of the doctoral planning degree at the University of

Social Sciences Samples

#### STEM Designated Degree Program

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+ can be used instead of bullet points Please if there is a link in longcopy text no arrow ahead, (this is confusing)

### 1. Point One

- dwdwdwdw qwqwqwqw awawawaw
- + qwqwqwqw

1. Point One

+ qwqwqwqw

+ qwqwqwqw

"Augmented Tectonics" students Gabrielle Porter, Richard Hua, and Jirayut Puribhat

### Left: Quote in use, Links with Arrows,

If a Text runs on 2 Columns, the needs to be bigger

Education practitioners, policymakers, and researchers concur that architecture in particular is an exemplary

project-based learning discipline - one which teaches the practical tools of counting, scaling, debating, and

organizing - encouraging students to engage in both high-level thinking and hands-on production. Within a

studio-based, college-level work environment, ArcPrep builds on knowledge in mathematics and the visual arts, applying creative methodologies to real-life community endeavors. Through direct engagement, the

program delivers design tools that empower, benefiting students who are typically relegated to a privileged

few. ArcPrep's current curriculum is broken into five modules:

My favorite part was the people. The friends I met, the Studio Instructors, and the Residential Counselors were all wonderful. The Studio Instructors and RCs were all very informative regarding both architecture and just college

If there is a link in text is underlined We wanted it to have a 'bodega' feel," Sirota sa ou can just sort of pop into a bodega and get a itially was that you can pop into the TVLab and

hat other people are up to. Technology can be

e something that seems like you need years of

access. So we were very interested in creating

elcome people across the gamut of expertise.

#### Rubrics, always as short as possible This Module is perfect for a Guideline or List

#### Arcprep Awards

Academic Achievement Award	Academic Improveme Award
The Academic Achievement Award is granted to up to five students per semester who have subhibited exemplary maturity and work effect combributed to an intellectual and collegial environment and shores independent and inscriptive thinking in the oxecution of project assignments and public presentations.	The Academic Achievement Award is granted to up to five shidents per semilar who is schibible exemplary maturity work ethic contributed to an intellectual and collegial environment and shown independent and innovative thinking in the execution of project awayments and put presentations.

Award is granted to up to five environment and shown

swarded to high-achieving students per semester who have students to attend ArcStart, a program for high school students that offers students the opportunity to explore the built thinking in the execution of

reinforce analytical and

Cornell University's Department of Cornell University's Department of Architecture offers the Cornell Future Architecture Award to environment firsthand through an attend the Cornell Introduction to attend the Cornell introduction to introduction to architectural Architecture Program - a six- Architecture Program - a sixdesign. Perficipants will superished by seek architecture enrichment superished the rewarding intensity of an engaging college that a cost. Each year. Architecture studio, partislo in Each year. Architecture studio, partislo in skill-building workshops that accepted into this program

Architecture offers the Cornell s students who have shown an students who have shown an interest in and talent for design and architecture. Awardees will and architecture. Awardees will and architecture. Awardees will accepted into this program accepted into this program receive a full fulfion, room, and receive a full fulfion, room, and Sample Academic Page: Instead of Bold, we use Grey only. In the introduction of Academic Pages, only one Textsize. Please use on the left part a portrait picture. So Is better to have a nicer scroll. Portrait Picture would be great with People in situation. Small Picture under the Moving Type are Objects or Architecture Renders

The Master of Urban Regional Planning program's flexible curriculum provides students the opportunity to explore a wide range of topics in the field of urban and regional planning or gain depth in a specific area. These areas include Applied Planning Skills; Community and Economic Development; Global and Comparative Planning;



### To structure there is the option of boxes

#### The main components of the program include:

DESIGN STUDIO: Includes assignments in mathematics & visual art through a wide range of digital and analog methods, paired with lectures from U-M's Taubman College of Architecture and Urban

SELF-EXPRESSION & CREATIVE PRACTICE: Presents a set of rotating topical modules offering students modes of critical analysis to understand the forces that shape the built environment. Exercises encourage students to contemplate and reimagine architecture's part in the construction of an equitable society.

PROFESSIONAL PRACTICE: Connects students with a range of leading professionals invited from the fields of Architecture, Landscape Architecture, Urban Planning and Design, Art, Activism, and ommunity Advocacy to trace the myriad of professional pathways available through design education

through a wide range of digital and analog methods, paired with lectures from U-M's Taubman College of Architecture and Urban Planning faculty.Education practitioners, policymakers, and researchers concur that architecture in particular is an exemplan project-based learning discipline - one which teaches the practical modules: Education practitioners, policymakers, and researchers concur that architecture in particular is an exemplary project-based learning discipline - one which teaches the practical tools of counting, scaling, debating, and organizing – encouraging students to engage in both high-leve thinking and hands-on production. Within a studio-based, college-level work environment, ArcPrep builds on knowledge in mathematics and the visual arts, applying creative methodologies to real-life community endeavors. Through direct engagement, the program delivers design tools that empower, benefiting students who

DESIGN STUDIO: Includes assignments in mathematics & visual art

#### Tool Box

The Tool Box module introduces students to the discipline of architecture, inviting them to explore the contemporary analog and digital tools professional designers use to actualize their ideas. 2D & 3D representation techniques are honed through sketching, model making, and the use of software packages including Rhinoceros 3D and the Adobe Creative Suite. Through iterative design exercises students develop a technical proficiency necessary to complete a sophisticated final project.

#### Food, Culture, and Access

The Food, Culture, and Access module introduces students to the concept of spatial justice in relation to food as a right, a material of cultural expression and a component of a broader urban network, touching on the social, economic, and environmental implications of food systems. Through a series of lectures, presentations and workshops, the module will address current topics around food insecurity/equity and explore ways architecture and design can serve to make positive change.

#### Institutions and Civil Liberties

The goal of the Institutions and Civil Liberties module is to imbue

#### Technology and the City

few. ArcPrep's current curriculum is broken into five modules

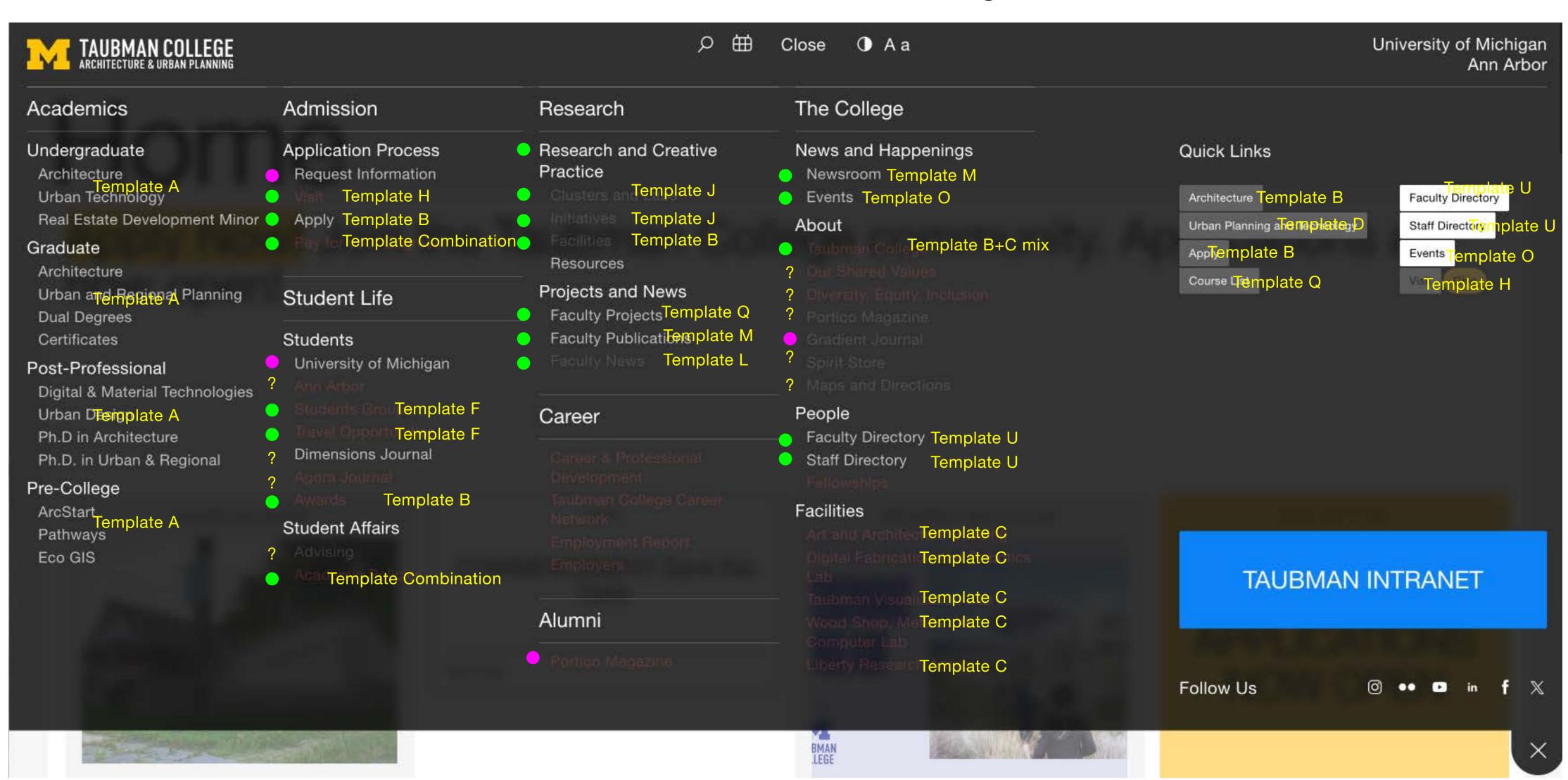
are typically relegated to a privileged

The goal of the Institutions and Civil Liberties module is to imbue students with a sense of agency to critique the harmful institutions that structure the world around them, envision alternative futures, and put those visions into practice. It will also instruct students about how people who have been directly impacted by the carceral system have their own visions for their communities. The module is structured around three creative modalities: writing, visual art, and community building. Each section of the module introduces students to individuals and activists who have used that modality and provides students with opportunities to practice that modality themselves

