

**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, Neutrals

Taubman College



2.2

Color Palette

Hex

Taubman College

Primary

MAIZE  
#FFCB05

MICHIGAN BLUE  
#00274C

BLUE  
#0E83F7

LIGHT GREY  
#EFEFEF

GREY  
#CECECE

WHITE  
#FFFFFF

BLACK  
#000000

SKY  
#42C1FA

MOSS  
#A5A521

GREEN  
#23EB96

PETROL  
#00B2A9

LILAC  
#D27CFF

RED  
#FC6066

PINK  
#FFB4B7

Neutrals

BEIGE  
#FFF3CB

LIGHT GREY  
#EFEFEF

GREY  
#CECECE

SWAMP LIGHT  
#9C9475

SWAMP  
#80764B

## 2.3 Color Palette

### Hex – Backgrounds + Text

## Taubman College

Below are recommended text and background Hex color combinations. These pairings have been tested using WebAIM for sufficient color contrast, which supports readability and helps ensure content is accessible. Maintaining high contrast makes text easier to distinguish from its background for all readers, including people with low vision or color-vision deficiencies, and aligns with widely used accessibility guidance (WCAG AAA Web Content Accessibility Guidelines).

### Primary

TEXT: BLACK MICHIGAN BLUE

MAIZE

TEXT: WHITE (LTO) BLACK

BLUE

TEXT: WHITE MAIZE SKY MOSS (LTO)  
GREEN PETROL (LTO) LILAC (LTO)  
RED (LTO) PINK BEIGE LIGHT GREY  
GREY LIGHT SWAMP (LTO)

MICHIGAN BLUE

TEXT: BLACK MICHIGAN BLUE

LIGHT GREY

TEXT: BLACK MICHIGAN BLUE

GREY

TEXT: BLACK MICHIGAN BLUE  
BLUE (LTO) RED (LTO) SWAMP

WHITE

TEXT: WHITE MAIZE BLUE (LTO)  
SKY MOSS GREEN PETROL LILAC  
RED PINK BEIGE LIGHT GREY GREY  
LIGHT SWAMP (LTO) SWAMP (LTO)

100% BLACK

### Secondary

TEXT: BLACK MICHIGAN BLUE

SKY

TEXT: BLACK MICHIGAN BLUE (LTO)

LILAC

TEXT: BLACK MICHIGAN BLUE (LTO)

MOSS

TEXT: WHITE (LTO)  
BLACK MICHIGAN BLUE (LTO)

RED

TEXT: BLACK MICHIGAN BLUE

GREEN

TEXT: BLACK MICHIGAN BLUE

PINK

TEXT: BLACK MICHIGAN BLUE (LTO)

PETROL

### Neutrals

TEXT: BLACK MICHIGAN BLUE

BEIGE

TEXT: BLACK MICHIGAN BLUE

LIGHT GREY

TEXT: WHITE (LTO) BLACK

SWAMP LIGHT

TEXT: BLACK MICHIGAN BLUE

GREY

TEXT: WHITE BLACK

SWAMP

### LTO = Large Text Only

In WebAIM and WCAG guidelines, “large text” is defined as text that is at least 18pt (roughly 24px), or 14pt (roughly 19px) if the font is also bold.

Primary

MAIZE

0/18/100/0

BLUE

78/33/0/0

LIGHT GREY

0/0/0/15

SKY

65/3/0/0

LILAC

23/49/0/0

MICHIGAN BLUE

100/60/0/60

GREY

0/0/0/30

MOSS

26/0/76/28

RED

0/75/48/0

WHITE

0/0/0/0

GREEN

64/0/71/0

PINK

0/34/20/0

BLACK

0/0/0/100

PETROL

81/0/38/0

Neutrals

BEIGE

1/1/29/0

LIGHT GREY

0/0/0/15

SWAMP LIGHT

28/31/48/13

GREY

0/0/0/30

SWAMP

28/36/63/29

# 2.5 Color Palette

## CMYK – Backgrounds + Text

Taubman College

Print design should prioritize legible typography, sufficient contrast, and thoughtful consideration of light including glare, reflection, and refraction, all of which can affect readability. The modified background colors and text colors below have been tested for accessibility using <https://legibility.info>.

### Primary

TEXT: BLACK MICHIGAN BLUE

100% MAIZE

TEXT: WHITE MAIZE 45% BLUE  
75% SKY 65% MOSS 70% GREEN  
60% PETROL 70% LILAC 55% RED  
PINK BEIGE LIGHT GRAY GRAY

100% MICHIGAN BLUE

TEXT: BLACK MICHIGAN BLUE

45% TINT OF BLUE  
OR 35/15/0/0

TEXT: BLACK MICHIGAN BLUE

100% LIGHT GREY

TEXT: BLACK MICHIGAN BLUE

100% GREY

TEXT: BLACK MICHIGAN BLUE

100% WHITE

TEXT: WHITE MAIZE 45% BLUE  
75% SKY 65% MOSS 70% GREEN  
60% PETROL 70% LILAC 55% RED  
PINK BEIGE LIGHT GRAY GRAY

100%  
BLACK

### Secondary

TEXT: BLACK MICHIGAN BLUE

75% TINT OF SKY  
OR 49/2/0/0

TEXT: BLACK MICHIGAN BLUE

65% TINT OF MOSS  
OR 17/0/49/18

TEXT: BLACK MICHIGAN BLUE

70% TINT OF GREEN  
OR 45/0/50/0

TEXT: BLACK MICHIGAN BLUE

60% TINT OF PETROL  
OR 49/0/23/0

TEXT: BLACK MICHIGAN BLUE

70% TINT OF LILAC  
OR 16/34/0/0

TEXT: BLACK MICHIGAN BLUE

55% TINT OF RED  
OR 0/41/26/0

TEXT: BLACK MICHIGAN BLUE

100%  
PINK

### Neutrals

TEXT: BLACK MICHIGAN BLUE

100% BEIGE

TEXT: BLACK MICHIGAN BLUE

100% LIGHT GREY

TEXT: BLACK MICHIGAN BLUE

100% GREY

TEXT: BLACK MICHIGAN BLUE

65% TINT OF SWAMP LIGHT  
OR 18/20/31/8

TEXT: BLACK MICHIGAN BLUE

45% TINT OF SWAMP  
OR 13/16/28/13

# 2.6 Color Palette

## CMYK – Background Tints with Text

### Taubman College

Below are the range of recommended maximum and minimum tint values for background colors used behind text (CMYK only).

