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# Assignment 3d: New Guide for the Museum



Charlotte Ronan, Jane Edison, & George McBarron • 12.10.2024

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# BEFORE:

UMassAmherst

University Museum  
of Contemporary Art

## Floor Plan A with Construction Details

### Ceilings

Dashed lines indicate transitions.

Ceiling in Main Gallery is painted concrete.

Ceiling in West, East, and North Galleries is suspended drywall.

### Ceiling heights

Main 11' 4"

West 8' 8"

East 8' 8"

North 7' 11"

Top of stairs to North Gallery  
(at Main Gallery level): 8' 8"

Bottom of stairs: 11' 2"

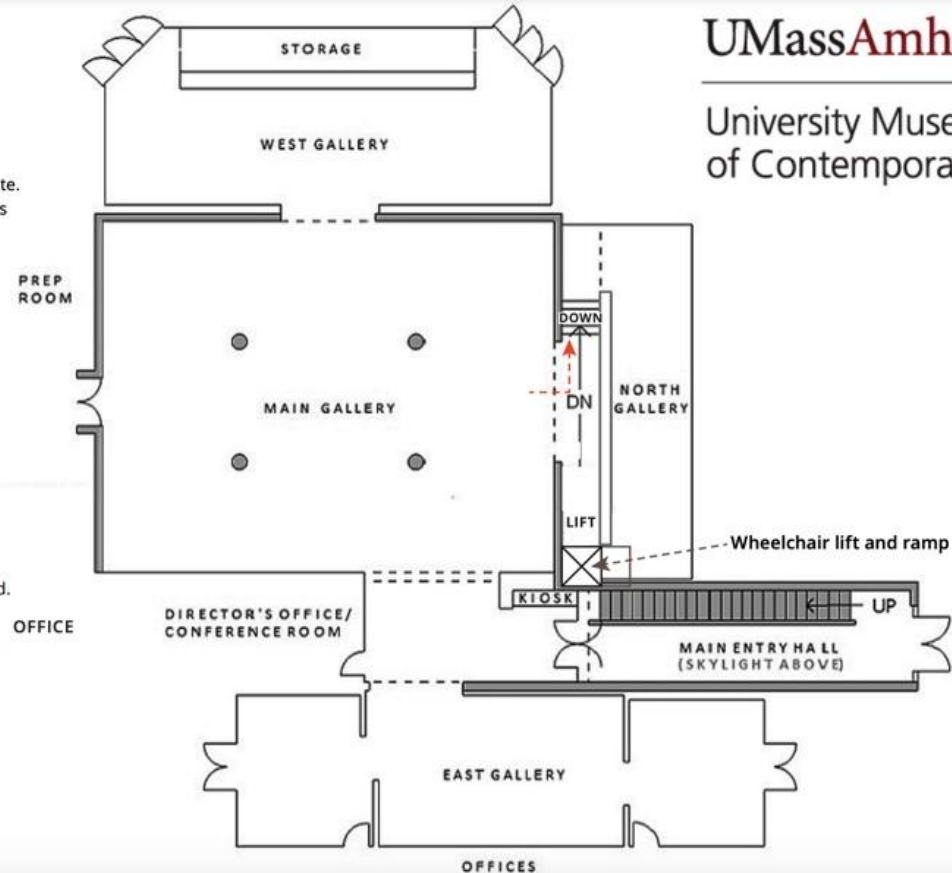
### Walls

Gray-filled double lines in Main Gallery and Entry Hall indicate surfaces of construction grade concrete.

All other surfaces are face in drywall and backed in plywood or particle board.

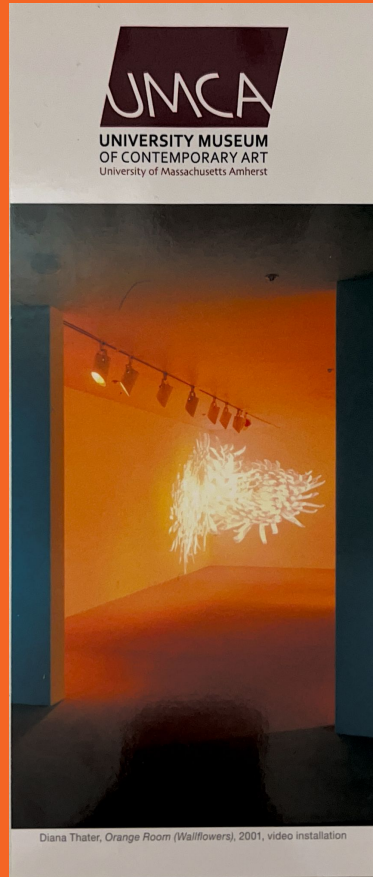
### Floors

All floors in exhibition area (or galleries) are concrete, carpeted wall-to-wall in gray carpet tiles.

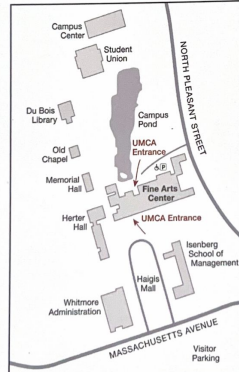


\*note: is not readily available  
to public at the museum

## BEFORE pt. 2



The University Museum of Contemporary Art (UMCA) at UMass is the only university-affiliated public art museum in Western Massachusetts devoted to national and international contemporary art, with an extensive permanent collection and strong educational program. UMCA is open to the public and free of charge at all times. Tours may be arranged by appointment.