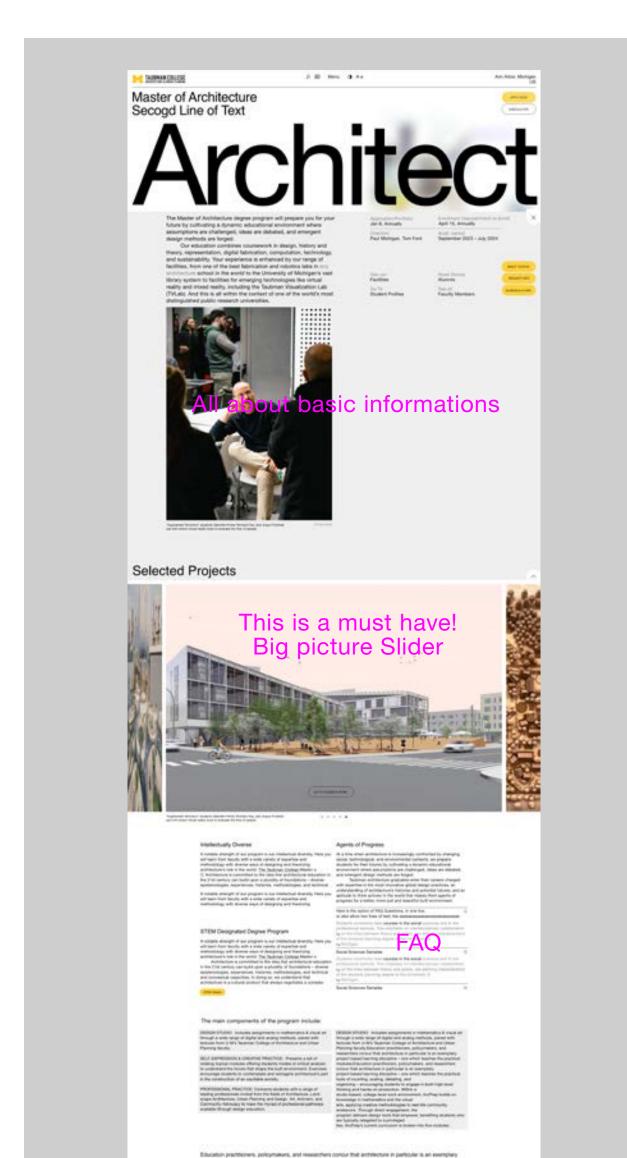
#### Building Society: Applied Final Project

Each year, ArcPrep selects an institution for students to reimagine. The branch library has been tabbed this academic year, as the library system in Detroit finds itself under unprecedented burden and pressure. Only six of 21 branches are slated to reopen in the Fall of 2021, after funding shortfalls, accentuated by the challenges of an ongoing pandemic, have strained a beloved civic institution. Students will be asked to consider the future of branch libraries - their alterations, sustainability, social obligations, and civic role both in Detroit and more broadly.

- Where should each type of template be used?
- Layouts Structure done Studio Es
- External Pages

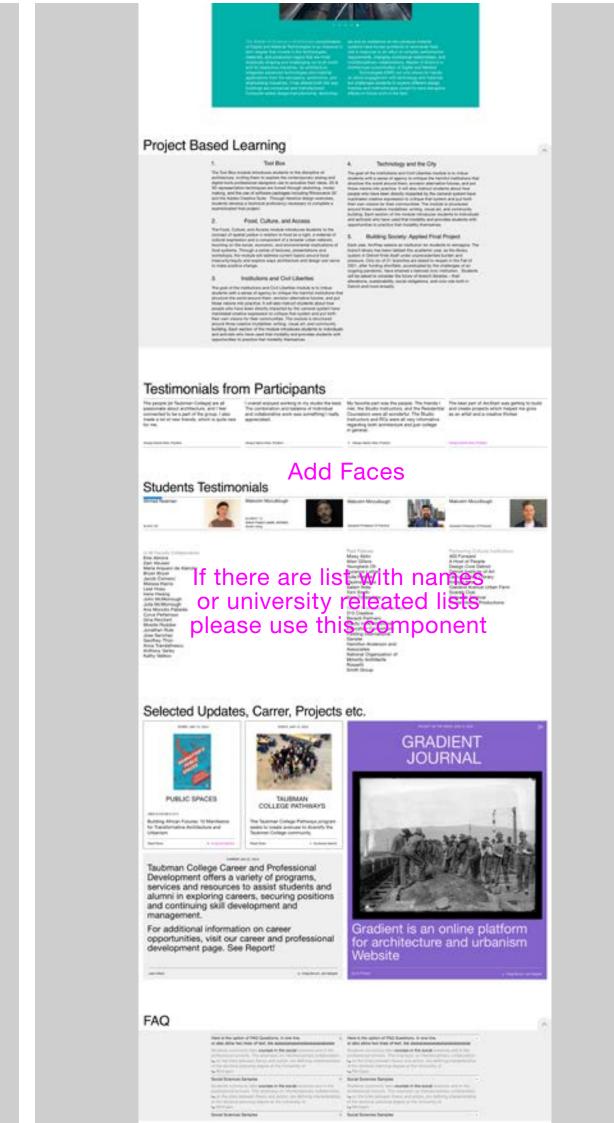


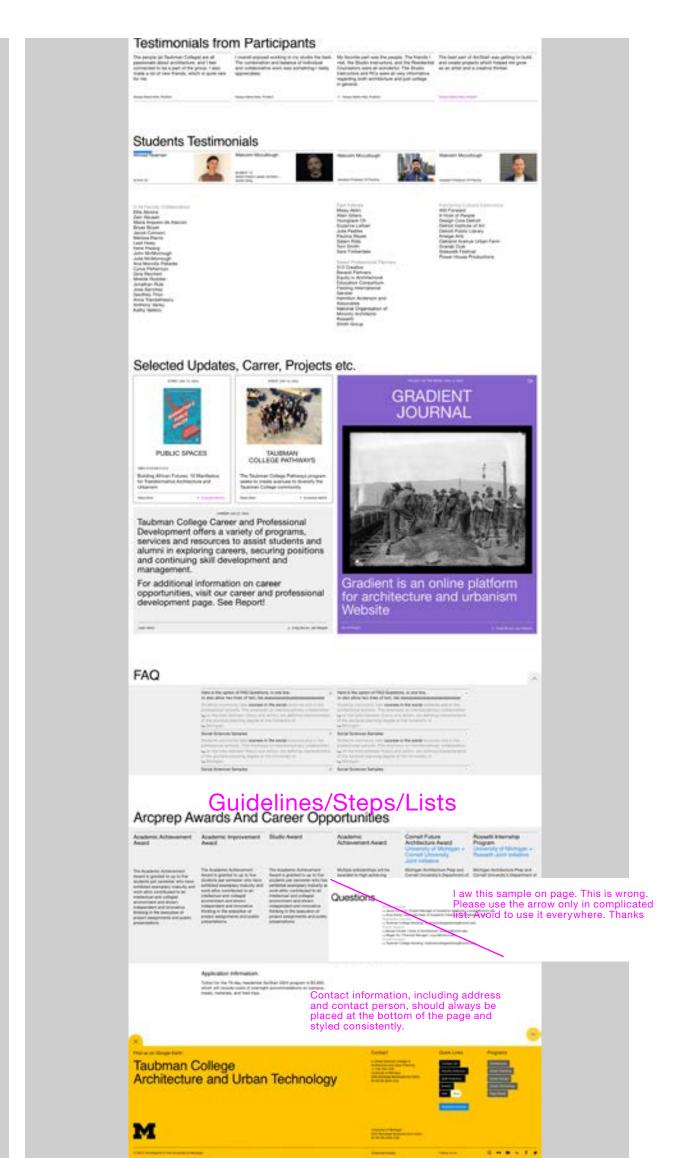
AcademicPage





Please make sure, that the content is styled with the correct Page Component The best way to get started is by cloning the sample and then deleting any unnecessary components.