|                                |                                |                                |                                |                                |                                |                                |                                |                                |                                |                                |                                |                 |                                   |                                   |                                   |                                   |                                   |                                   |                                   |                                   |                                   |                                   |                                   |                 |                                   |                                   |                                   |                                   |                                   |                                   |                                  |                                  |                                  |                                  |                                  |               |                                 |                                 |                                 |                                 |                                 |                                 |                                 |                                 |                           |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                 |                                 |                                 |                                 |                                |                                |                          |                                          |                                          |                                          |                                          |                                          |                                          |                                          |                                        |                                        |                                        |                 |                                     |                                     |                                     |                                   |                                  |                                  |
|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|-----------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|---------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|--------------------------------|--------------------------------|--------------------------|------------------------------------------|------------------------------------------|------------------------------------------|------------------------------------------|------------------------------------------|------------------------------------------|------------------------------------------|----------------------------------------|----------------------------------------|----------------------------------------|-----------------|-------------------------------------|-------------------------------------|-------------------------------------|-----------------------------------|----------------------------------|----------------------------------|
| SKY 75% - 20%                  |                                |                                |                                |                                |                                |                                |                                | PINK 100% - 20%                |                                |                                |                                |                 |                                   |                                   |                                   |                                   |                                   |                                   |                                   |                                   |                                   |                                   |                                   |                 |                                   |                                   |                                   |                                   |                                   |                                   |                                  |                                  |                                  |                                  |                                  |               |                                 |                                 |                                 |                                 |                                 |                                 |                                 |                                 |                           |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                  |                                 |                                 |                                 |                                 |                                |                                |                          |                                          |                                          |                                          |                                          |                                          |                                          |                                          |                                        |                                        |                                        |                 |                                     |                                     |                                     |                                   |                                  |                                  |
| 75% TINT OF SKY<br>OR 49/2/0/0 | 70% TINT OF SKY<br>OR 46/2/0/0 | 65% TINT OF SKY<br>OR 42/2/0/0 | 60% TINT OF SKY<br>OR 39/2/0/0 | 55% TINT OF SKY<br>OR 36/2/0/0 | 50% TINT OF SKY<br>OR 33/2/0/0 | 45% TINT OF SKY<br>OR 29/1/0/0 | 40% TINT OF SKY<br>OR 26/1/0/0 | 35% TINT OF SKY<br>OR 23/1/0/0 | 30% TINT OF SKY<br>OR 20/1/0/0 | 25% TINT OF SKY<br>OR 16/1/0/0 | 20% TINT OF SKY<br>OR 13/1/0/0 | GREEN 70% - 20% | 70% TINT OF GREEN<br>OR 45/0/50/0 | 65% TINT OF GREEN<br>OR 42/0/46/0 | 60% TINT OF GREEN<br>OR 38/0/43/0 | 55% TINT OF GREEN<br>OR 35/0/39/0 | 50% TINT OF GREEN<br>OR 32/0/36/0 | 45% TINT OF GREEN<br>OR 29/0/32/0 | 40% TINT OF GREEN<br>OR 26/0/28/0 | 35% TINT OF GREEN<br>OR 22/0/25/0 | 30% TINT OF GREEN<br>OR 19/0/21/0 | 25% TINT OF GREEN<br>OR 16/0/18/0 | 20% TINT OF GREEN<br>OR 13/0/14/0 | LILAC 60% - 20% | 70% TINT OF LILAC<br>OR 16/34/0/0 | 65% TINT OF LILAC<br>OR 15/32/0/0 | 60% TINT OF LILAC<br>OR 14/29/0/0 | 55% TINT OF LILAC<br>OR 13/27/0/0 | 50% TINT OF LILAC<br>OR 12/25/0/0 | 45% TINT OF LILAC<br>OR 10/22/0/0 | 40% TINT OF LILAC<br>OR 9/20/0/0 | 35% TINT OF LILAC<br>OR 8/17/0/0 | 30% TINT OF LILAC<br>OR 7/15/0/0 | 25% TINT OF LILAC<br>OR 6/12/0/0 | 20% TINT OF LILAC<br>OR 5/10/0/0 | RED 55% - 20% | 55% TINT OF RED<br>OR 0/41/26/0 | 50% TINT OF RED<br>OR 0/38/24/0 | 45% TINT OF RED<br>OR 0/34/22/0 | 40% TINT OF RED<br>OR 0/30/19/0 | 35% TINT OF RED<br>OR 0/26/17/0 | 30% TINT OF RED<br>OR 0/23/14/0 | 25% TINT OF RED<br>OR 0/19/12/0 | 20% TINT OF RED<br>OR 0/15/10/0 | 100% PINK<br>OR 0/34/20/0 | 95% TINT OF PINK<br>OR 0/32/19/0 | 90% TINT OF PINK<br>OR 0/31/18/0 | 85% TINT OF PINK<br>OR 0/29/17/0 | 80% TINT OF PINK<br>OR 0/27/16/0 | 75% TINT OF PINK<br>OR 0/26/15/0 | 70% TINT OF PINK<br>OR 0/24/14/0 | 65% TINT OF PINK<br>OR 0/22/13/0 | 60% TINT OF PINK<br>OR 0/20/12/0 | 55% TINT OF PINK<br>OR 0/19/11/0 | 50% TINT OF PINK<br>OR 0/17/10/0 | 45% TINT OF PINK<br>OR 0/15/9/0 | 40% TINT OF PINK<br>OR 0/14/8/0 | 35% TINT OF PINK<br>OR 0/12/7/0 | 30% TINT OF PINK<br>OR 0/10/6/0 | 25% TINT OF PINK<br>OR 0/9/5/0 | 20% TINT OF PINK<br>OR 0/7/4/0 | SWAMP LIGHT<br>65% - 20% | 65% TINT OF SWAMP LIGHT<br>OR 18/20/31/8 | 60% TINT OF SWAMP LIGHT<br>OR 17/19/29/8 | 55% TINT OF SWAMP LIGHT<br>OR 15/17/26/7 | 50% TINT OF SWAMP LIGHT<br>OR 14/16/24/7 | 45% TINT OF SWAMP LIGHT<br>OR 13/14/22/6 | 40% TINT OF SWAMP LIGHT<br>OR 11/12/19/5 | 35% TINT OF SWAMP LIGHT<br>OR 10/11/17/5 | 30% TINT OF SWAMP LIGHT<br>OR 8/9/14/4 | 25% TINT OF SWAMP LIGHT<br>OR 7/8/12/3 | 20% TINT OF SWAMP LIGHT<br>OR 6/6/10/3 | SWAMP 45% - 20% | 45% TINT OF SWAMP<br>OR 13/16/28/13 | 40% TINT OF SWAMP<br>OR 11/14/25/12 | 35% TINT OF SWAMP<br>OR 10/13/22/10 | 30% TINT OF SWAMP<br>OR 8/11/19/9 | 25% TINT OF SWAMP<br>OR 7/9/16/7 | 20% TINT OF SWAMP<br>OR 6/7/13/6 |

## 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 →

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Core nim sant repudic te di officip ienimint vel incte cusa

Body Copy →

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debis everum laccatem aut fugitasi doluptata que sam ut  
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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  
adia volessinis ulles acia sitate as volupis dolut es as  
assum fugia num sedione mquasse quodio. Berci dolor-  
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atin cora ipietur, solorro blab id et raecume sum, quia ea  
nus, ulpa verio. Iditis ipis volor rehenienis eos volendus  
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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

MASTER OF SCIENCE

DIGITAL AND MATERIAL  
TECHNOLOGIES



Gitet laudem in expliquis arunterperum 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  
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haruntist et fuga. Luptas inus, sam quatis et res  
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ut expereh enimillessit omnimus.

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idebit acculluptas et utempor ibusandae.

