

M TAUBMAN COLLEGE

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1.0 **Our Brand**

Overview

Taubman College

The mission of the Taubman College of Architecture and Urban Planning is to shape education and research in pursuit of a more beautiful, inclusive, sustainable, and just world. We foster a collaborative culture that is infused with energy, an experimental mindset, and interdisciplinary pursuits.

The Taubman College brand embodies a sophisticated, modern visual identity that reflects our leadership in architecture, urban planning, and the built environment. With a forward-thinking, design-focused aesthetic, we prioritize innovation, creativity, and collaboration in all visual and written communication. Our messaging highlights design expertise, student engagement, and a vibrant sense of community, demonstrating our dedication to excellence and our commitment to shaping environments — guided by people, place, and purpose in everything we do.

2.0 **Color Palette**

Taubman College

Overview

The Taubman College brand leverages vibrant colors and ample whitespace, allowing content and imagery to stand out. A secondary palette complements the signature University of Michigan colors of maize and blue, reinforcing a strong and recognizable brand identity. This color strategy establishes a distinctive, contemporary look that aligns with the aesthetics of a design-focused institution while clearly signaling our connection to the University of Michigan.

2.1 **Color Palette**
Primary, Secondary

Taubman College

Primary

MAIZE

MICHIGAN BLUE

BLUE

Secondary

LIGHT GREY

SKY

LILAC

GREY

MOSS

RED

WHITE

GREEN

PINK

BLACK

PETROL

Neutrals

BEIGE

LIGHT GREY

GREY

SWAMP LIGHT

SWAMP

Primary			Secondary	
<div>MAIZE #FFCB05</div> <div>MAIZE 0/18/100/0</div>	<div>BLUE #0E83F7</div> <div>BLUE 78/33/0/0</div>	<div>LIGHT GREY #EFEFEF</div> <div>LIGHT GREY 0/0/0/15</div>	<div>SKY #42C1FA</div> <div>SKY 65/3/0/0</div>	<div>LILAC #D27CFF</div> <div>LILAC 23/49/0/0</div>
<div>MICHIGAN BLUE #00274C</div> <div>MICHIGAN BLUE 100/60/0/60</div>		<div>GREY #CECECE</div> <div>GREY 0/0/0/30</div>	<div>MOSS #A5A521</div> <div>MOSS 26/0/76/28</div>	<div>RED #FC6066</div> <div>RED 0/75/48/0</div>
		<div>WHITE #FFFFFF 0/0/0/0</div> <div>BLACK #000000 0/0/0/100</div>	<div>GREEN #23EB96</div> <div>GREEN 64/0/71/0</div>	<div>PINK #FFB4B7</div> <div>PINK 0/34/20/0</div>
Neutrals			<div>PETROL #00B2A9</div> <div>PETROL 81/0/38/0</div>	
<div>BEIGE #FFF3CB</div> <div>BEIGE 1/1/29/0</div>	<div>LIGHT GREY #EFEFEF</div> <div>LIGHT GREY 0/0/0/15</div>	<div>SWAMP LIGHT #9C9475</div> <div>SWAMP LIGHT 28/31/48/13</div>		
	<div>GREY #CECECE</div> <div>GREY 0/0/0/30</div>	<div>SWAMP #80764B</div> <div>SWAMP 28/36/63/29</div>		

2.3 Color Palette

Text Color and Legibility

Taubman College

Below are recommended text and background color combinations (this applies to both Hex and CMYK) tested for contrast, which is essential for legibility. High contrast ensures that text stands out clearly and is easy to read, especially for people with visual impairments.

LTO = Large Text Only

<div>MAIZE</div> <div>BLACK</div> <div>MICHIGAN BLUE</div>	<div>BLUE</div> <div>WHITE (LTO)</div> <div>MICHIGAN BLUE (LTO)</div> <div>BLACK</div> <div>LIGHT GREY (LTO)</div> <div>BEIGE (LTO)</div>	<div>SKY</div> <div>BLACK</div> <div>MICHIGAN BLUE</div>
<div>MOSS</div> <div>BLACK</div> <div>MICHIGAN BLUE</div>	<div>GREEN</div> <div>BLACK</div> <div>MICHIGAN BLUE</div>	<div>PETROL</div> <div>BLACK</div> <div>MICHIGAN BLUE</div>
<div>LILAC</div> <div>BLACK</div> <div>MICHIGAN BLUE</div>	<div>RED</div> <div>WHITE (LTO)</div> <div>BLACK</div> <div>MICHIGAN BLUE</div>	<div>PINK</div> <div>BLACK</div> <div>MICHIGAN BLUE</div>
<div>BEIGE</div> <div>BLACK</div> <div>BLUE (LTO)</div> <div>MICHIGAN BLUE</div> <div>SWAMP (LTO)</div>	<div>LIGHT SWAMP</div> <div>WHITE (LTO)</div> <div>BLACK</div> <div>MICHIGAN BLUE</div>	<div>SWAMP</div> <div>WHITE</div> <div>MICHIGAN BLUE (LTO)</div> <div>BLACK</div> <div>LIGHT GREY (LTO)</div> <div>BEIGE (LTO)</div>
<div>LIGHT GREY</div> <div>BLACK</div> <div>BLUE (LTO)</div> <div>MICHIGAN BLUE</div> <div>SWAMP (LTO)</div>	<div>GREY</div> <div>BLACK</div> <div>MICHIGAN BLUE</div>	
<div>MICHIGAN BLUE</div> <div>WHITE</div> <div>MAIZE</div> <div>BLUE (LTO)</div> <div>SKY</div> <div>MOSS</div> <div>GREEN</div> <div>PETROL</div> <div>LILAC</div> <div>RED</div> <div>PINK</div> <div>BEIGE</div> <div>LIGHT SWAMP</div> <div>SWAMP (LTO)</div> <div>LIGHT GREY</div> <div>GREY</div>		
<div>WHITE</div> <div>BLACK</div> <div>RED (LTO)</div> <div>MICHIGAN BLUE</div> <div>BLUE (LTO)</div> <div>LIGHT SWAMP (LTO)</div> <div>SWAMP</div>		
<div>BLACK</div> <div>WHITE</div> <div>GREEN</div> <div>MAIZE</div> <div>BLUE</div> <div>SKY</div> <div>BEIGE</div> <div>LIGHT SWAMP</div> <div>SWAMP</div> <div>PINK</div> <div>GREY</div> <div>PETROL</div> <div>LILAC</div> <div>RED</div>		

3.0 **Typography**

Overview

Taubman College

Typography is a vital component of the Taubman College visual identity, supporting clear communication and a contemporary aesthetic. Helvetica Neue was selected for its readability, versatility, and modern appeal, reinforcing our forward-thinking and design-focused brand. Thoughtful use of typography helps our messaging stand out while maintaining a cohesive and sophisticated look that reflects the creative spirit of Taubman College.

Helvetica Neue LT Pro Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Use Roman for most instances, including headers, subheaders, body copy, and captions.

Helvetica Neue LT Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Use Bold only to empasize words or phrases, or to highlight a section header within body copy.

Example:

OVIT VENDUCIPIS SECUS ET HARUM EXCEPELIT
Omniende pedigenim qui omnisquo quas eos es utem quid quam as
esequi dolenda ereium harum facius utem quid quis ea num sandam nus
elia ex et volores temque reium venis doluptur as es as qui cus et, incit il
is aut quaecuptam harchil **issum as millecatio** mi, ut fugiant quam
eosanda mendia vellatia con nempos mi, cusantias derum dem facere
officid **eum que ducid** que voluptio omni acit quatur audae.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Apis Ilibus Ad Moluptatium Expla

Headline →

Subheader →

Nam, autem de sae volupta voluptature nim doloreiur?
Core nim sant repudic te di officip ienimint vel incte cusa

Body Copy →

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rum nis aut aliquam usamend estius simolup tatem.
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rehent ea venditiandae plaut eos consequatus si nul-
parum hillitat eaturerit et, con pelesci andistrum dolectae
eaquat latusap erciist dolecearum quis doluptatecti que
delis ellit quundunt.