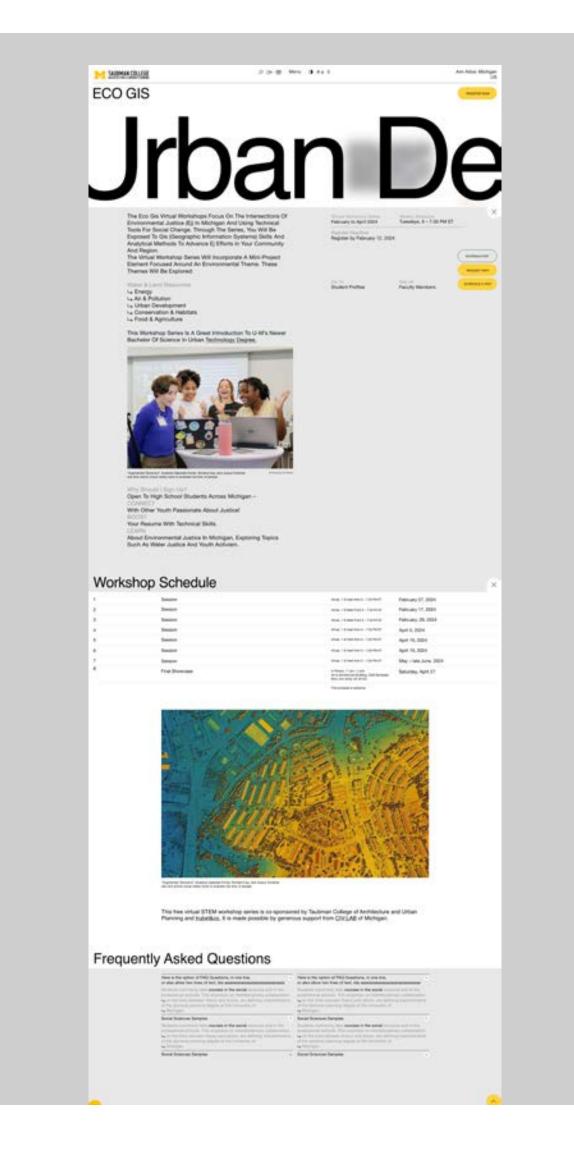


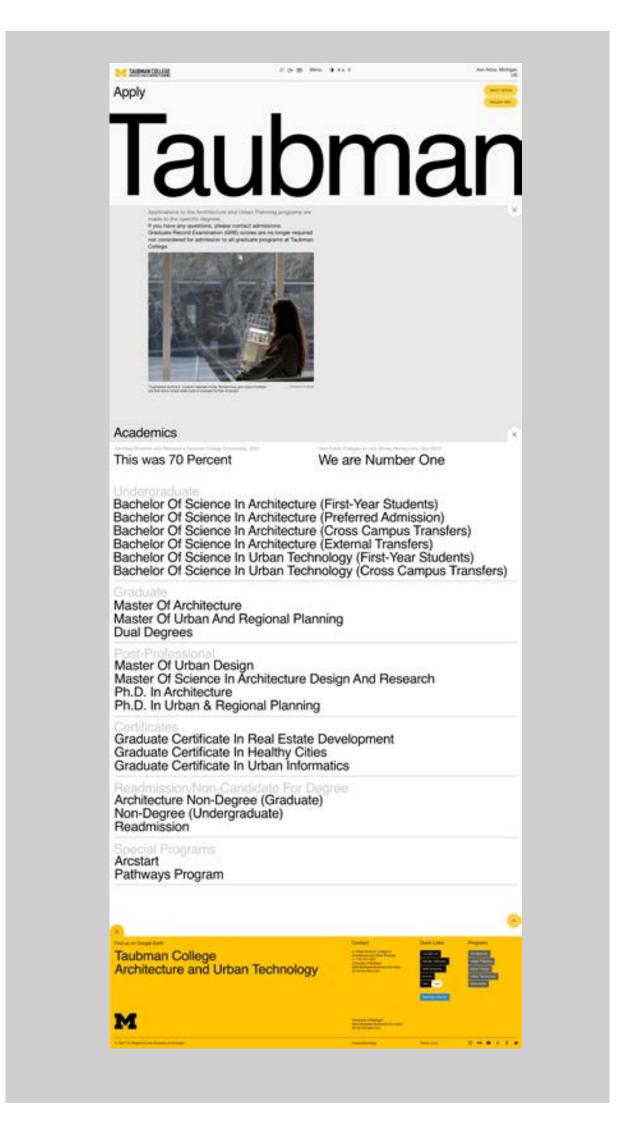
AcademicPage

### Academic Pages Template A



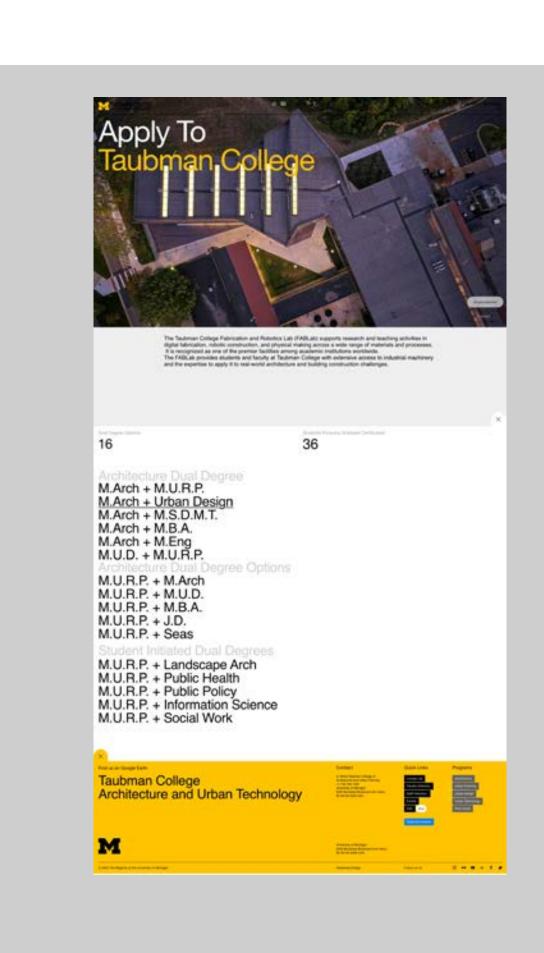


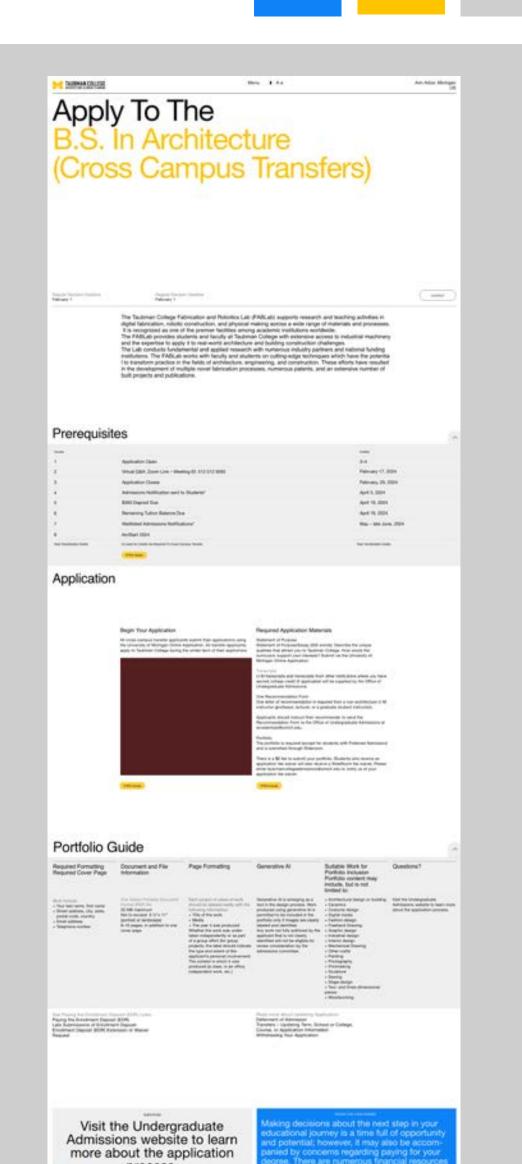


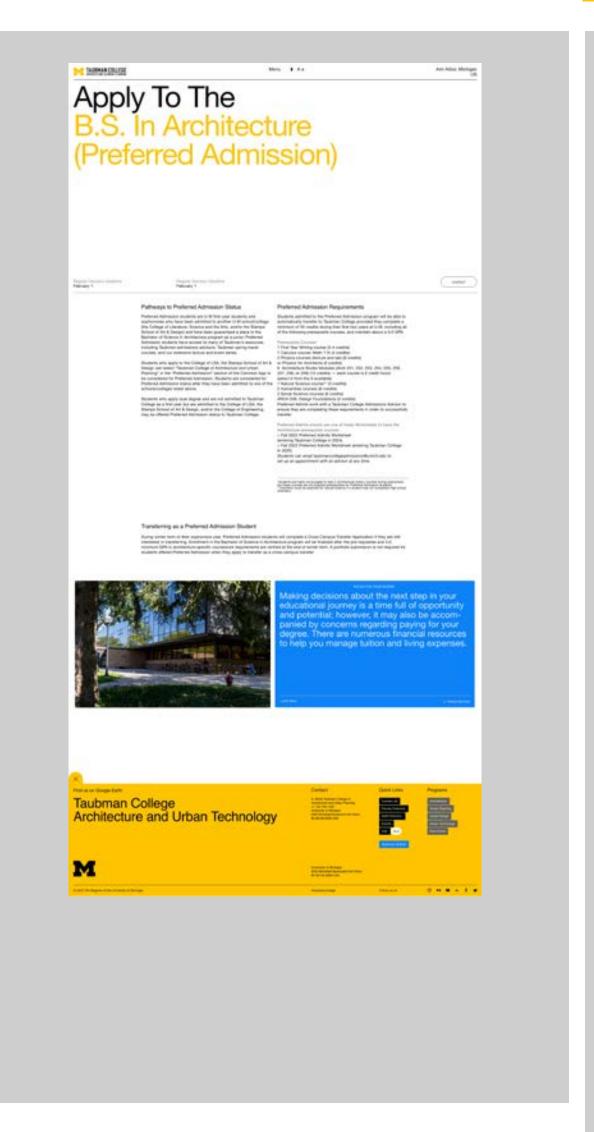