**Et as Dolorio Etus Voluptae**  
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luptas inus saepeliquat.

Voluptatur, qui occae vent explitatem in re et  
omnimet, con non estibus reius exero doluptas im  
simetusam volupta tqumendunt ommoluptate  
volores imusa cullaud isciduc iendis porerib usapiet  
pratio quatur, omnihiiti tem sa solorem represtium  
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

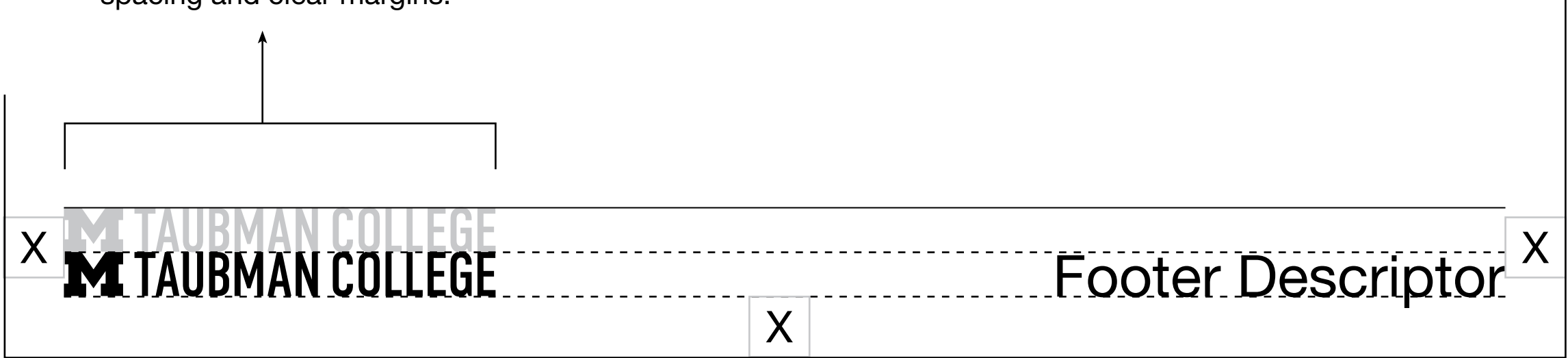
*The inclusion of a  
header or footer is  
optional. If a footer  
is not used, a version  
of the logo must be  
included in the design.*

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

DESIRE INFO

PAY FOR YOUR DESIRE

TAUBMAN COLLEGE

ARCHITECTURE & URBAN PLANNING

Menu

University of Michigan

Ann Arbor

Events

< Prev

Upcoming

Next >

Today

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

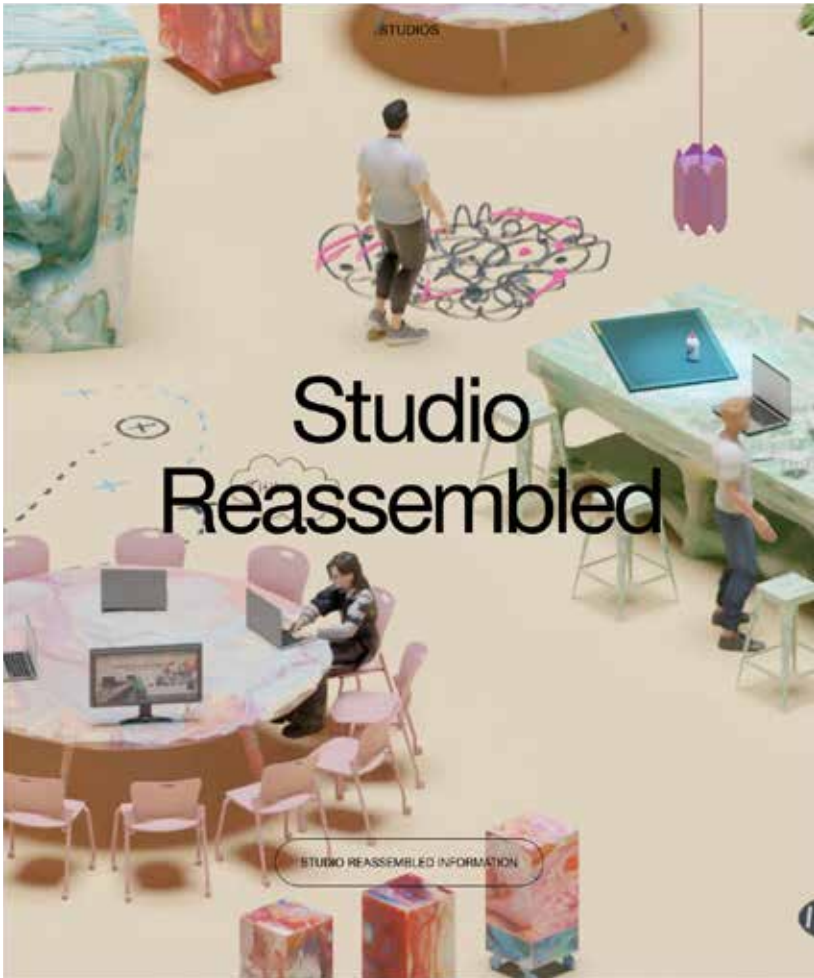
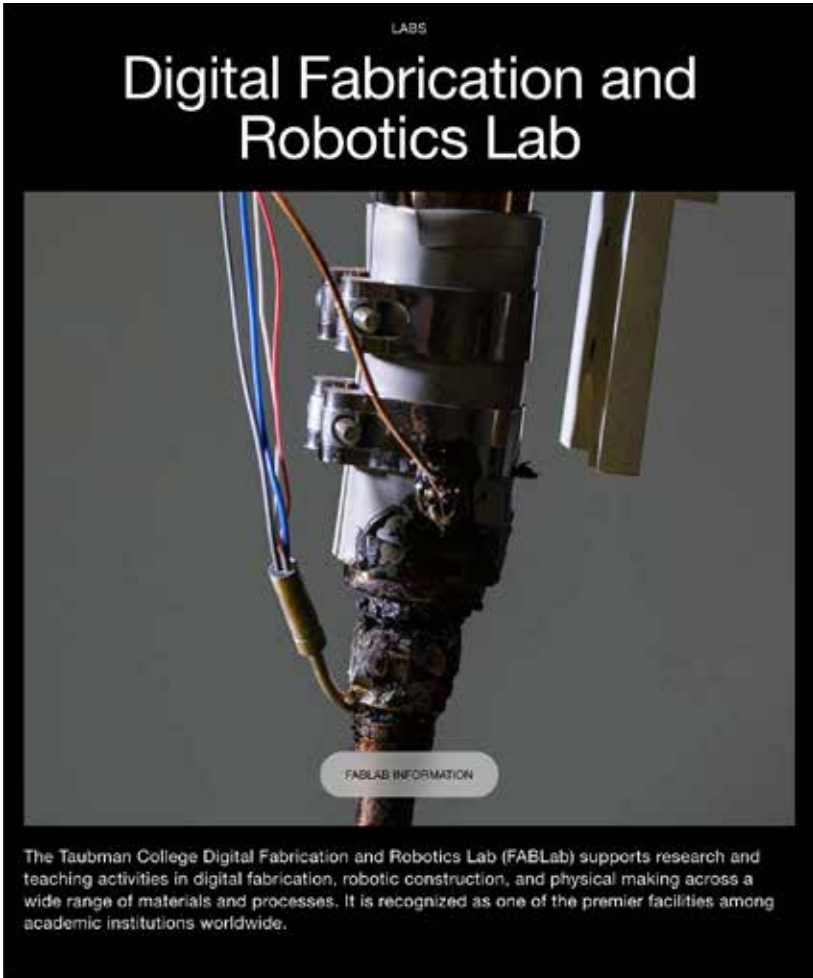
September 12 9:00 AM — 5:30 PM