Oluptate nobitat. Rovid quasit omnitib usciat omnit et
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tae voluptur, que optatquam vidistrum at debis maximen
dipicip itatur?

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rias rem quis adit, cor mincili genihil icimustio. Nam, vol-
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atem ad mi, verumquo volorat ibusdam con.

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nus, ulpa verio. Iditis ipis volor rehenienis eos volendus
aut pla voluptatur aut odicaborum intibusda nos eum res-
torem velignienis et evenemo il eaquia dipsand emporib.

Typography is bold, modern, and easy to read, featuring a hierarchy that guides users naturally from larger headlines to clear, concise body text.

3.4 **Typography** Tracking + Kerning

Taubman College

For InDesign Use:

Headline Title Case

Kerning = Optical
Tracking = 0

HEADLINE UPPERCASE

Kerning = Metrics
Tracking = 0

All other formatting (subheads, body copy, captions, etc.):

Kerning = Metrics
Tracking = 0

3.5 Typography
Fonts in Use

MASTER OF SCIENCE

DIGITAL AND MATERIAL
TECHNOLOGIES



Gitet laudem in expliquis aruntemperum quae
simusam quae re, cum qui conet eni od maio
commodis ea dolor si cone ligendam, nonsedi isime
invellant autam aut magnis ut dolenes tibusciis reiciti
doluptate ped unti reprovi derumet alicia dem
nonsequiati nectum vendissunte volum qui tecae
consed ma ni cusaperum quo qui beat.

Itamet invenimi, idipsus adit velias sam harum
haruntist et fuga. Luptas inus, sam quatis et res
excest, opta simusam, inum repe ea nim adiae.
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ut expereh enimillessit omnimus.

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luptas inus saepeliquat.

Voluptatur, qui occae vent explitatem in re et
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simetusam volupta tquamendunt ommoluptate
volores imusa cullaud isciduc iendis porerib usapiet
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faces ditium quia cor sinvent omnis re, ullum re,
conem escipsa ndelicilia dolumquate parciis



Open to the Public

Header Descriptor (Optional):
Helvetica Neue LT Pro Roman
Uppercase

Header:
Helvetica Neue LT Pro Roman
Uppercase or Title Case

Note:
*Header and Footer
Descriptors should
match in font size for
visual consistency.*

Body Copy:
Helvetica Neue LT Pro Roman
Title Case

Subheader (and callouts):
Helvetica Neue LT Pro Bold
Title Case

Footer Descriptor (Optional):
Helvetica Neue LT Pro Roman
Title Case

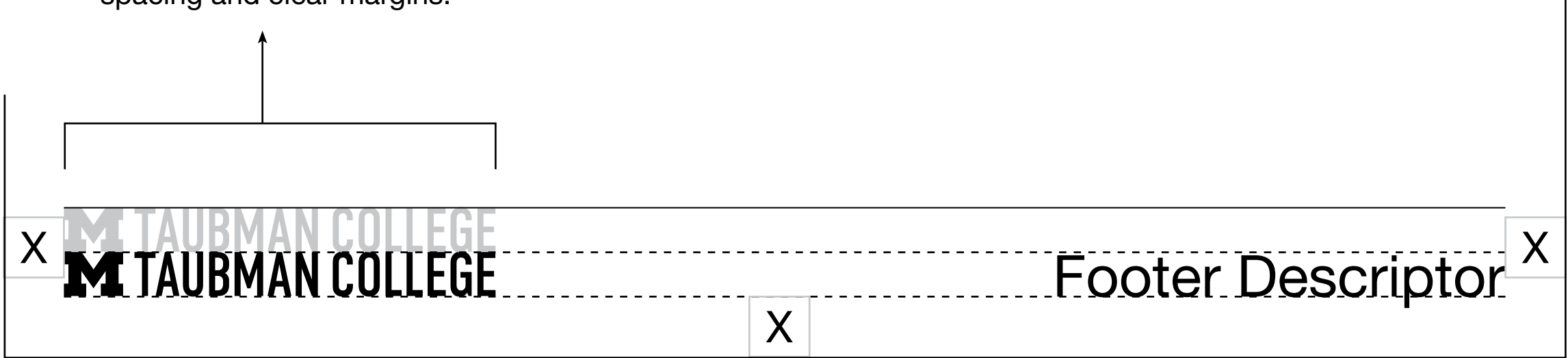
*The inclusion of a
header or footer is
optional. If a footer
is not used, a version
of the logo must be
included in the design.*

3.6 **Typography**
Headers + Footers

HEADER DESCRIPTOR

Header and Footer
Descriptors should
match in font size for
visual consistency.

A good rule of thumb is to use the logo about 20%-30%
of the page's width for placement, maintaining proportional
spacing and clear margins.



Line spacing from
the Taubman College
logo is the height of
the logo.

Margins are equal on
both sides and bottom
of the footer.

Footer Descriptor is slightly
smaller than the height of the
logo for visual balance.

3.7 **Typography**
Type Treatments

Taubman College

TAUBMAN COLLEGE

ARCHITECTURE & URBAN PLANNING

Menu

University of Michigan
Ann Arbor

Master of Architecture

REQUEST INFO

SCHEDULE VISIT

APPLY NOW

Architectu

Our Master of Architecture degree program is rooted in our legacy as one of the country's first and foremost architecture programs, but it is never static. Our program constantly evolves and looks toward the future by fostering architecture as a mode of inquiry and experimentation.