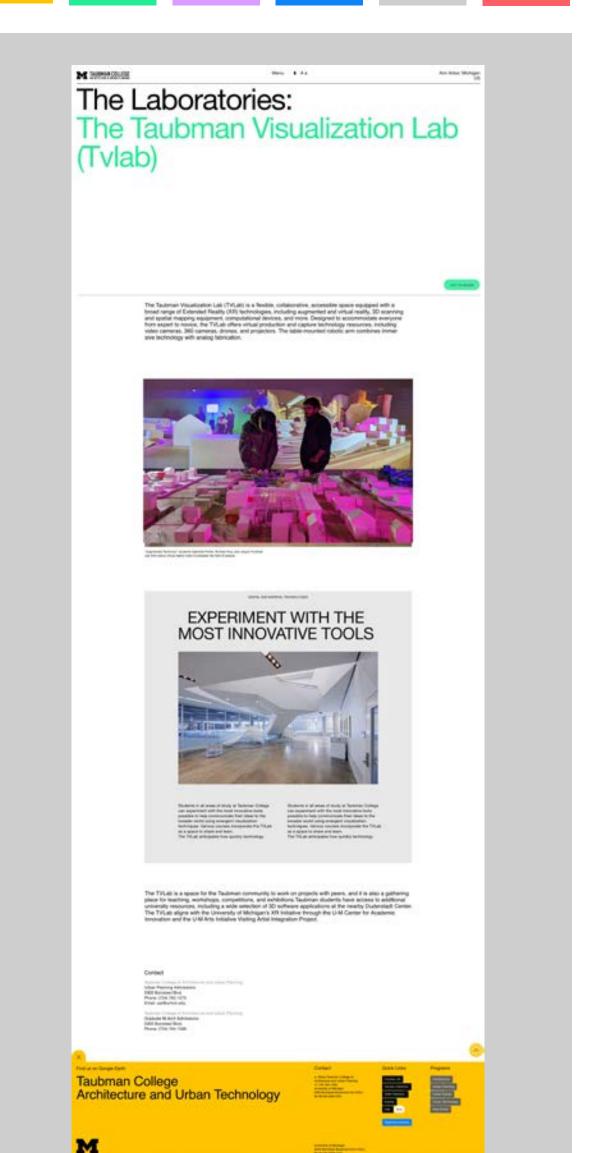
Apply Pages, Facility Pages









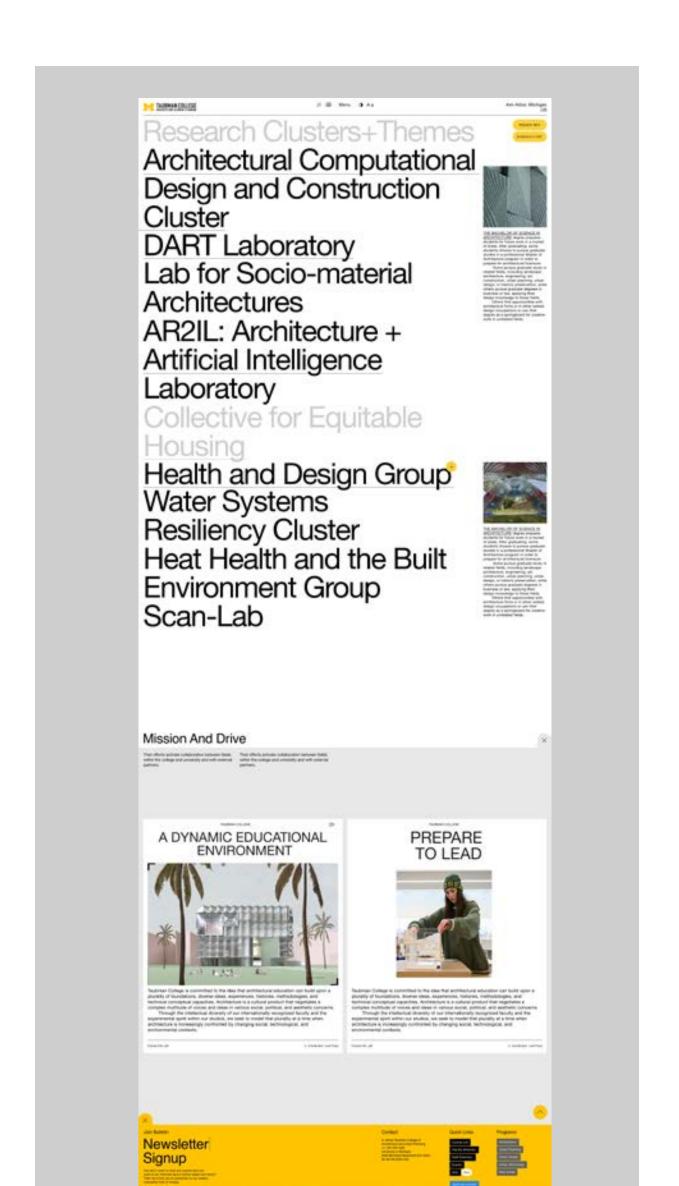


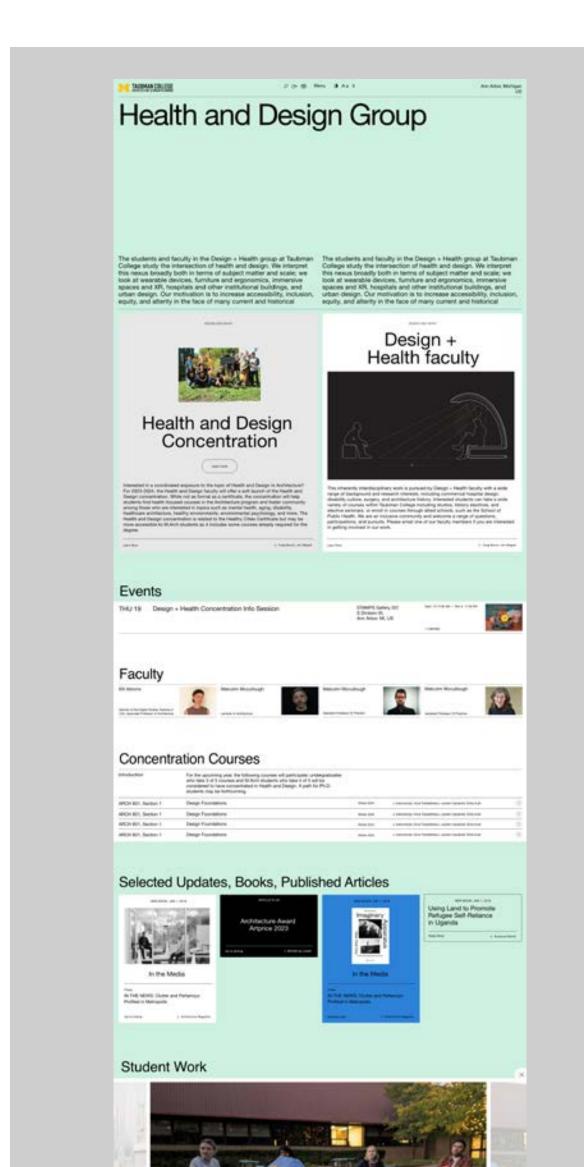
Program/Research Overview, Template D+E In Research its possible to use colored Background