IE-CON

SA' TH DA

3.7 **Typography**  
Type Treatments

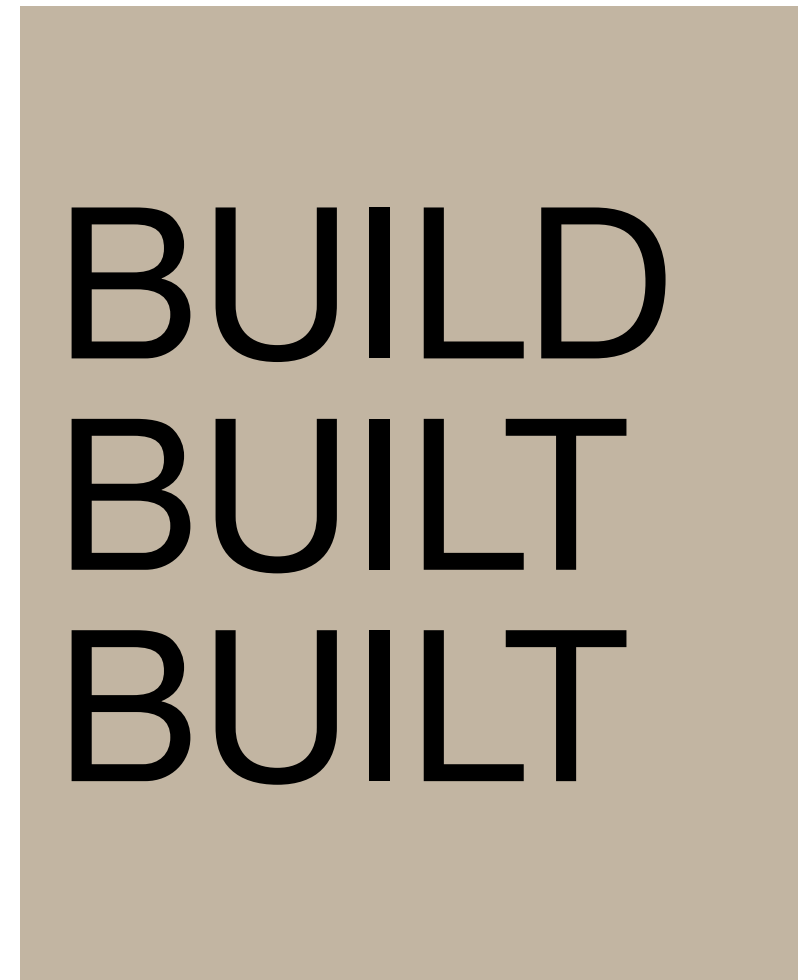
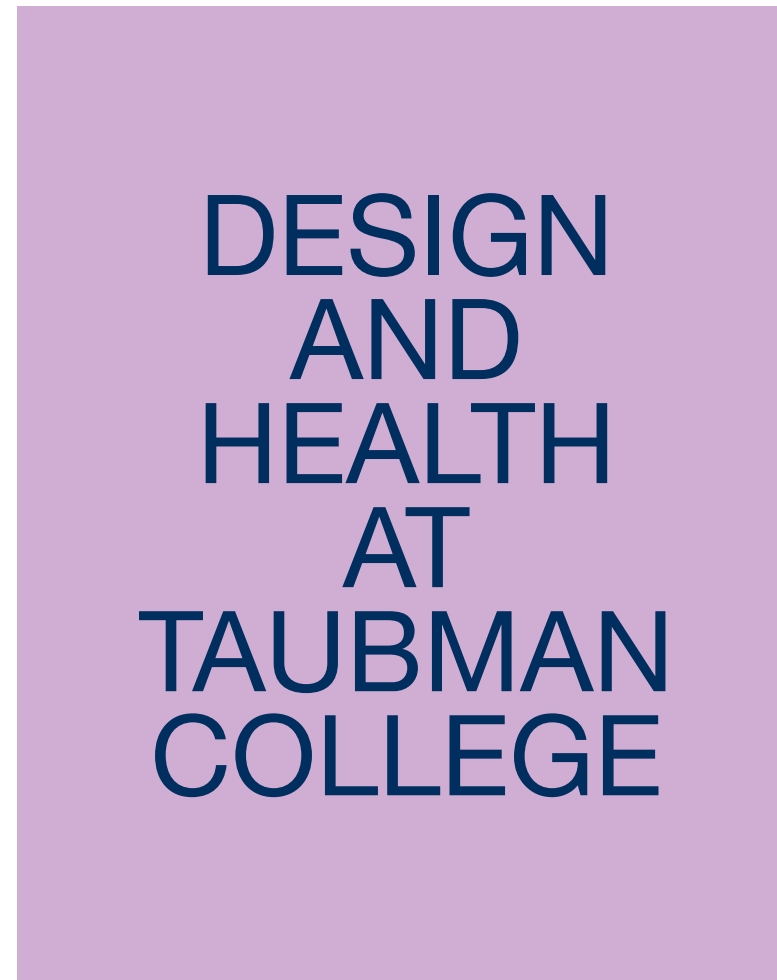
Taubman College