Application and Portfolio Deadline
January 6

Enrollment Deposit and Intent to Enroll Deadline
April 15

Meet our Faculty

See our Facilities

DEGREE INFO

PAY FOR YOUR DEGREE

TAUBMAN COLLEGE

ARCHITECTURE & URBAN PLANNING

Menu

University of Michigan
Ann Arbor

Events

Prev

Upcoming

Today

Next

August 2025

WED 27

Design Health Fall Welcome

August 27 5:00 PM – 6:00 PM

Calendar

September 2025

FRI 5

Water in Mexico City and Michigan

September 5

Calendar

FRI 12

Real Estate Conference 2025

Ross School of Business

September 12 9:00 AM – 5:30 PM

Calendar

IE-CON

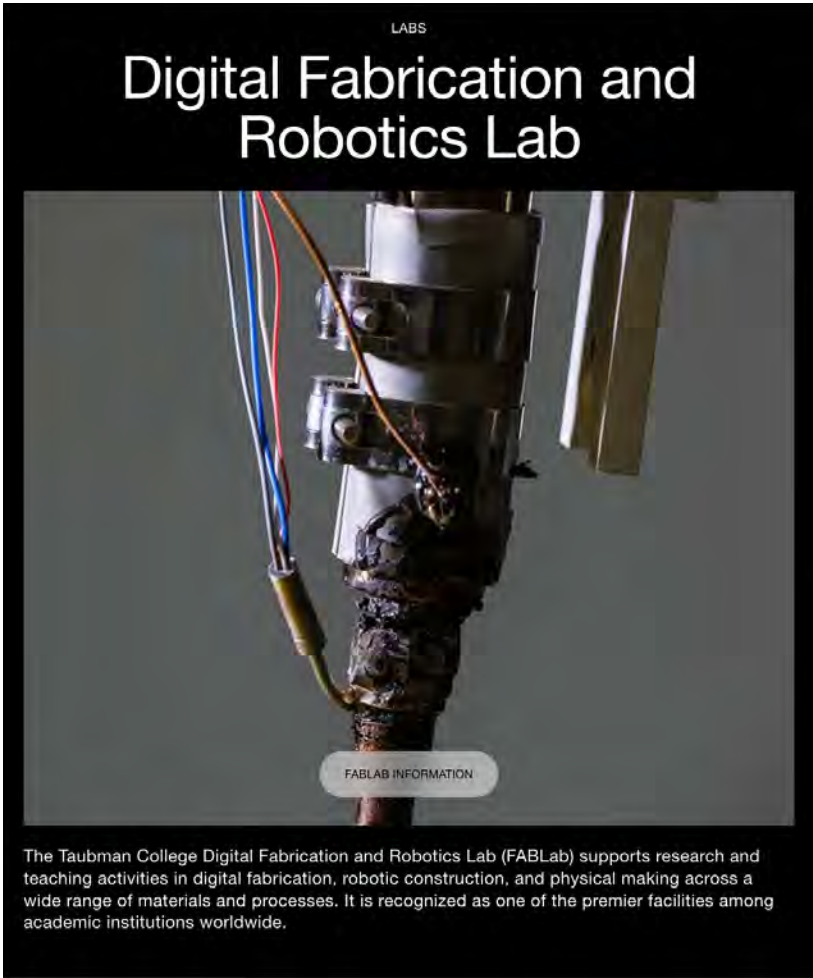
SA

TH

BA

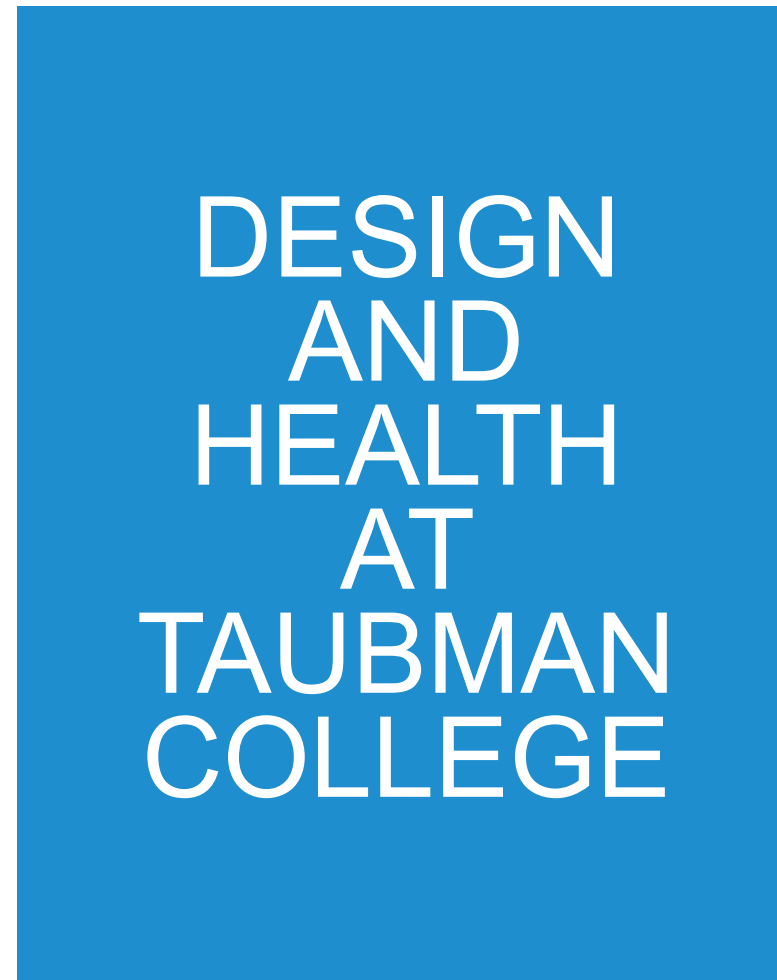
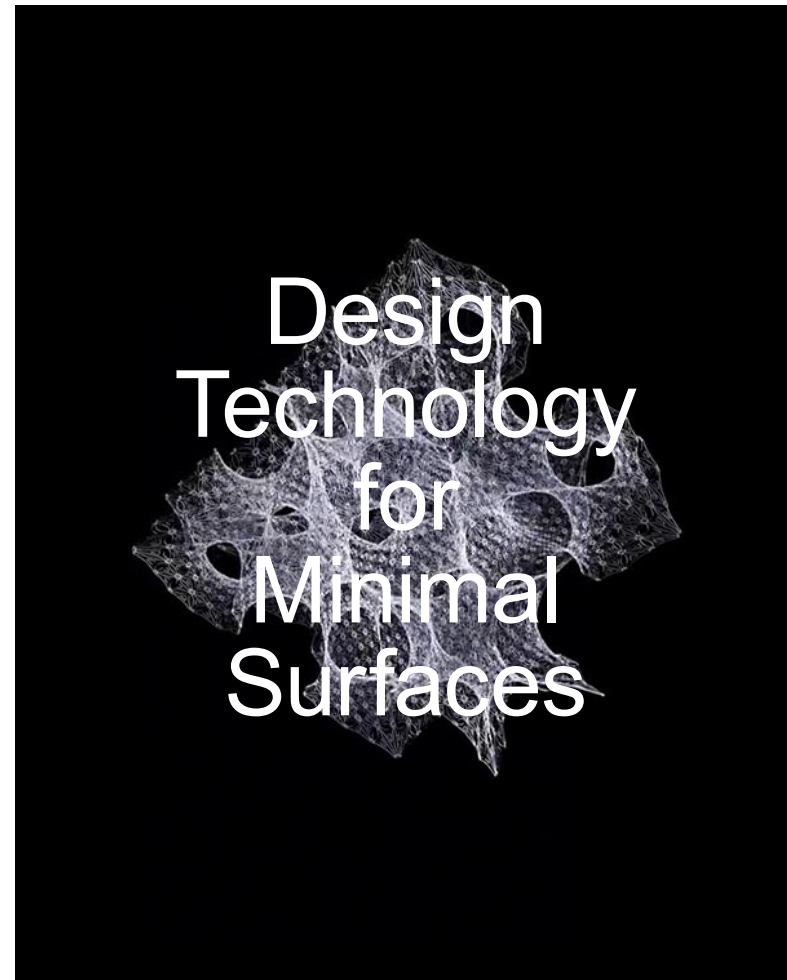
3.7 **Typography**
Type Treatments