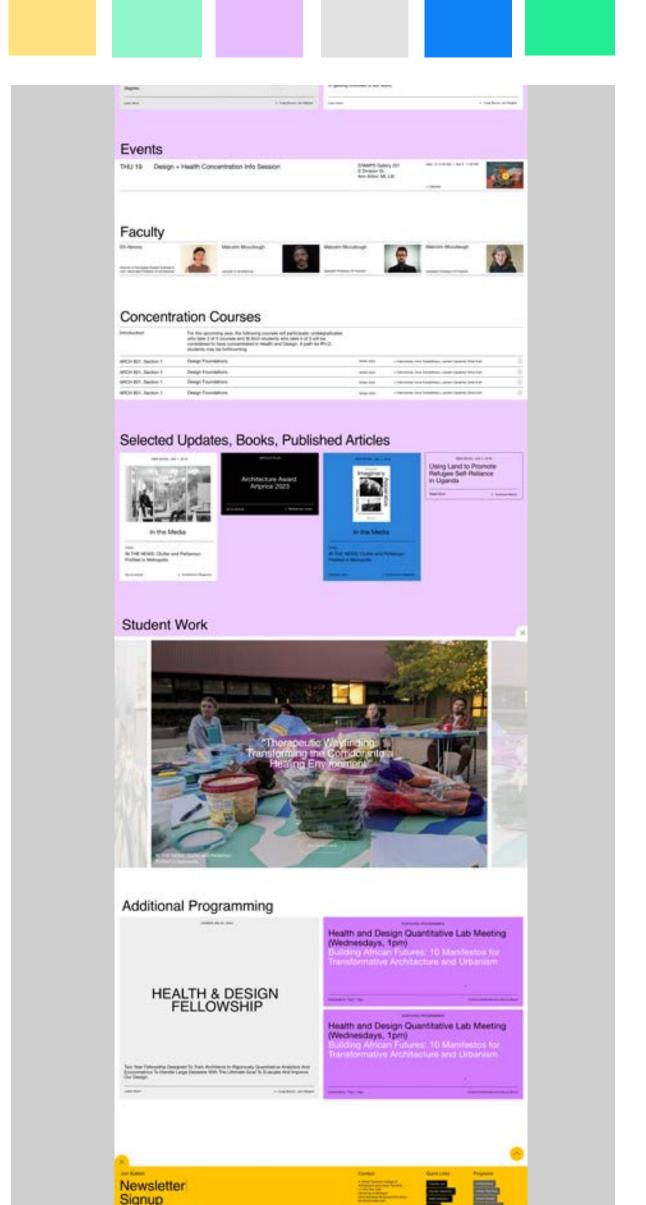
Program Overview Research Overview

Subpages in Research Filed are possible with colored backgrounds Header Area with Introtextline

Header Area with Longcopy in 2 Columns

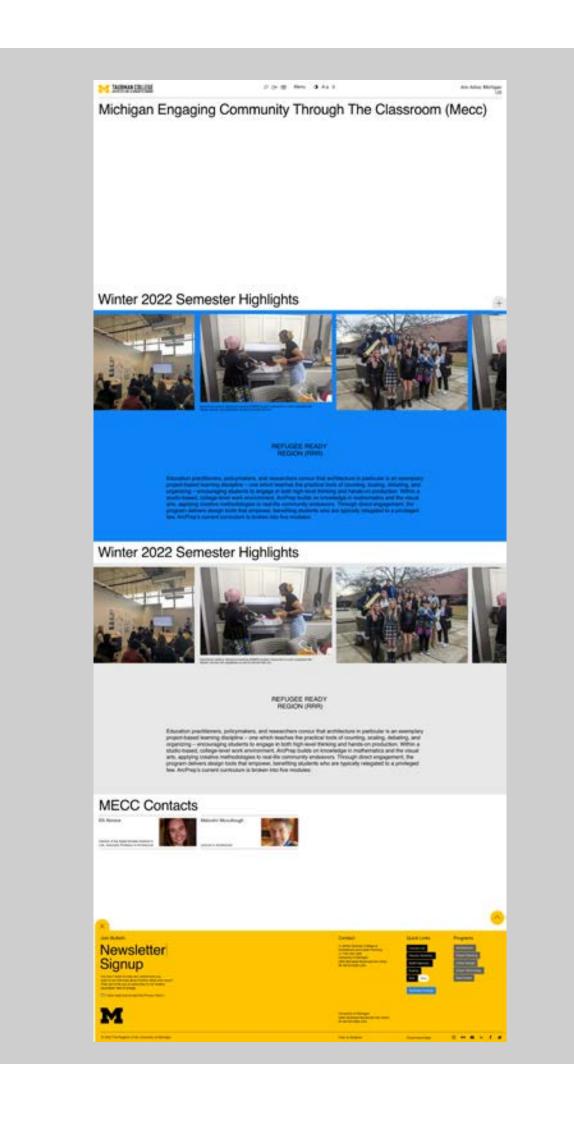






Students Groups, Picture Slider for Students Trips

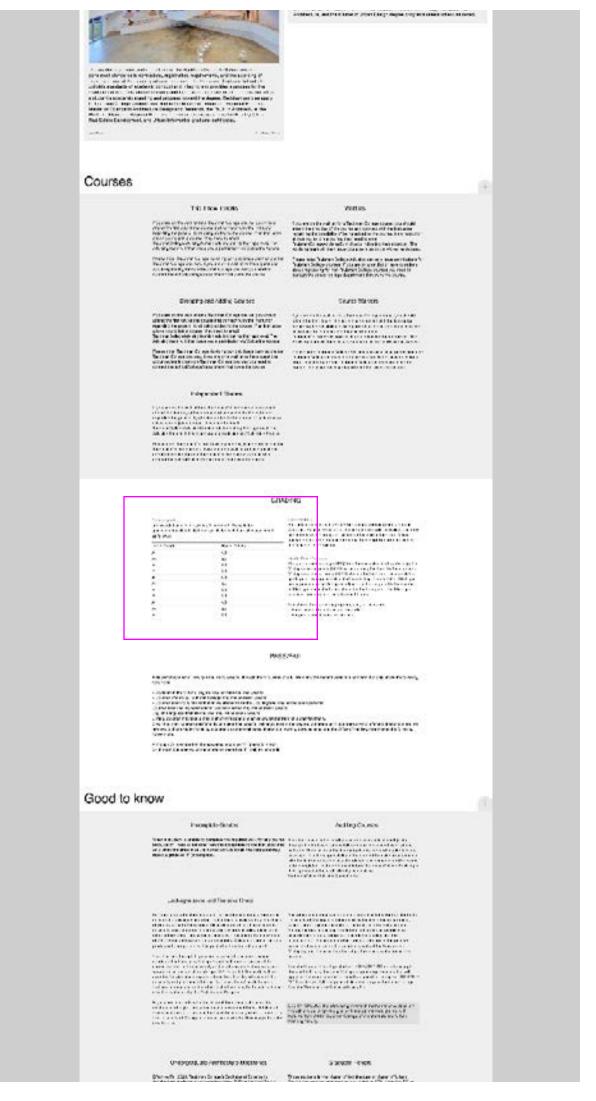


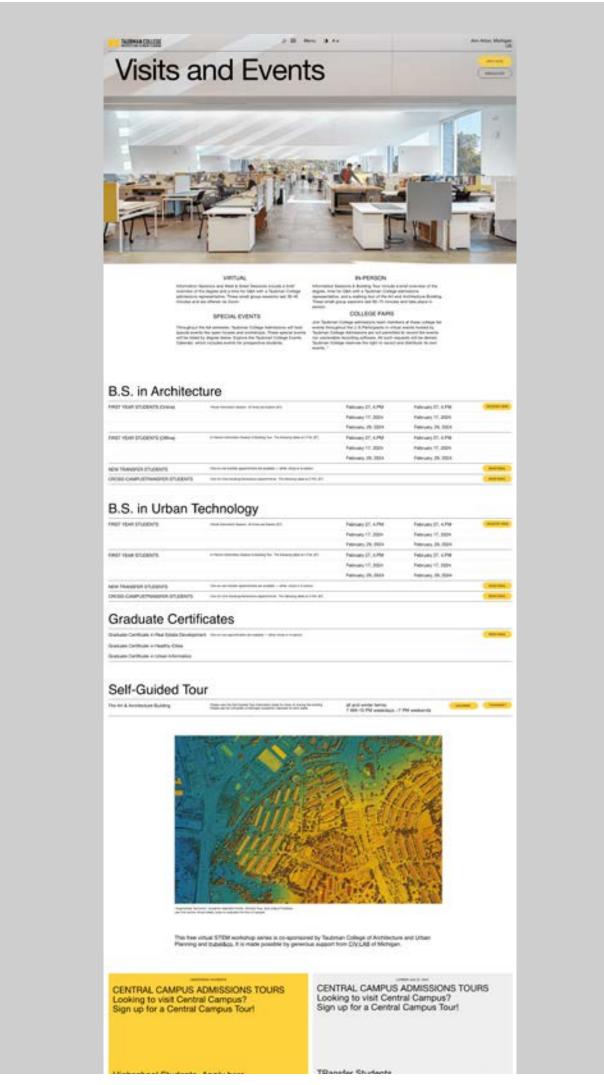


### Students Groups, Semester Trips Template F+G+H

List integration on Basic Pages Always Full width.

Expect is is a small list with two Columns.