## 3.8 **Typography**

### Type Treatments

Taubman College



Headline Headline

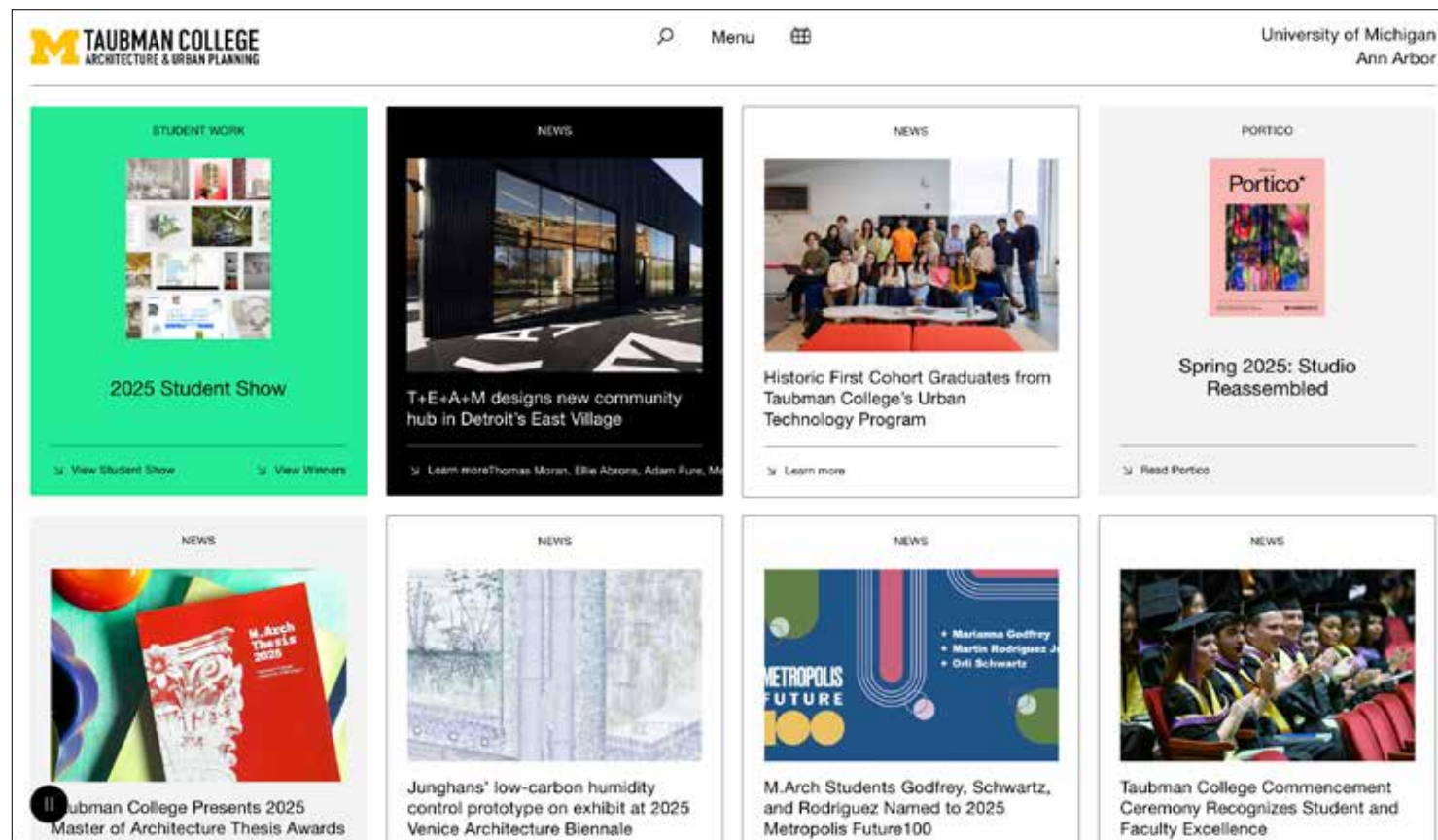
Headline Headline

ne Headline Hea

## 4.0 Layout and Graphic Elements Overview

Taubman College

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.

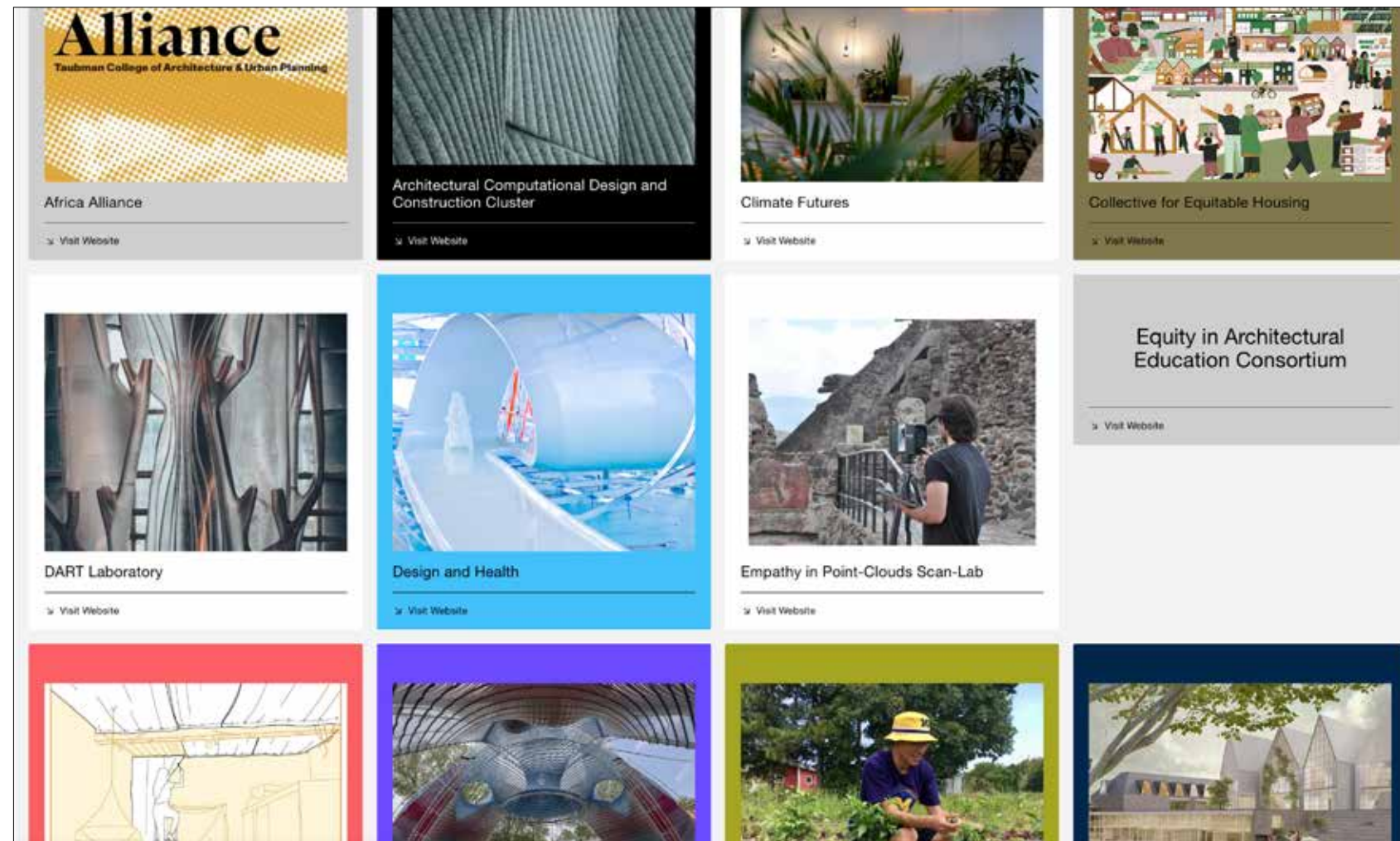


## 4.1 Layout and Graphic Elements

### Color Blocks

## Taubman College

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.



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

## 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

## Taubman College

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

## Taubman College

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

## Taubman College

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

## Taubman College

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

## Taubman College

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

## Taubman College

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

## Taubman College

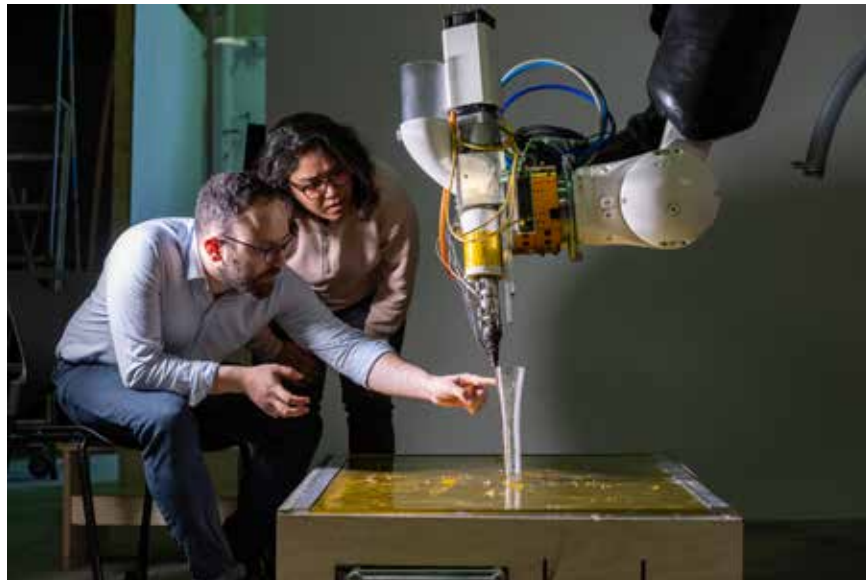
The student experience is in the moments between the learning, presenting, and teaching. These are the moments that give a sense of place and can range from images around the college to events and symposia. Photographs of the student experience showcase what life is like as a student at Taubman College,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