Taubman College



3.8 **Typography** Type Treatments

Taubman College



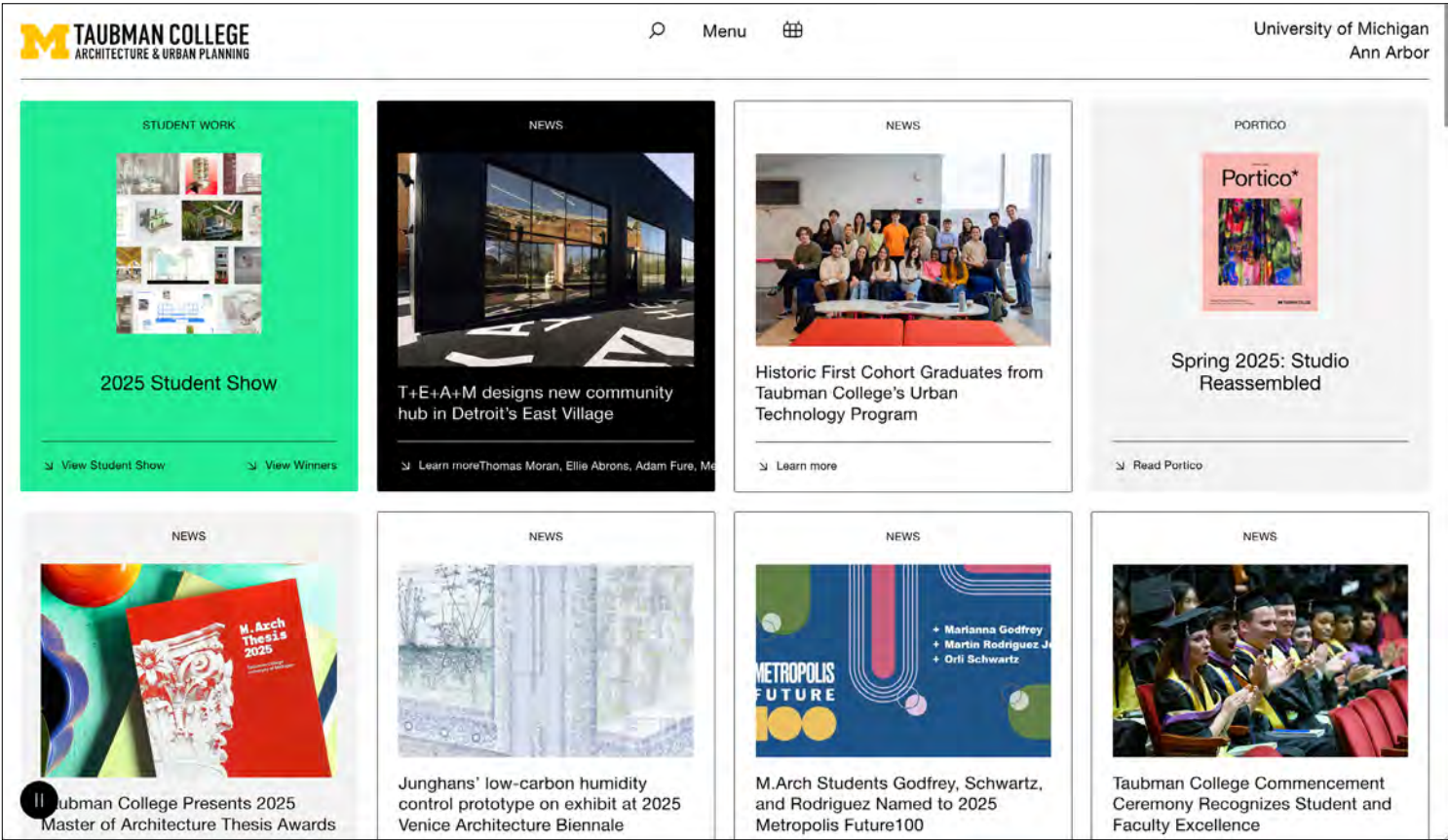
Headline Headline

Headline Headline

ne Headline Hea

4.0 Layout and Graphic Elements Overview

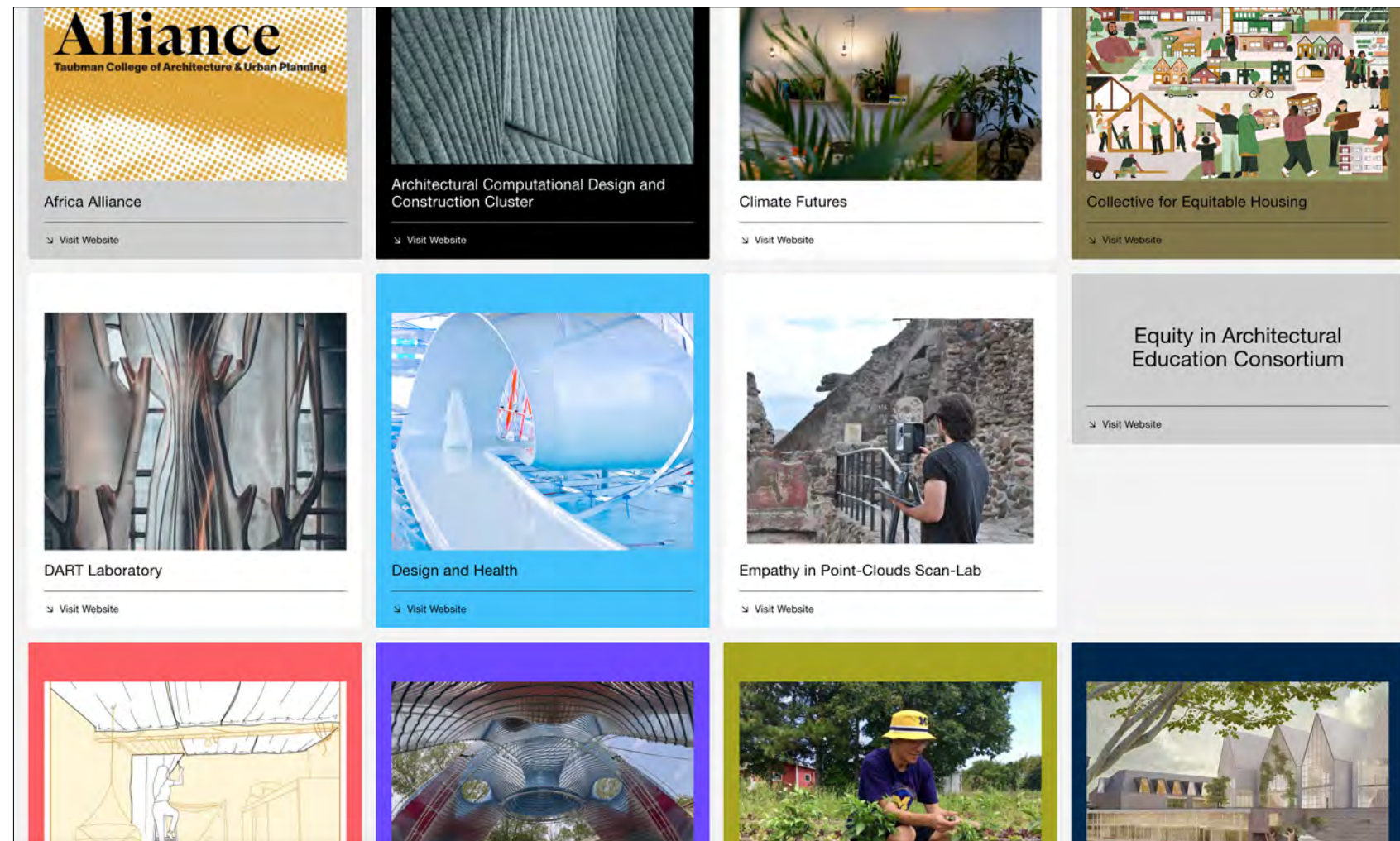
Taubman College layouts utilize balanced, grid-based designs and strong composition. Generous use of negative space establishes clear visual hierarchy and a visually engaging experience. Visual elements are thoughtfully arranged to prioritize content clarity and visual interest.



4.1 Layout and Graphic Elements

Color Blocks

Color blocks are a key visual element of the Taubman College brand, used to create structure, highlight content, and add visual interest across both digital and print materials. These fields of color help organize information, differentiate sections, and reinforce a sense of energy and modernity. Color blocks should be used thoughtfully, following the college's approved color palette, to support content hierarchy and enhance the overall clarity and sophistication of the design.



4.2 **Layout and Graphic Elements**
Lines

Lines are used to show direction, division, or emphasis.
Lines are thin and minimal to convey a clean, contemporary aesthetic. ***Note:*** *This also includes underlined text.*

Recommended Line Weights

<hr/>	1 pt
<hr/>	.5 pt
<hr/>	.25 pt

Headline

→

Headline

Default Underline

4.3 Layout and Graphic Elements

Arrows

Arrows are used to show direction, but they can also function as an ornamental graphic. They can appear at large and small sizes, and may be rotated at any 45-degree angle. Arrows can be used before or after text.