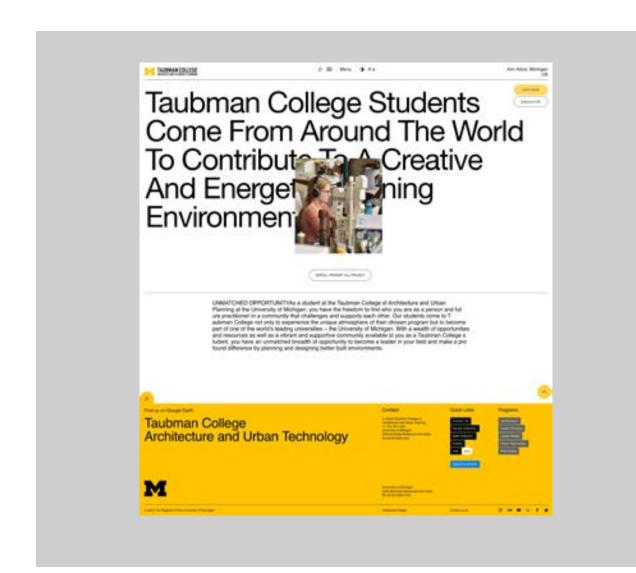


Landingpage, less content Research Overview Projects

### Students Groups, Semester Trips Template I+J+K

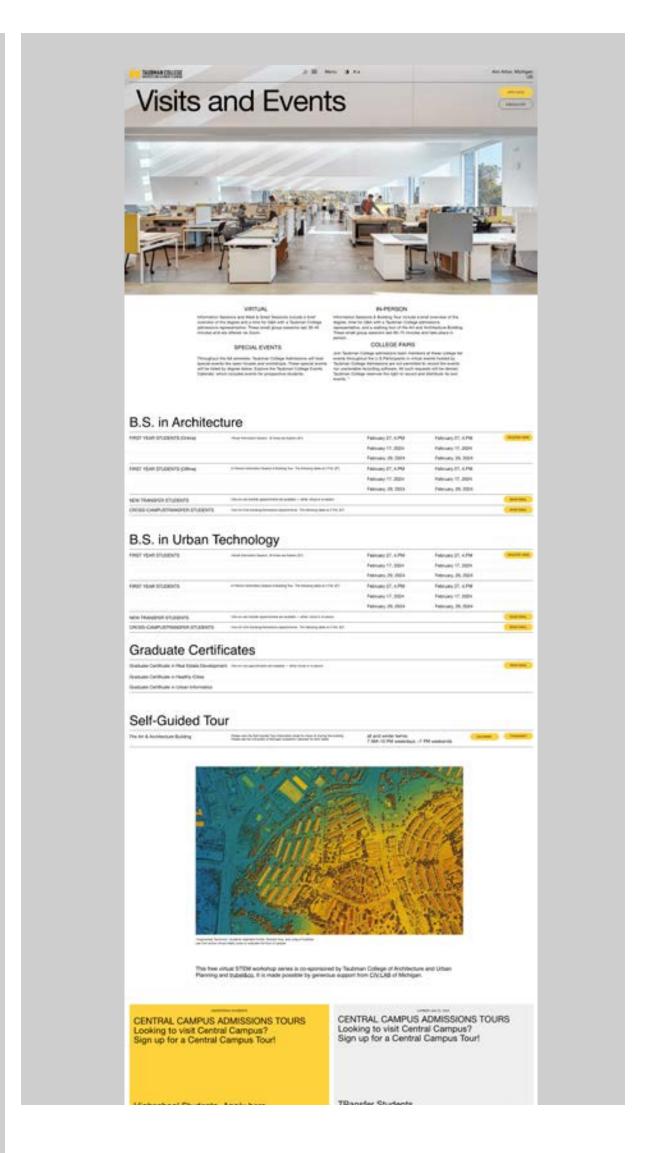
Initiatives

List integration on Basic Pages always full width.