## 5.7 Photography Building and Facilities

## Taubman College

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

(Digital)

Taubman College

FALL  
2024

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 14

Lecture

Jimenez Lai

Bureau Spectacular  
September 23

Lecture

Peggy Deamer

Yale  
September 30

Lecture

Axel Timm

raumlaborberlin  
November 4

Lecture

Dilip da Cunha

Mathur / Da Cunha  
GSAPP / Columbia University  
November 13

Lecture

Aleksandra Jaeschke

University of Texas at Austin  
October 7

Symposium  
October 17-18

Climate Futures

Exhibition & Gallery Talks  
October 25

Book Talk

Meng Yan

Author, *Urban Village Coexistence*  
October 10

Book Talk

Bjarke Ingels

Dinkeloo Lecture  
BIG - Bjarke Ingels Group  
November 1

Correa Lecture

Eyal Weizman

Forensic Architecture  
November 18

Events are  
free and open to  
the public

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](https://taubmancollege.umich.edu)

WINTER  
2025

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"

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

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 20  
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

Producers  
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](https://taubmancollege.umich.edu)

6.1 Examples

Lecture – Posters + Social  
(Print + Digital)

Taubman College

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

(Print)

Taubman College



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      |











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             | Eukasz 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              |









6.3 Examples  
College Posters  
(Print)

Taubman College

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](http://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](https://www.instagram.com/umich.taubmancollege)

 [taubmancollege.umich.edu/](http://taubmancollege.umich.edu/)

 [instagram](#)

 [linkedin](#)

 [youtube](#)

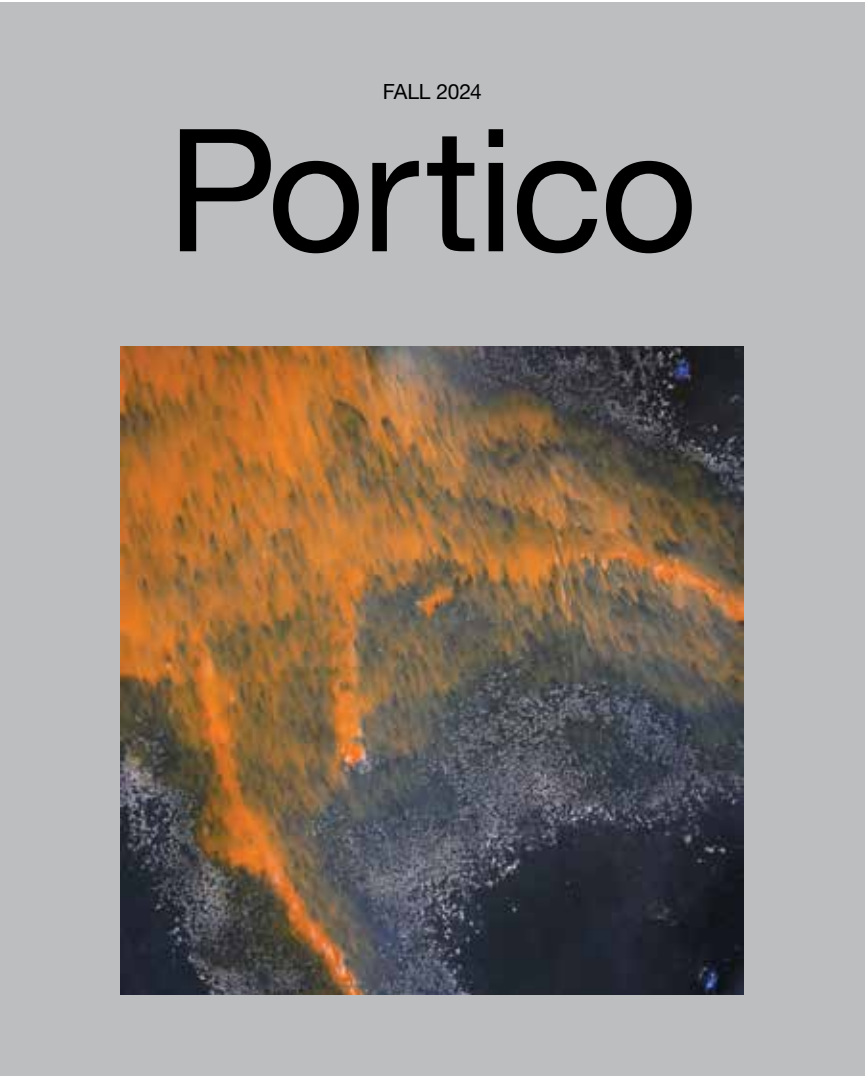
 [flickr](#)

 TAUBMAN COLLEGE

Connect with us

6.4 Examples  
Portico  
(Print)

Taubman College



Taubman College of Architecture and  
Urban Planning at the University of Michigan

TAUBMAN COLLEGE



### A Message from the Dean

Imagine alternate realities. Decarbonize, de-grow, de-risk. Halt new construction. Replace aluminum with fungal wood. Plan for Michigan boomtowns. Disrupt spatially concentrated homogenous belief systems. Use the university to demonstrate change.

These were among many directives that participants advanced during the symposium with which we launched our Climate Futures platform. Through two days of presentations and debates, linked to an exhibition of faculty work, we discussed a range of approaches through which our activities in architecture, design, construction, policy, technology, planning, and real estate can help people address and manage climate change.

Our purpose for Climate Futures is to advance our impact in research and education for climate action and environmental justice. We will champion our faculty, students, and partners at U-M and beyond in the important work they do to achieve inclusive, sustainable, and just futures.

My hope is that this initiative equips communities to address climate change so that they can live better in the future. That it strengthens discovery and education here at Taubman College, so that faculty and students lead their fields today and tomorrow. And that it integrates architecture and planning more fully into climate work, so that more partners understand our capacities and seek our help to achieve their goals.

*Jonathan Massey, Dean*  
Taubman College of Architecture and Urban Planning  
University of Michigan

From top: Attendees check out the Taubman College Climate Futures faculty exhibition at the Library Research Annex. Students, staff, and faculty listen to an expert panel on Michigan climate futures at the Commons.

# Contents



## 16 Fall 2024 Stories

### Battling the Heat

Professor Lorenz Lorenz works to protect vulnerable populations against the consequences of dangerous indoor temperatures.

### Turning Auto Waste Into Building Material

With Phil Rich, a Taubman College research team led by Associate Professor Masoud Afari is developing an innovative building made from automotive plastic scraps.

### Work Spotlight

Benjamin Luzzati, Penn State Harrisburg, assistant professor of urban and regional planning.

### Bridge to the Future

Student Research Chair program empowers graduate to research a topic.

### An Experience of a Lifetime

Student study trip to Europe and Italy in 2024 highlights Taubman College's unique experiential learning opportunities.

### What Are You Thinking About?

Jenna Johnson, B.S. Arch '25, Joshua Robinson, B.S. '24, and Brian O'Connor, M. Arch '25.

### Influencing Societal Change

Michael Roberts, B.S. '24, M. Arch '26, Daniel Healy, Associate Co-Chair of Climate Design, and Ray Wilson, M. Arch '25, discuss architectural possibilities re: speculative, living tech, and authenticity.