Arrow Size = X-Cap Height

5.0 Photography Overview

At Taubman College, photography is a standout element, with large, high-quality images that convey a sense of place, creativity, and engagement. The imagery often highlights students, faculty, projects, and the environment, supporting an authentic, human-centered brand story.

Our photography approach is organic, human-centered, and photojournalistic. Photos are often candid and captured in the moment, featuring scenes of hands-on work, collaboration, and experiential learning. Specific moments are orchestrated to capture a certain look or feel. Often, these include portraits or staged space reveals, which portray a friendly and inviting aesthetic. Most images are taken in natural light and edited with a lighter, slightly warmer tone.

It is important to note that architecture and urban planning have different approaches for authentically telling their stories. Architecture leans more into the process of making and visualization of work, while urban planning is more analytical, data-driven, and experiential, but still focuses on Taubman's collaborative, communal nature.

Our photography includes seven main categories: Architecture Process, Architecture Work, Urban Planning Process, Urban Planning Work, Portraits, Student Experience, and Building and Facilities.

5.1 Photography

Architecture Process

The photos in this category show how Taubman College's students, faculty, and staff work and learn, including shots of studios, reviews, pin-ups, discussions, and works in progress. It's best to show a mix of all of these to tell the full story. It's also important to use shots of both detailed moments and wide environments. A balanced selection of images will illustrate the full experience, including interactions between humans and interactions with materials and the work.



5.2 Photography

Architecture Work

To show student and faculty work in the Architecture Program, we must rely on more than just shots of finished models and renderings. A comprehensive selection of images includes shots of reviews, pin-ups, and discussions as well. Photos in this category should focus on the efforts of the process, but still portray all the human interactions that are part of it.



5.3 Photography

Urban Planning Process

For students, faculty, and staff in the Urban Planning Program, the process looks different from their architecture counterparts. To tell the urban planning story, look for photographs of studios, lectures, and discussions, as well as shots of urban planners in the community and surrounding cities. Images in this category should pay special attention to human interactions and interactions with how cities function.



5.4 Photography

Urban Planning Work

Photos of urban planning work are also very different from those in architecture. The work is more often a presentation of research than of a map or model. But note that it's also more than just the final presentation or research; it's the discussions and conversations that happen between peers.



5.5 Photography

Portraits

In this category, we take a few different directions depending on the subject and intended use. This can range from dramatic lighting to simple one-light or natural light setups. Our photography in general features a lot of action and information, so we aim to balance those images with cleaner studio portraits, when possible. These types of shots are ideal for alumni, faculty, and staff. It is best to capture these shots in spaces where the subject feels most comfortable, whether that is in the studio, their workspace, or outside on North Campus; their personality should shine through. Just make a note of the weather, lighting conditions, and backgrounds so the subject is well lit and has a subdued background. Subjects don't have to be making eye contact or even smiling, as long as they look like themselves.



5.6 Photography

Student Experience

The student experience is in the moments between the learning, presenting, and teaching. These are the moments that give a sense of place and can range from images around the college to events and symposia. Photographs of the student experience showcase what life is like as a student at Taubman College, the University of Michigan, and in Ann Arbor and surrounding cities.



5.7 Photography

Building and Facilities

We are fortunate to offer world-class facilities and building spaces for our community. Capturing the equipment, amenities, and resources in locations such as the FABLab, TVLab, Studio Reassembled, and Liberty Research Annex is key to showcasing what students and faculty can experience at Taubman College.



6.0 Examples

Public Programming Posters

TAUBMAN COLLEGE
ARCHITECTURE & URBAN PLANNING

FALL
2024

Lecture
Jimenez Lai
Bureau Spectacular
September 23

Lecture
Dilip da Cunha
Mathur / Da Cunha
GSAPP / Columbia University
November 13

Lecture
Peggy Deamer
Yale
September 30

Lecture
Axel Timm
raumlaborberlin
November 4

Lecture
Aleksandra Jaeschke
University of Texas at Austin
October 7

Forum
Mayors' Forum
November

Lecture
Ivi Diamantopoulou + Jaffer Kolb
New Affiliates
October 28

Book Talk
Megan Kimble
Author, *City Limits*
September 16

Lecture
Parijat Chakrabarti
Erb Institute for Global Sustainable Enterprise, U-M
November 19

Symposium
October 17-18
Climate Futures
Exhibition & Gallery Talks
October 25

Events are
free and open to
the public

Correa Lecture
Eyal Weizman
Forensic Architecture
November 18

Book Talk
Meng Yan
Author, *Urban Village Coexistence*
October 10

Dinkeloo Lecture
Bjarke Ingels
BIG - Bjarke Ingels Group
November 1

Taubman College Fall Event Supporters include the John Dinkeloo Memorial Lecture Fund, the Charles Correa International Lecture Fund, and Taubman College Public Programming Funds.

For locations and more details, visit: taubmancollege.umich.edu

TAUBMAN COLLEGE
ARCHITECTURE & URBAN PLANNING

WINTER
2025

Johe Architecture Program Lecture Series "IMAGINARIES"
Tulay Atak
RPI / Pratt
January 27

Johe Architecture Program Lecture Series "IMAGINARIES"
Anna Neimark and Andrew Atwood
First Office
February 3

Exhibition
Fellows Exhibition
March 14 - April 4

Exhibition
2025 Student Show
March 28 - April 4

Exhibition
Thesis Exhibition
May 2 - August 28

Ongoing Exhibitions
Architecture Student Research Grant
Through August 15
Climate Futures
Through August 28

Climate Futures: Workshop
Workshopping Michigan Climate Futures
February 7

Climate Futures: Lecture + Workshop
Plants are Technology for Planetary Intelligence
February 11

Johe Architecture Program Lecture Series "IMAGINARIES"
Christian Hart Nakarado
Wesleyan University
February 17

Kelbaugh Lecture
Ellen Dunham-Jones
Georgia Institute of Technology
February 20

Johe Architecture Program Lecture Series "IMAGINARIES"
David Gamble
MIT/Gamble Associates
February 24

Symposium
FA(AI)Q
Panels of invited guests answer pressing questions from the Taubman community about AI and its impacts on architecture, urban planning, urban tech, and urban design
March 14

Johe Architecture Program Lecture Series "IMAGINARIES"
Anda & Jenny French
French 2D
March 17

Colloquium
Land, Deed, and Debt: University Campuses in West Africa
March 27

Johe Architecture Program Lecture Series "IMAGINARIES"
Pascale Sablan
Adjaye Associates
March 31

Johe Architecture Program Lecture Series "IMAGINARIES"
Carlos Bedoya
Productora
April 3

Events are
free and open
to the public

Taubman College Winter Event Supporters include the Douglas Kelbaugh and Kathleen Nolan Endowed Fund and the Herbert W. and Susan Johe Lecture and Exhibition Fund.

For locations and more details, visit: taubmancollege.umich.edu

6.1 Examples

Lecture – Posters + Social

DINKELOO LECTURE

Bjarke Ingels



Friday, November 1, 2024

A. Alfred Taubman Wing Commons

4:00 PM

“Plan for Planet”

“Architecture is the art and science of continually refurbishing the surface of our planet so it better fits the way we want to live, work and play.” — Bjarke Ingels

This memorial lecture was established to recognize John Dinkeloo’s extraordinary contributions to architecture and commemorate excellence in architectural design. This annual lecture celebrates those designers whose work combines design excellence with structural ingenuity.