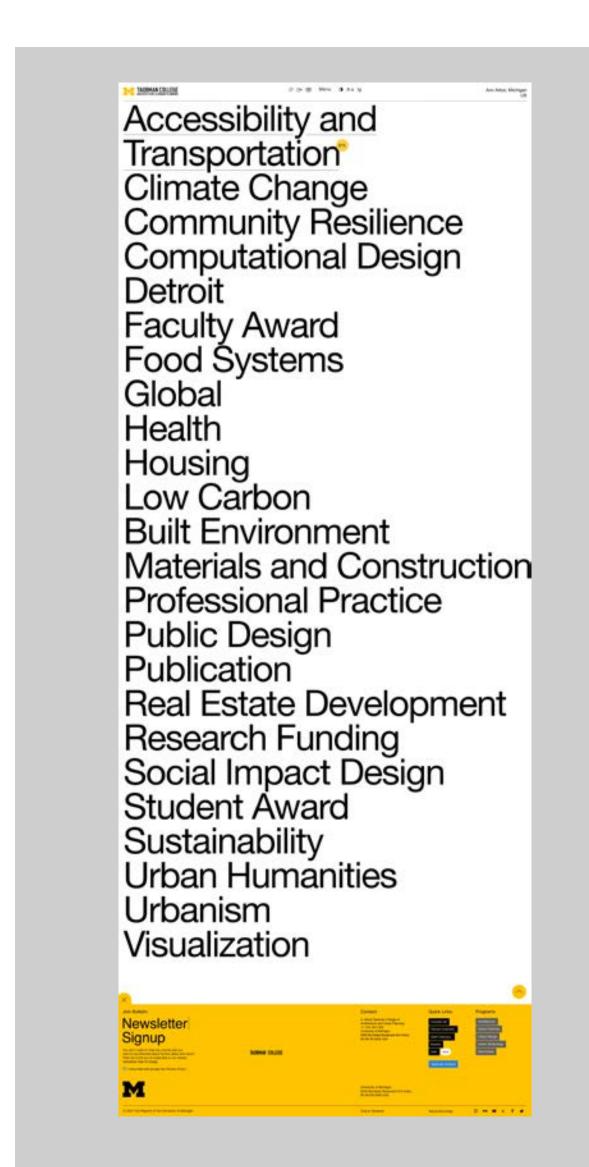


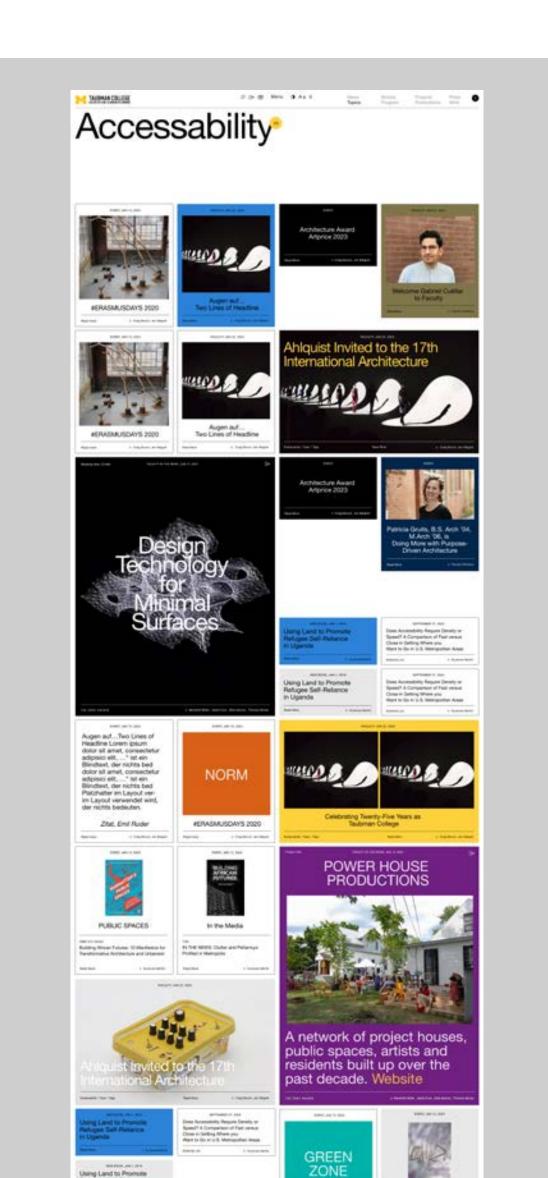


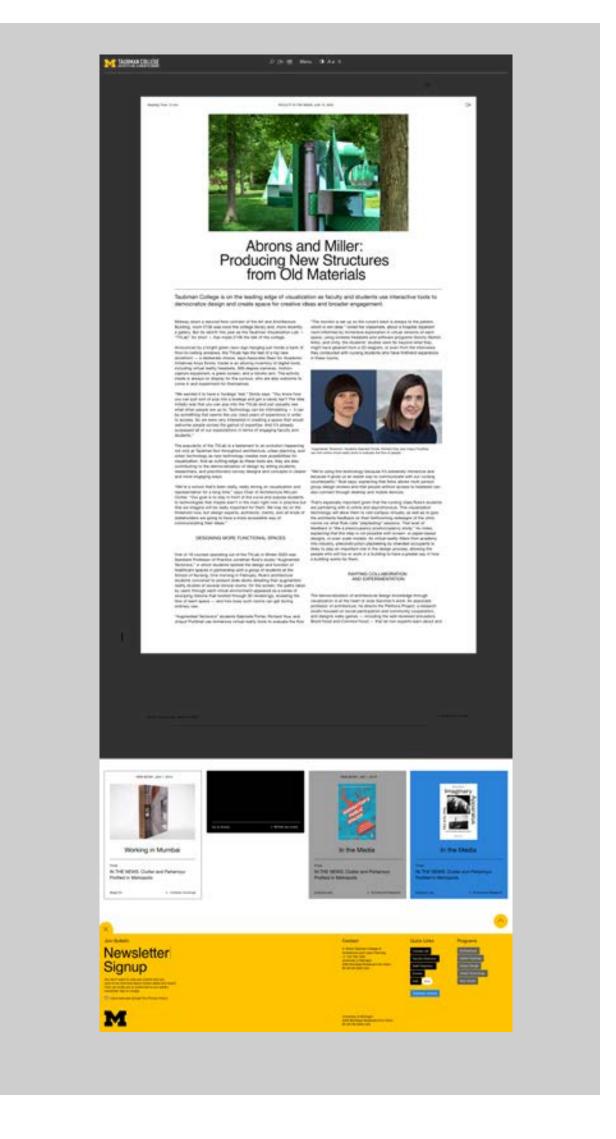


### News, Publications Template L+M+N

Topic Selection Selected Topic Page Newssubpage Publication Subpage





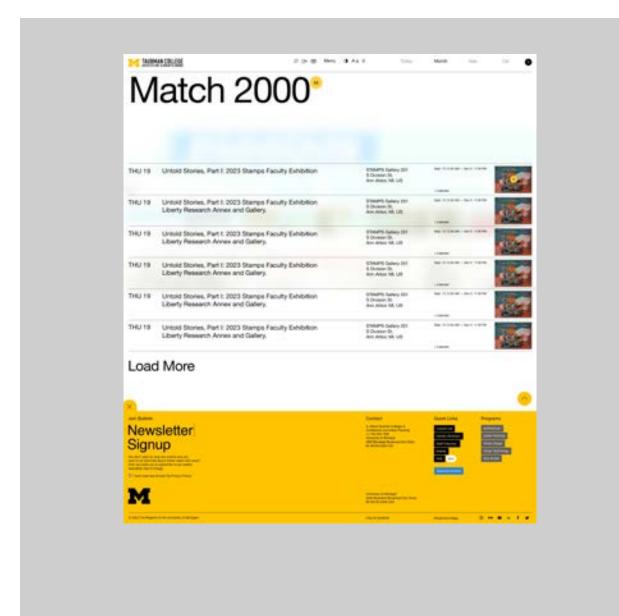


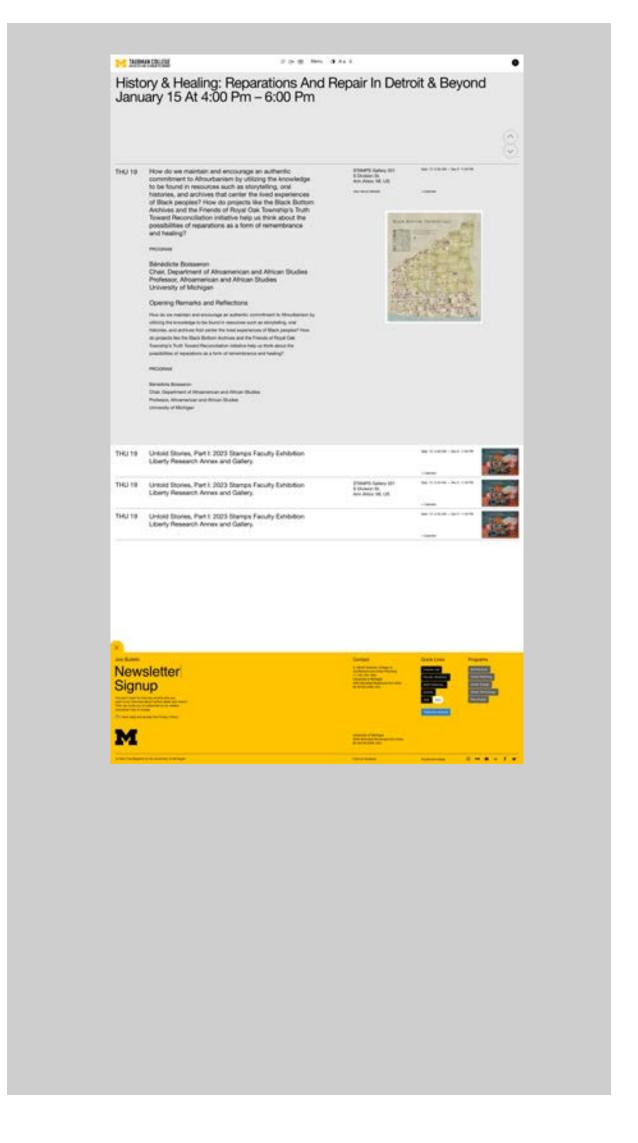


Events, Courses Template O+P+Q

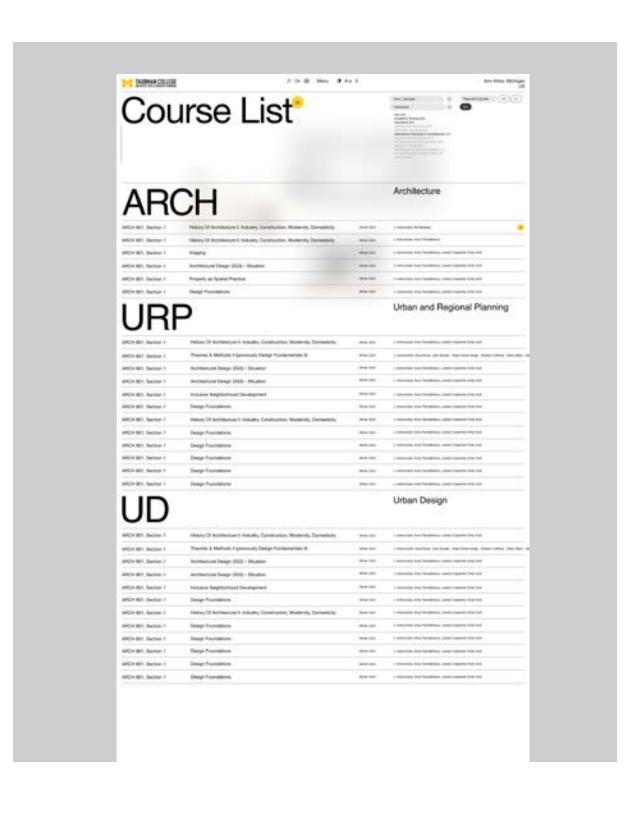
**Event Overview Page** 

Event Subpage





Courselist

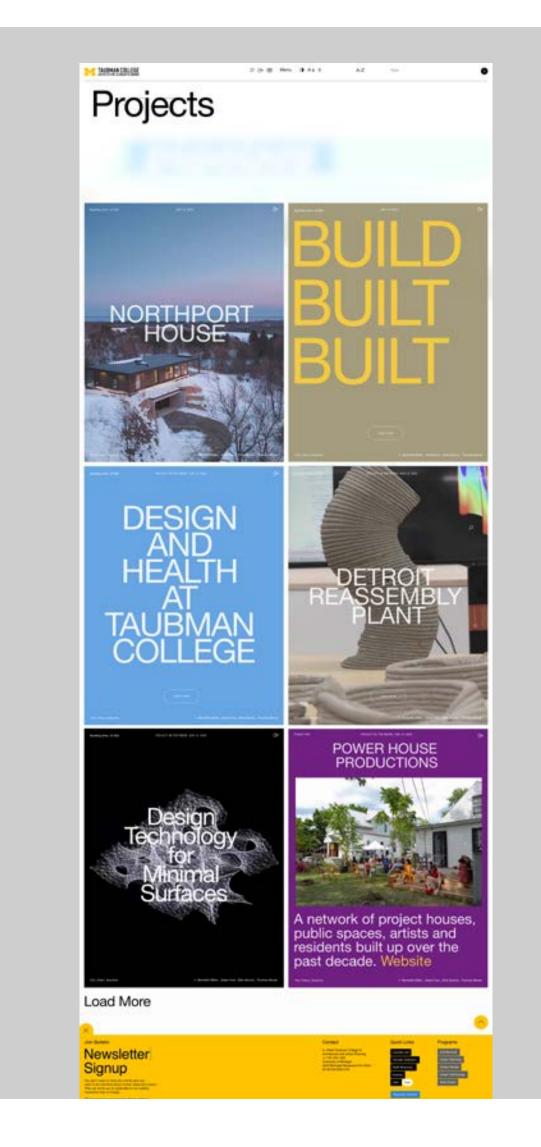


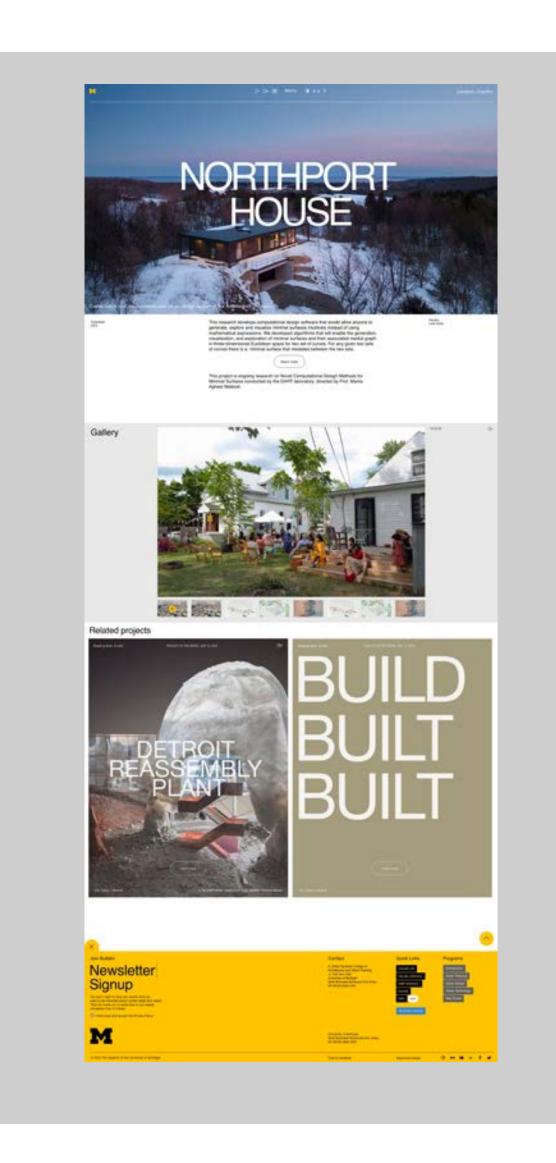
Program Overview Page

Subpage with Gallery