### A Lasting Legacy

The late Robert Kimmey, B. Arch '80, continues defining Taubman College students through his transformational gifts.

### The Donor Connection

Individual and corporate contributors support Taubman College research and design.

### Meaningful Giving

Ben Roberts, B.S. Arch '16, and Caroline Beatty, B.Arch '18, are major supporters of Taubman College events and faculty research and design.

### 'Urban pioneer' dedicated to community — and U-M

Wendy Kimsey, B.S. Arch '83, M. Arch '85, leads her efforts to advance her research in a building campus-wide.

### Big Resurgence in the Big Apple

Regina Hyl, A.S. '22, M. Arch '25, leads her efforts to advance her research in a building campus-wide.

### Fulfilling Lifelong Dreams

Through Taubman College, Ben Roberts, B.S. Arch '16, achieved his goal of earning a graduate degree from the University of Michigan and founding his own real estate firm.

### Thanks for the Memories

Alumni share their thoughts and photos during Homecoming '24.

### Class Notes

47

### In Memoriam

50

### Closing

52

ON THE COVER: Phil Rich, left, for Taubman College's Research Center, built with waste from building industry.

# Climate Futures

# Climate Futures

# Climate Futures

# Climate Futures

# Climate Futures

### THE FUTURE IS NOW

Taubman College launches timely Climate Futures platform with architecture Professor Jen Maigret at the helm

AS A TENAGER IN THE 1970S, Windom Kimsey was traveling through Cologne, Germany, on a family trip when he saw a concrete-dome cathedral. He may not have known it at the time, but the young Chattanooga resident was about to get hooked on architecture.

"I had never seen anything like that, coming from Tennessee, and I got me thinking about architecture, how spaces can change your feelings about the world and things like that," Kimsey says. "The more I thought about it, the more I got interested in it."

That interest would blossom into two architecture degrees from the University of Michigan and an influential career in architecture and development in his adopted hometown of Henderson, Nevada, just outside Las Vegas.

The Las Vegas Weekly recently called Kimsey a "mid-century urban pioneer," noting that he has left his mark on the cityscape over the past three decades with major projects that include an airport concourse, a regional justice center, and a 180-acre wildlife preserve.

Along the way, Kimsey has given back to his alma mater. He previously spent eight years as a member of the Taubman College Alumni Council, which was then known as the Taubman Board of Governors. And now, he's funding a new thesis seminar and studio for Taubman College students called "Mid-Logic: Climate Coexistence in Desert America (Arch 660)." His gift covers course fees for all students, as well as materials and a weekend trip to the fast-growing Las Vegas region where students will study architectural and industrial development and its effect on the environment.

Kimsey will connect students to public officials and practitioners in the Las Vegas area who deal with growth and critical environmental issues such as water preservation. "This hands-on learning and engagement will stay with them and help inform what they do as architects," he says. And the students may pass along innovative ideas of their own. It was University of Tennessee architecture students,

### 'Urban pioneer' dedicated to community — and U-M

Windom Kimsey, B.S. Arch '83, M. Arch '85, funds new architecture course focused on design and sustainability



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After all, who came up with the successful concept of building an apartment as a centerpiece to a downtown redevelopment project in Kimsey's native Chattanooga, rising to the position of president, before retiring in March 2024 to start Blue Sky Development.

Throughout his career, Kimsey designed a variety of buildings — from schools and courthouses in Nevada and California to 60-story hotel towers in China. "I think all the different types of projects you do help inform how you design," he says. "And it keeps your brain fresh. I know people that, all they did was schools. I don't know that I could handle that. I need the variety."

As a developer, Kimsey is helping bring new life to Henderson, a city of more than 300,000 people. He's developing restaurants, wine and coffee bars, and mixed-use spaces that include apartments and stores.

"Becoming a developer is sort of like starting a second career, and it's very related to architecture, but I realize you can be more impactful if you're looking at things at more of a neighborhood scale," he says. "So I'm not doing a client's version of a project; it's mine, and I have to sell it to the city. I figure out how to pay for it, and all those things. But I want to dedicate myself to Henderson, to really put some effort into the city, because their downtown still needs a lot of redevelopment, and I'm a big proponent of that."

6.5 Examples

Admissions Materials

(Print)

Taubman College

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.

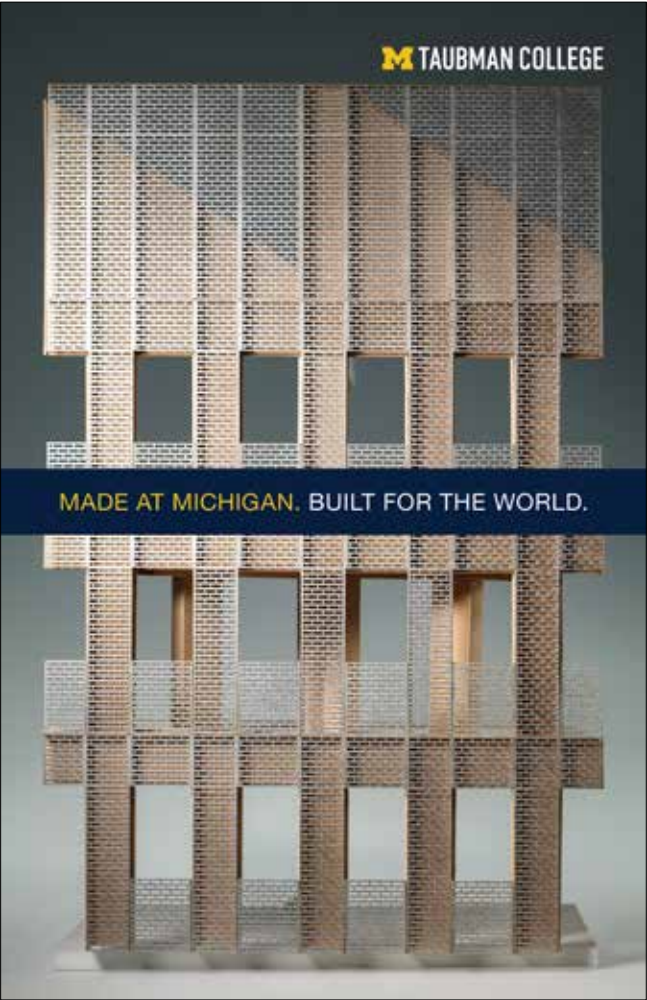
The studio-based curriculum consists of the following consecutive and thematized studios: Technology (Fall) – Justice (Winter) – Climate (Fall). This set of three urban design studios positions design as the central discipline of urban transformations.