M TAUBMAN COLLEGE

Open to the Public

NOVEMBER 1

Bjarke Ingels



M TAUBMAN COLLEGE

Dinkeloo Lecture

NOVEMBER 1

Bjarke Ingels




M TAUBMAN COLLEGE

Dinkeloo Lecture



6.2 Examples

Symposium Posters



SYMPOSIUM

Climate Futures

October 17-18, 2024

A. Alfred Taubman Wing Commons
Taubman College of Architecture and Urban Planning
2000 Bonisteel Blvd, Ann Arbor, MI

Across two days of moderated presentation panels, speakers will show how urban planners, designers, technologists and architects help to reduce emissions, promote resilience, and improve equitable access to healthy and vital built environments. Symposium sessions will challenge the assumptions, interests, practices, and values shaping the current landscape of climate action, and they will open space for inclusive and collaborative imagining of new possibilities.



The event launches a new Climate Futures platform through which Taubman College aims to elevate our impact in discovery and education for climate action, sustainability, and environmental justice. By supporting students, faculty, staff, and partners in research and creative practice, teaching and learning, outreach and engagement, we aim to partner across and beyond the university to achieve inclusive, vibrant, and just futures.

THURSDAY, OCTOBER 17, 2024

9:15 AM - 9:30 AM	Welcome Remarks by Jen Maigret
9:30 AM - 10:45 AM	Art, Design, and Critical Digital [Int]el[ig]ences
11:00 AM - 12:15 PM	Degrowth and Design for a Better Future Within Limits
12:30 PM - 1:30 PM	LUNCH BREAK
1:30 PM - 1:45 PM	Welcome Remarks by Anya Sirota
1:45 PM - 3:00 PM	Climate Resilient Communities
3:15 PM - 4:30 PM	[Material Methods for] Climate Conscious Construction
4:45 PM - 5:30 PM	Closing Remarks by Lydia Kallipoliti
6:30 PM - 8:30 PM	Climate Futures Exhibition OPENING RECEPTION

FRIDAY, OCTOBER 18, 2024

9:15 AM - 9:30 AM	Welcome Remarks by Antje Steinmüller
9:30 AM - 10:45 AM	Michigan Climate Futures
11:00 AM - 12:15 PM	Transforming Built Environments in Community
12:30 PM - 1:30 PM	LUNCH BREAK
1:45 PM - 2:30 PM	Training to Shape Future Communities
2:45 PM - 4:00 PM	Universities as Engines of Transformation
4:15 PM - 4:30 PM	Closing Remarks by Dean Jonathan Massey



TAUBMAN COLLEGE

UNIVERSITY OF MICHIGAN

COLLEGE OF ENGINEERING

COLLEGE OF HUMAN DEVELOPMENT

COLLEGE OF NURSING

COLLEGE OF OSTEOPATHIC MEDICINE

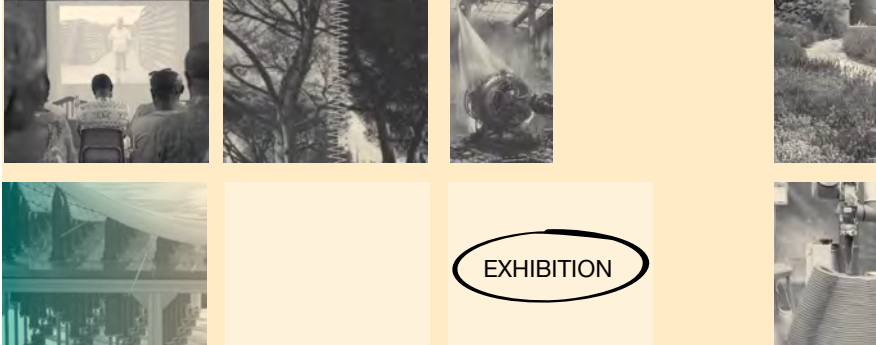
COLLEGE OF PHARMACY

COLLEGE OF PUBLIC HEALTH

COLLEGE OF SOCIAL WORK

COLLEGE OF THE ENVIRONMENT

COLLEGE OF THE ARTS



EXHIBITION

Climate Futures

October 17, 2024 - Spring 2025

Taubman College Liberty Annex Gallery
305 W Liberty St, Ann Arbor, MI

THURSDAY, OCTOBER 17, 2024

Opening Reception 6:30 PM

FRIDAY, OCTOBER 25, 2024



Public Gallery Hours 9:00 AM - 12:00 PM
Gallery Talk 10:15 AM

Climate Futures brings together design and research projects by the faculty at the University of Michigan's Taubman College of Architecture and Urban Planning. The exhibition features a range of works that engage climate change and sustainability: from rethinking material practices, to overlooked ways of living, to the proposition of new narratives for climate action. Collectively, these projects probe our current state, urging us to imagine different possibilities for existence, building, and cohabitation in the future.

Exhibition Curation and Design: Strat Coffman

FACULTY EXHIBITORS

Zain AbuSeir	Athar Mufreh
Mania Aghaei Melbodi	Upali Nanda
Maria Arquero de Alarcón	Catie Newell
Ryan Ball	Richard Norton
Craig Borum	Tsz Yan Ng
Gabriel Cuellar	Charlie O'Geen
Collin Garnett	Ana Paula Pimentel Walker
Gabriel Harp	Neal Robinson
Rachael Henry	Mireille Roddier
Andrew Henschler	Jonathan Rule
Chris Humphrey	Ishan Pal Singh
Lars Junghans	Anyia Sirota
Jong-Jin Kim	Lukasz Stanek
Jen Maigret	Jono Sturt
Steven Mankouche	Geoffrey Thün
Wes McGee	Mohsen Vastandoost
Meredith Miller	Kathy Velikov
Thomas Moran	Peter von Bülow
Ana Morcillo Pallares	Glenn Wilcox



TAUBMAN COLLEGE

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COLLEGE OF NURSING

COLLEGE OF OSTEOPATHIC MEDICINE

COLLEGE OF PHARMACY

COLLEGE OF PUBLIC HEALTH

COLLEGE OF SOCIAL WORK

COLLEGE OF THE ENVIRONMENT

COLLEGE OF THE ARTS

6.3 Examples
College Posters

TAUBMAN COLLEGE FACULTY,
STUDENTS, AND STAFF:

Do You Want To ...

+ PROMOTE an event?

+ SCHEDULE an appointment with a career advisor?

+ SHARE news about your work?

+ DOWNLOAD Taubman College logos or templates for PowerPoints, posters, and more?

+ UPDATE your faculty bio?


+ LEARN MORE about specific Taubman College policies and procedures?


+ LOCATE information on research guidelines, funding, and proposals?

+ GET remote access to the same software offered on Campus Computing Sites machines?

Visit the Taubman College Intranet.

Find resources, answers to these questions, and more: intranet.tcaup.umich.edu





 TAUBMAN COLLEGE

University of Michigan

Our Shared Values

You and all of the things that make up your unique identity are welcome in our vibrant community of students, faculty, and staff. Combining our intellectual curiosity and areas of expertise allows Taubman College to create a place full of possibilities — for students to learn and experiment, for faculty to conduct research/creative practice and share knowledge, and for staff to contribute expertise and advance careers. We are a respectful, supportive and positive community where individuals can build meaningful and lasting connections with one another. We are at our very best when we acknowledge that we all have something valuable to contribute and work together towards common goals as equal partners.

View our complete Shared Values web page: 

 TAUBMAN COLLEGE

University of Michigan

Let's Get Social.