### Programs Template R+S

If on Subpages there are Picture with low quality or Pictures with graphical Content or Typography Content (Diagrams, Shemes) can be added into Longcopytext.

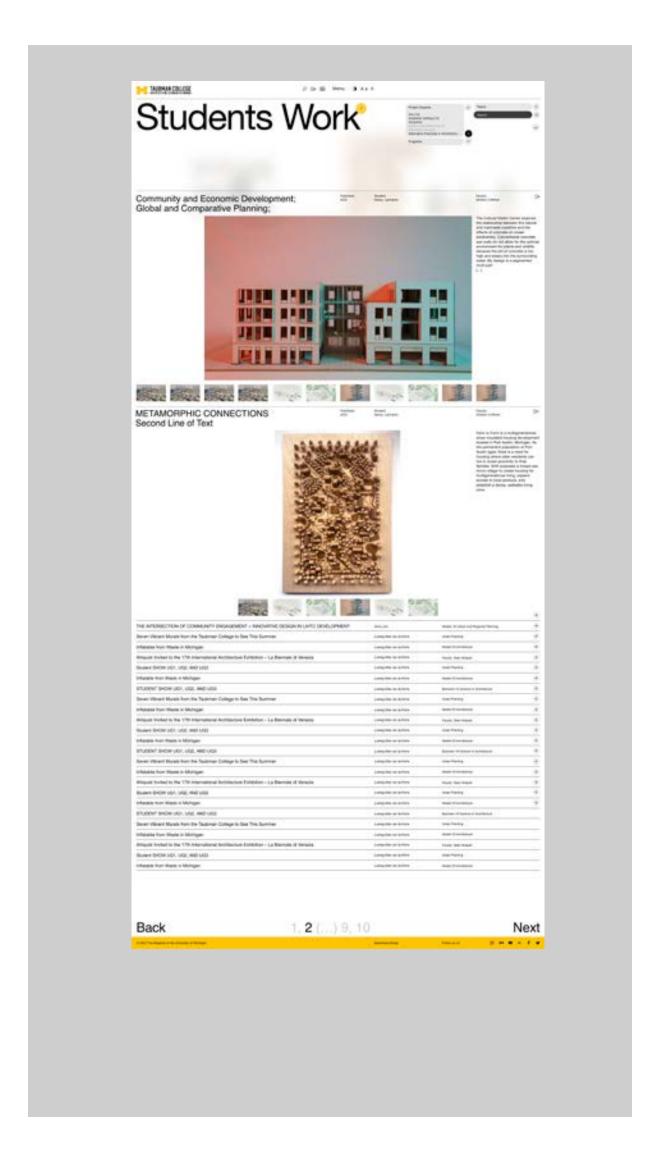








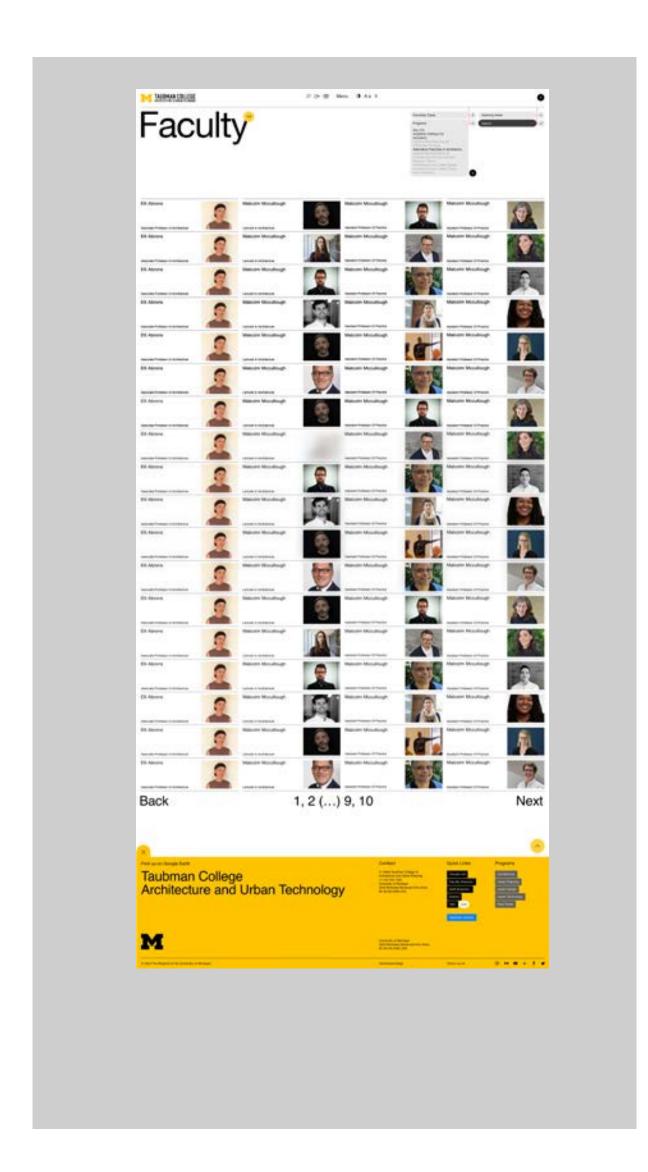
Student Work Overview Page

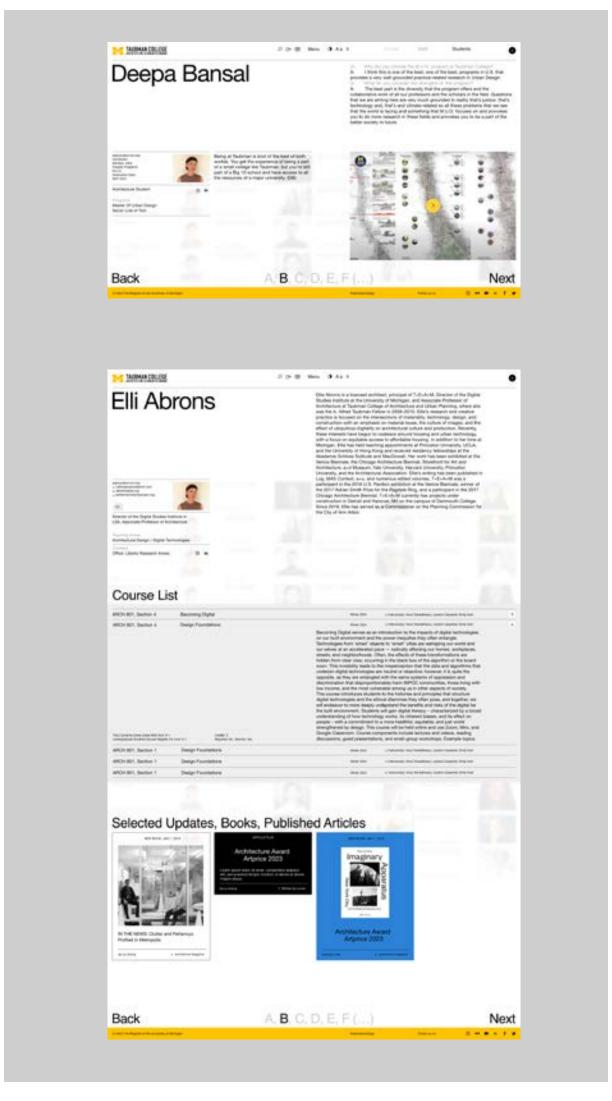


# Students Work, Students, Faculty Template T+U+V

People at Taubman, Students/Alumni/Faculty

It is possible to add Interviews, CV, Courses Selected Projects





# Travel Template W+X

Travel Opportunities
Please find here two options

Subpage Travel Programs

Please make sure, that the pages look more interesting. This can be done with Posters.