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



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 Collectives 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

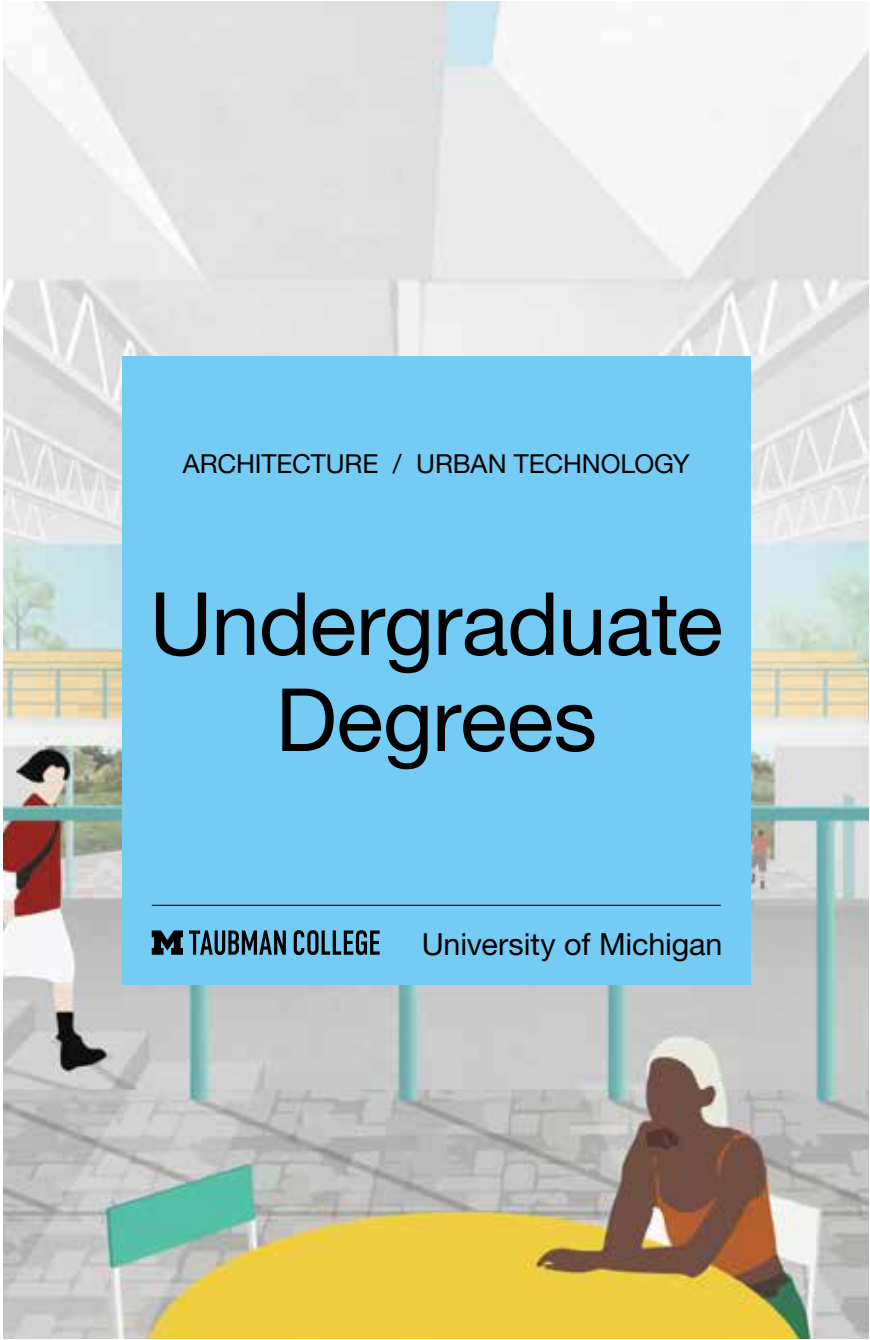


See Student  
Work

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

TAUBMAN COLLEGE

6.6 Examples  
B.S. Booklet  
(Print)



Taubman College



Preparing for Architecture Studio Final Review

### Bachelor of Science in Architecture

Taubman College's Bachelor of Science in Architecture is one of the nation's leading undergraduate design programs. The program combines a rigorous and collaborative studio culture with advanced technology, global perspectives, and a strong commitment to design innovation. You'll learn from celebrated practitioners and dedicated educators who challenge you to think critically, collaborate across disciplines, and experiment with new architectural ideas. Through hands-on studio work, you'll explore sustainable design and consider how architecture can contribute to a more equitable built environment.

As a graduate, you will leave with a strong foundation in design thinking, technical skills, and creative problem-solving, and you will be prepared for advanced study or meaningful careers that help 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



"The faculty make this program what it is. They truly care about their students and the projects their students produce."

— Valentina Valencia, B.S. Arch '27



University of Michigan Taubman College 7

### B.S. ARCHITECTURE Student Show



Gulshat Rozali (UG1 Lomeli)



"Meshed Interfaces," Malik Aheri (UG2 Mufreh)



"Unboxed," Katerina Jonina (UG3 Comercl)

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 Mitnick)



View more 2026 Student Show work

University of Michigan Taubman College 11



Urban Technology Studio

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, Aakash Narayan, Dylan Shefman, and Devin Vowels. Instructor: Bryan Boyer.



View more Urban Technology student work

"Play Paths," Urban Technology student project (UT 430 Boyer)

University of Michigan Taubman College 25

6.7 Examples  
Career Assets  
(Print + Digital)

Taubman College

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 Zermack

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

A3C Collaborative Architecture  
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Daniels and Zermack

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 over 100% survey. 100% response rate and 100% knowledge rate.

10,000+

U-M maintains one of the largest alumni networks with more than 600,000 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

2 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](https://umich.peoplegrove.com/hub/Taubman)  
Questions? [taubmancollegecareer@umich.edu](mailto:taubmancollegecareer@umich.edu)

TAUBMAN COLLEGE

Career and Professional Development

Career and Professional Development

TAUBMAN COLLEGE

Taubman College Advancement

6.8 Examples  
Presentations  
(Digital)

Taubman College



### 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

TAUBMAN COLLEGE

### Spring Travel 2025: Climate Theme

Spain  
Italy  
Netherlands and Belgium  
Switzerland  
Mexico

TAUBMAN COLLEGE

TAUBMAN COLLEGE

# Years 1 & 2

TAUBMAN COLLEGE

| FALL 1                                                                                                                                                                                      | WINTER 1                      | FALL 2                                | WINTER 2                                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|---------------------------------------|-------------------------------------------|
| Foundational Studies Program (40 credits)                                                                                                                                                   |                               |                                       |                                           |
| ARCH 200 (3cr) Design Fundamentals                                                                                                                                                          |                               |                                       |                                           |
| ARCH 201 (3cr) Architectural History                                                                                                                                                        |                               | ARCH 202 (3cr) Architectural Theory   |                                           |
| General Education requirements                                                                                                                                                              |                               |                                       |                                           |
| ENGLISH 101* (4cr) (19wks)                                                                                                                                                                  | Humanities Elective (3cr)     | Humanities Elective (3cr)             | PHYSICS 101* (4cr) Physics for Scientists |
| Natural Science Elective (3cr)                                                                                                                                                              | Social Science Elective (3cr) | MATH 101 (4cr) Calculus or 47 credits | Social Science Elective (3cr)             |
| Elective (3cr)                                                                                                                                                                              | Elective (3cr)                | Elective (3cr)                        | Elective (3cr)                            |
| General Education requirements: 28 credits<br>Pre-arch requirements: 21 credits<br>Total Lower Division: 49 + 12 credits (selected)<br>81-87 credits needed to enter upper division courses |                               |                                       |                                           |

\* Alternative: First year writing requirement course or also accepted  
\*\* or General Physics I and II

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First Place Winner – Student Show

# CAREER OPPORTUNITIES

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6.9 **Examples**  
Video Animation  
(Digital)

Taubman College



Wishing you

nt holiday season  
and a



## 7.0 **Resources**

Taubman College

Logos + Templates

[Logos](#)

[Logo Guidelines](#)

[11 x 17 Poster Templates](#)

[Google Presentation Templates](#)

[Letterhead Templates](#)

[Zoom Backgrounds](#)

[Email Signatures](#)