Instagram
@umich.taubmancollege

 taubmancollege.umich.edu/

 [instagram](#)

 [linkedin](#)

 [youtube](#)

 [flickr](#)

 TAUBMAN COLLEGE

Connect with us

6.5 Examples

Admissions Materials

UNIVERSITY OF MICHIGAN
TAUBMAN COLLEGE OF ARCHITECTURE AND URBAN PLANNING

MASTER OF URBAN DESIGN



Call for Applications
Deadline: January 15, 2025

The Master of Urban Design (M.U.D.) is a one-and-a-half year post-professional degree invested in the conceptualization of the complex global processes of urban transformation. The degree is open to students with professional degrees in architecture, landscape architecture, and urban and regional planning.

The M.U.D. is a breeding ground for urban design experimentation, approaching urbanism through multiple scales of inquiry with studio projects prompting both analytical and speculative design work related to regional infrastructure and territory, urban housing, public-private development, urban governance, landscape processes, urban technologies, climate change, resilience, and civic space.



The studio-based curriculum consists of the following consecutive and thematized studios: Technology (Fall) – Justice (Winter) – Climate (Fall). This set of three urban design studios positions design as the central discipline of urban transformations.

Research in urbanism is a core focus of the program. A seminar on urban research introduces research methodologies and prepares students to opt for a thesis track, consolidating their own research profiles.



TAUBMAN COLLEGE

taubmancollege.umich.edu



MADE AT MICHIGAN. BUILT FOR THE WORLD.

Architecture

Pursue the M.Arch
at the University of Michigan

- Pursue one of two tracks: 3-year degree and Advanced Standing (2-year degree)
- Design and create in unparalleled, world-class facilities: Digital Fabrication Lab, Visualization Lab (XR/AR/VR), and a new collaborative studio
- Collaborate with an international student body with many creative interests and ambitions
- Learn from a faculty of award-winning architects, renowned scholars and cutting-edge researchers (80 strong!)
- Choose from 30+ electives offered each semester, allowing you to customize your architecture education.

(Front Image) Winter 2024 Collective's studio: Model of a layered facade system for housing by M.Arch students Axel Olson, Caroline Stahl, Jiabao Zhu.



Join Our
Mailing List



Learn More
About the Degree

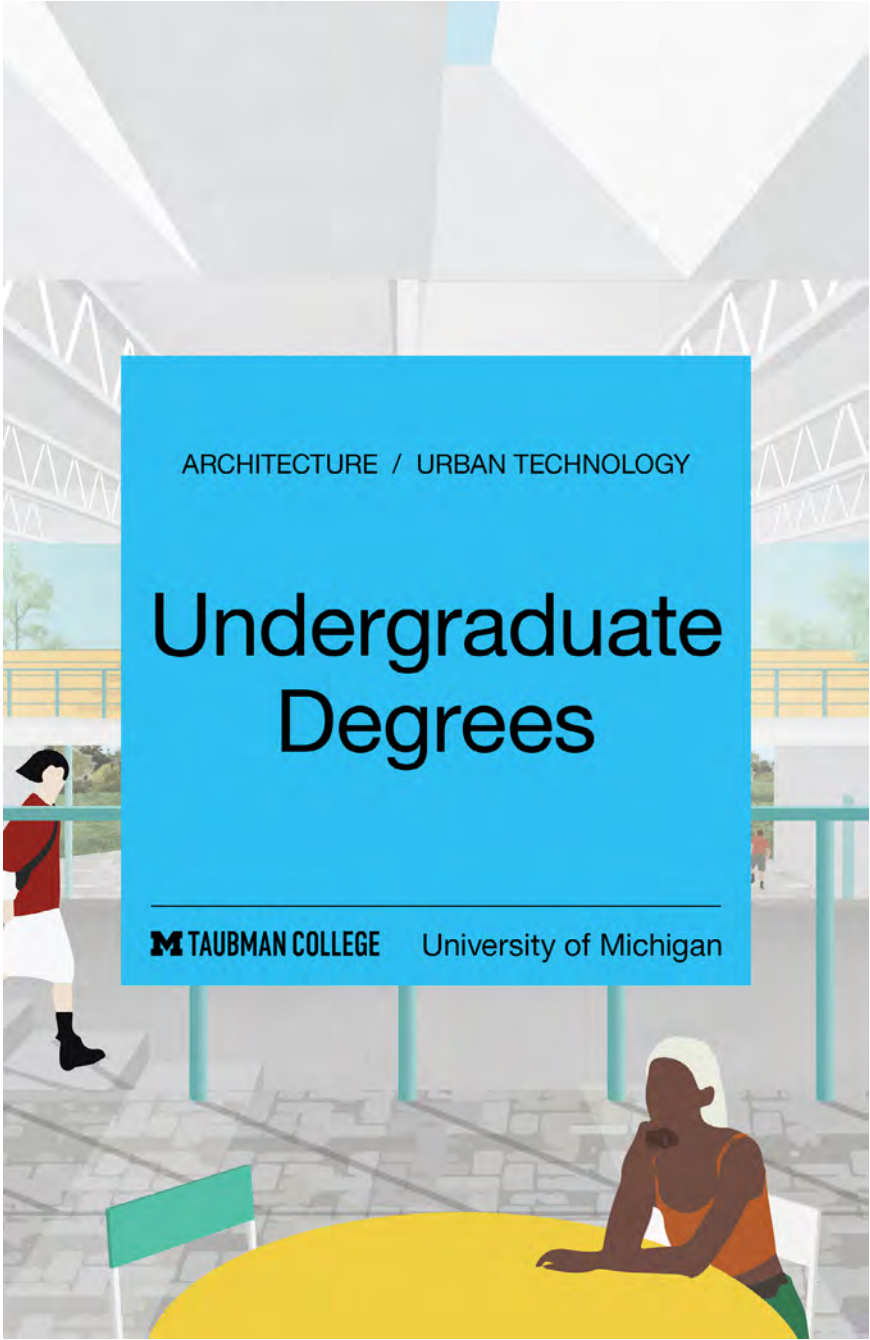


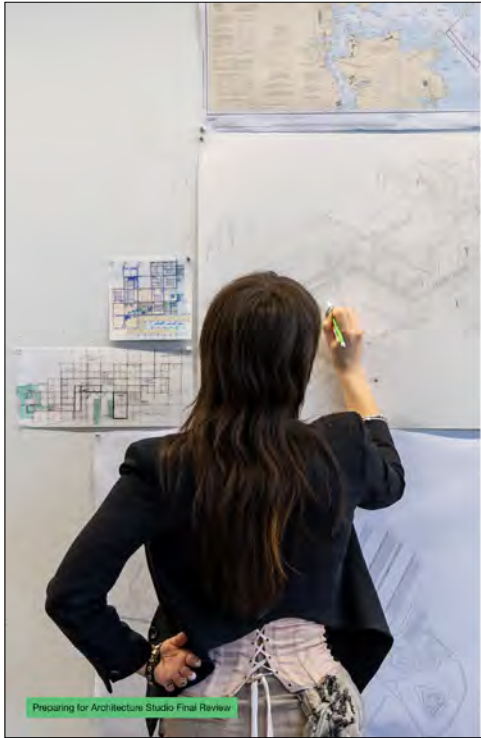
See Student
Work

Contact Us:
taubmancollegeadmissions@umich.edu
taubmancollege.umich.edu

TAUBMAN COLLEGE

6.6 Examples
B.S. Booklet






Preparing for Architecture Studio Final Review

Bachelor of Science in Architecture

The Bachelor of Science in Architecture at Taubman College is one of the nation's leading undergraduate design programs, combining a rigorous studio culture with cutting-edge technology and global perspectives. Here, you can learn from celebrated practitioners and dedicated educators who foster critical thinking, collaboration, and architectural experimentation. Through hands-on experience, you will engage deeply with innovative, sustainable design aimed at the equitable transformation of the built environment. Graduating with a strong foundation in design thinking and technical skills, you will be prepared for advanced study or impactful careers that shape the future of architecture.


