RESEARCH JOURNAL + SKETCHBOOK ASSIGNMENTS

Main Objective:
This project focuses on using evidence-based design and finding precedent studies and design research to support your design ideas for your hospitality studio course.

During the course of the semester, students will locate relevant articles and images in peer-reviewed journals, scholarly articles, books, and magazines and complete observational research related to the course topics. They will respond to their findings through sketch exercises and analytical writing. Responses will be presented to the class over the course of the semester. (5 presentations total)

Deliverables:
- Sketchbook with sketches labeled, dated, and noted for every entry- USE COLOR
- Digital submission of the Research Journal entries to include images and written analytical essays
- Digital submission of sources used for the Research Journal (Works Cited Page for each entry)
- Presentations throughout the course of the semester

Assignment Details:
The Research Journal consists of 5 entries. Each entry MUST include:
-A MINIMUM of 1.5 full pages of text with information related to the topic synthesized from at least 2 sources (standard 11pt font, single spaced text)
-Images to support the research findings with labels and sources
-Sources used for the entry listed in APA format (except for entry #2)
-Sketchbook entries as listed

Each entry is outlined below:

Entry#1:
1a. Research a particular disability or limitation that will directly correlate to one of your client profiles. Provide a general summary of what this disability/limitation entails.

1b. Find an article or written document that outlines a design solution(s) (any type of space is acceptable) in which that disability or limitation was directly addressed. Describe the characteristics of that space that support the disability or limitation.

1c. SKETCHBOOK: In your sketchbook, draw up a MINIMUM of 3 ideas as to how hospitality design, in general, could address the needs of your client with this disability/limitation. (They could be spatial, product, finish, or signage related solutions.)

Entry#2: (Complete during visit to the site on Wednesday, September 18, no sources required)
2a. Observational Research: PLACES-Stop in at 3 hotel or restaurant type spaces in the area near the project site. What is your first impression? What aspects of the design do you like or think are important to include in your own design? In what ways do you want to ensure your project differentiates from these spaces that are local competition?

2b. Observational Research: PEOPLE: Stop and sit for a bit near the project site and note the type of people that are in the area. Is it a very busy bustling area or are people lingering at places near the project site? How are people dressed? What is the
demographic breakdown? Based on people’s movement around the space, is there a particular place you think the main entry point would be best situated other than where it is currently located? How are people interacting around the project site? What is their circulation path like?

2c. SITE: Describe the area surrounding the project site. Are there green spaces? Are there trees to shade any particular side of the building? If not is there room to add some green space or trees if you choose to do so? Are the sidewalks wide or narrow? What other buildings or spaces abut the project site? Describe them. Make note of the sides of your building in which you might want to have outdoor spaces, a pool, outdoor café, etc... based on your site analyses.

2d. BUILDING: What does the exterior of the building look like? How might the style of the building’s exterior influence your interior? What sides have the most glazing? Where are the easy access points, specifically considering accommodations for those with disabilities? On what sides of the building is public transportation the most easily accessible?

2e. SKETCHBOOK: In your sketchbook, fill at least 3 pages with sketches from the site visit. These should vary from sketches of the project buildings, project area, circulation paths, movement through the space to sketching small details of the surrounding area that may influence your concept, such as objects, nature, cityscape, anything that intrigues you. Focus in on small details and patterns for some of your sketching.

Entry #3:

3a. Read the provided articles on the top global hospitality trends and choose one. Find ADDITIONAL articles or written documents that expand on that topic.

3b. Identify a design project (any type of space is acceptable) from articles or written documents that highlight designs specifically based on the trend you are researching. Describe how the trend influenced these designs.

3c. SKETCHBOOK: In your sketchbook, sketch up to (2) possible guest room layouts. Diagram and show some of the considerations within those layouts that specifically relate to your selected trend. These should be quick drawings with handwritten notes and could focus on broad spatial solutions or detailed product solutions.

Entry #4:

4a. Select one of the types of amenity spaces in hotels, specifically one that you plan to design for your project and find additional articles or written documents that explain about current trends and design techniques related to that space type.

4b. Identify (2) DIFFERENT design projects from articles or written documents that highlight these types of spaces. Describe these spaces and whether or not you think they are successful. How are current trends affecting the design of this space type?

4c. SKETCHBOOK: In your sketchbook, sketch up to (2) possible specific design techniques for your amenity space that you plan to include in your hotel project. The design techniques should relate directly to your research for this entry.
Entry#5:

5a. Read the provided articles on restaurant trends and select one trend that interests you to pursue as part of your restaurant design project. Find additional articles or written documents that expand on this topic and summarize them in your written document.

5b. Identify (2) DIFFERENT restaurant design projects from articles or written documents which embraced this trend and describe them and their key features.

5c. Sustainability was once a trend and now a key component of restaurant design, from the food choices, waste disposal, interior materials, etc.... Research sustainable design strategies as they relate SPECIFICALLY to restaurant design.

5d. SKETCHBOOK: In your sketchbook, fill a MINIMUM of 2 pages with sketches and ideas related to both the trend you researched and sustainability for restaurants. Your sketches should show influences to the interior, finishes, furniture, layout, menu design, technology, etc...

Due Dates:
Students will present their findings to the class throughout the semester and submit their essays, sources, and scanned sketchbook pages on the following dates:
Research/Sketchbook Presentation #1: Monday, September 16th
Research/Sketchbook Presentation #2: Monday, September 23rd
Research/Sketchbook Presentation #3: Wednesday, October 9th
Research/Sketchbook Presentation #4: Wednesday, October 23rd
Research/Sketchbook Presentation #5: Monday, November 18th

Sources:
Each research journal entry MUST include a synthesis of information from a MINIMUM of 2 sources. (except for entry #2) One of the two sources MUST be an article from a peer-reviewed/scholarly journal or book. The other source may be a magazine or website article that supports the topic. Factual information in the written portion of your entry MUST have sources cited within the text. See APA formatting in the library research guide for more details, specifically focusing on proper in-text citation.

Acceptable Source Recommendations for Scholarly and Peer Reviewed:
Architectural Record (https://www.architecturalrecord.com/)
Journal of Retail & Leisure Property (https://link.springer.com/journal/41494)
*Use the Show Only Peer Reviewed Journals in your Library Search

Acceptable Source Recommendations- Standard Magazines and Sites:
Hospitality Design Magazine, www.hospitalitydesign.com
Boutique Design Magazine, www.boutiquedesign.com
Interior Design Magazine, www.interiordesign.net
Architonic, www.architonic.com
Arch Daily, www.archdaily.com
Inhabitat, inhabitat.com

Source Recommendations (Information on APA Format):
Purdue Online Writing Lab, https://owl.english.purdue.edu/owl/section/2/10/