"Taubman College is a place that encourages curiosity and exploration, so take advantage of every opportunity to shape your own education and engage with the broader architectural discourse."
— Rowan Freeman, B.S. Arch '27




"I appreciated the personal connection to faculty, especially in a large school setting."
— Tala Dababnia, B.S. Arch '25

University of Michigan Taubman College 7

B.S. ARCHITECTURE Student Show




Elliot Lavigne (UG1 Garnet)




"Two Fieldhouses," Shelby Stress (UG2 Lomeli)

At the end of each studio course, students present their final work to their peers and a panel of reviewers composed of Taubman College faculty, practitioners, and leading faculty from other institutions. Top projects are exhibited at the annual Student Show, competing for awards at each studio level.



"GroundBoard," Alin Yang (UG3 Mirock)



"Meshed Interfaces," Musak Atwi (UG2 Mutton)

10 Undergraduate Degrees University of Michigan Taubman College 11



B.S. Urban Technology

B.S. URBAN TECHNOLOGY Studio-Based Learning

Our Urban Technology curriculum culminates in a set of studio courses, which are hands-on, project based learning environments. Students learn to design digital systems that shape the physical experience of cities. Here's an example from UT 430: Strategic Design and Urban Systems.



DESIGN PRINCIPLES

It's not just about freedom to play

HEARING FROM PARENTS

Project Description: Students were challenged to enhance the sustainability, justice, and humanity of everyday life in an emerging cultural district of Detroit. Play Paths examines the systems necessary to foster child independence and safety in the city. By transforming underutilized alleyways into a mobility network of play spaces that provide real-time safety data on local conditions, the project enables a community of neighbors to collectively maintain safe spaces for kids. By combining physical, digital, and cultural interventions, Play Paths expands parental comfort thresholds, leading to greater autonomy for neighborhood children.

Students: Nick Scheele, Akash Narayan, Dylan Shefman, and Devin Vowels. Instructor: Bryan Boyer.



"Play Paths," Urban Tech Student Project (UT 430 Boyer)

University of Michigan Taubman College 25

6.7 Examples
Career Assets

NOVEMBER 12 AND 15, 2024

CAREER FAIR
CAREER FAIR
CAREER FAIR
CAREER FAIR
CAREER FAIR

ONSITE ↘
Tuesday, November 12, 2024
5:30 p.m. – 7:30 p.m. ET
CMYK Studio

A3C Collaborative Architecture
arcDESIGN
Archslate
UM Center for
Academic Innovation
Challenge Detroit
Chicago Metropolitan Agency
for Planning
China Construction Science
and Technology Group
Crate and Barrel
Daniels and Zernack

Architects
Design Collaborative
East Jefferson Development
Corporation
FIVE - EIGHTHS
Gensler
GMB Architecture +
Engineering
HKS, Inc.
Hobbs+Black Architects
HOK

A3C Collaborative Architecture
arcDESIGN
Archslate
UM Center for
Academic Innovation
Challenge Detroit
Chicago Metropolitan Agency
for Planning
China Construction Science
and Technology Group
Crate and Barrel
Daniels and Zernack

Architects
Design Collaborative
East Jefferson Development
Corporation
FIVE - EIGHTHS
Gensler
GMB Architecture +
Engineering
HKS, Inc.
Hobbs+Black Architects
HOK

VIRTUAL ↘
Friday, November 15, 2024
X:XX a.m. – X:XX p.m. ET
Career Fair + platform

TAUBMAN COLLEGE

Career and Professional Development

Employment
Report

2024 Graduating Class Survey Results

TAUBMAN COLLEGE

Career and Professional Development

Overview

A degree from Taubman College of Architecture and Urban Planning presents opportunities throughout your career. Students and graduates of Taubman College have access to one of the world's largest, most passionate alumni communities through the University of Michigan. These alumni are highly connected leaders who are engaged in the life of the college through networking events, career programming, and more. "Go Blue" is a unifying statement of pride and recognition of excellence that will expand your network and open doors for you for a lifetime. Pursue a career in any setting to which you aspire — from more traditional firms, unique entrepreneurial ventures or corporate environments to nonprofit and governmental options.

This report reflects the outcomes for the most recently surveyed Taubman College graduates.

96%


of 2024 graduates said their first position was related to their degree.

All one-year survey, 72% response rate and 84% knowledge rate.

10,000+

U-M maintains one of the largest alumni networks with more than 650,000 alumni worldwide. Among them are over 10,000 Taubman College alumni working in every state and 80 countries.

"The flexibility and support I received at Taubman College allowed me to carve out my own personal academic journey. It is with this freedom that I have been able to successfully pursue my passions within the industry."



Taubman College Career Fair

© Taubman College of Architecture and Urban Planning

TAUBMAN COLLEGE

Career Network

Make Connections

with alumni from Taubman College and the broader U-M community

Find Resources

to help with job/internship search and career development

Search or Post

jobs and internships

Schedule Appointments


to discuss career strategy

Register

for career and professional development events

Access Career Tools

for AI assistance with career documents and interviewing



umich.peoplegrove.com/hub/Taubman
Questions? taubmancollegecareer@umich.edu

TAUBMAN COLLEGE

Career and Professional Development

Career and Professional Development

TAUBMAN COLLEGE

Taubman College Advancement

6.8 Examples

Presentations

B.S. in Architecture



Faculty Research and Expertise

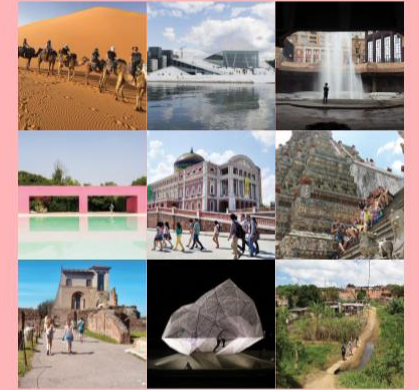
We research and teach in interdisciplinary ways to explore new methods for advancing solutions to address some of society's most pressing matters.

- Professional Practice
- Computational Design and Construction
- XR Environments and Visualization
- Community Resilience
- Design and Health
- Housing Access and Equity
- Low Carbon Building and Material Innovation
- Social Impact Design
- Sustainability and Climate
- Urbanism and Urban Design
- Mobility and Transportation

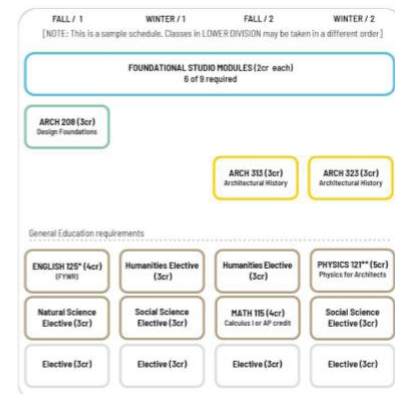


Spring Travel 2025:
Climate Theme

Spain
Italy
Netherlands and Belgium
Switzerland
Mexico



Years 1 & 2



General Education requirements	28 credits
Pre-Arch requirements	21 credits
Total Lower Division	49 + 12 credits [electives]
	55-61 credits needed to enter upper division courses

* Alternative: first year writing requirement courses are also accepted
 ** or General Physics I and II



First Place Winner – Student Show

CAREER OPPORTUNITIES

6.9 Examples

Video Animation



Wishing you

nt holiday season
and a



7.0 **Resources**

Logos + Templates

[Logos](#)

[Logo Guidelines](#)

[11 x 17 Poster Templates](#)

[Google Presentation Templates](#)

[Letterhead Templates](#)

[Zoom Backgrounds](#)

[Email Signatures](#)