Fine Arts Center, 151 Presidents Drive, UMass Amherst, MA 01003  
[umass.edu/umca](http://umass.edu/umca) / (413) 545-3670  
Open: Tues–Fri: 11 A.M.–4:30 P.M.; Sat & Sun: 2–5 P.M.  
Closed: Mondays, academic breaks, and state holidays

UMassAmherst  
FINE ARTS CENTER



## Museum Handout

- Only pamphlet available at the desk with any kind of map
- Only pamphlet that the staff had on hand
  - Had to ask for and receive floor plan via email
- Map does not include details of the museum itself and the multiple galleries
- Only available in one language and is black and white

□ Main Gallery

□ West Gallery

□ North Gallery

□ East Gallery

□ Main Entry Hall

□ Storage

□ Wheel chair  
lift/ramp

★ Enter

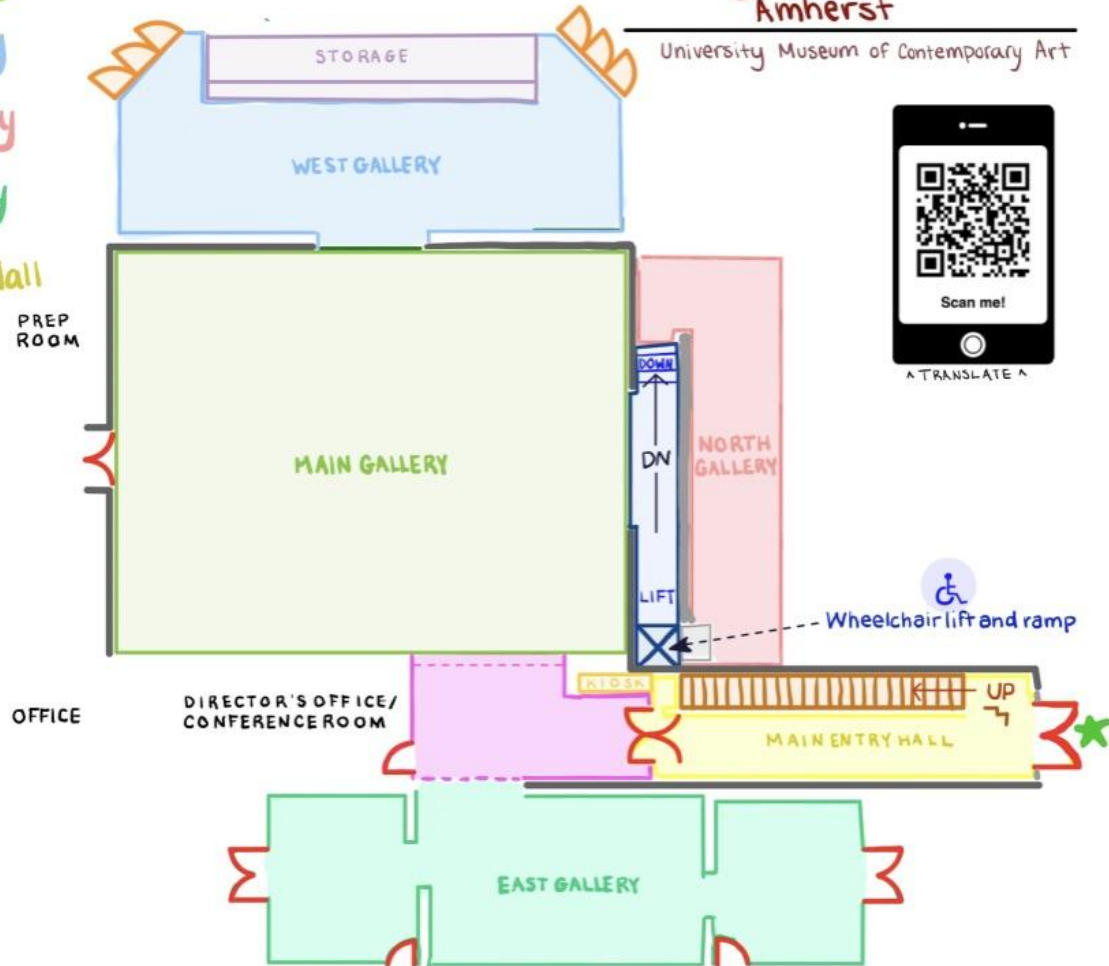
↯ Stairs

∩ doors

□ Kiosk

University of Massachusetts  
Amherst

University Museum of Contemporary Art





 Galeria principal

 Galeria Oeste

 Galeria Norte

 Galeria Leste

 Hall de entrada principal

 depósito

 elevador e rampa  
para cadeiras de rodas

 Entrar

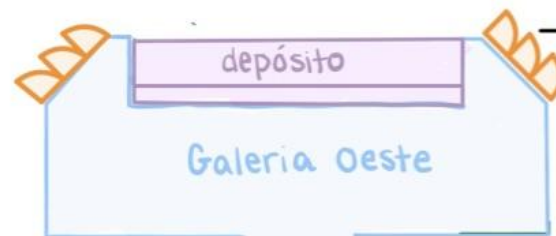
 Escadaria

 Portas

 Quiosque

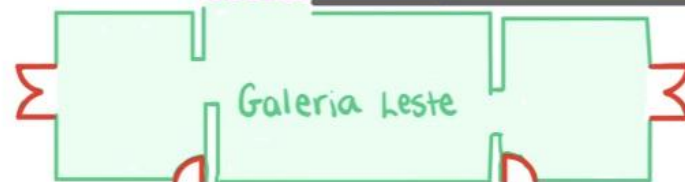
Sala de  
preparação

Escritório



Galeria principal

Escritório de diretores /  
Sala de conferências



## Universidade de Massachusetts Amherst

Museu Universitário de Arte  
Contemporânea



^ TRADUZIR ^



 Galería principal

 Galería Oeste

 Galería Norte

 Galería Este

 Hall de entrada principal

 Trastero Sala de preparación

 Elevador/rampa para sillas de ruedas

 Entrar

 Escalera

 Puertas

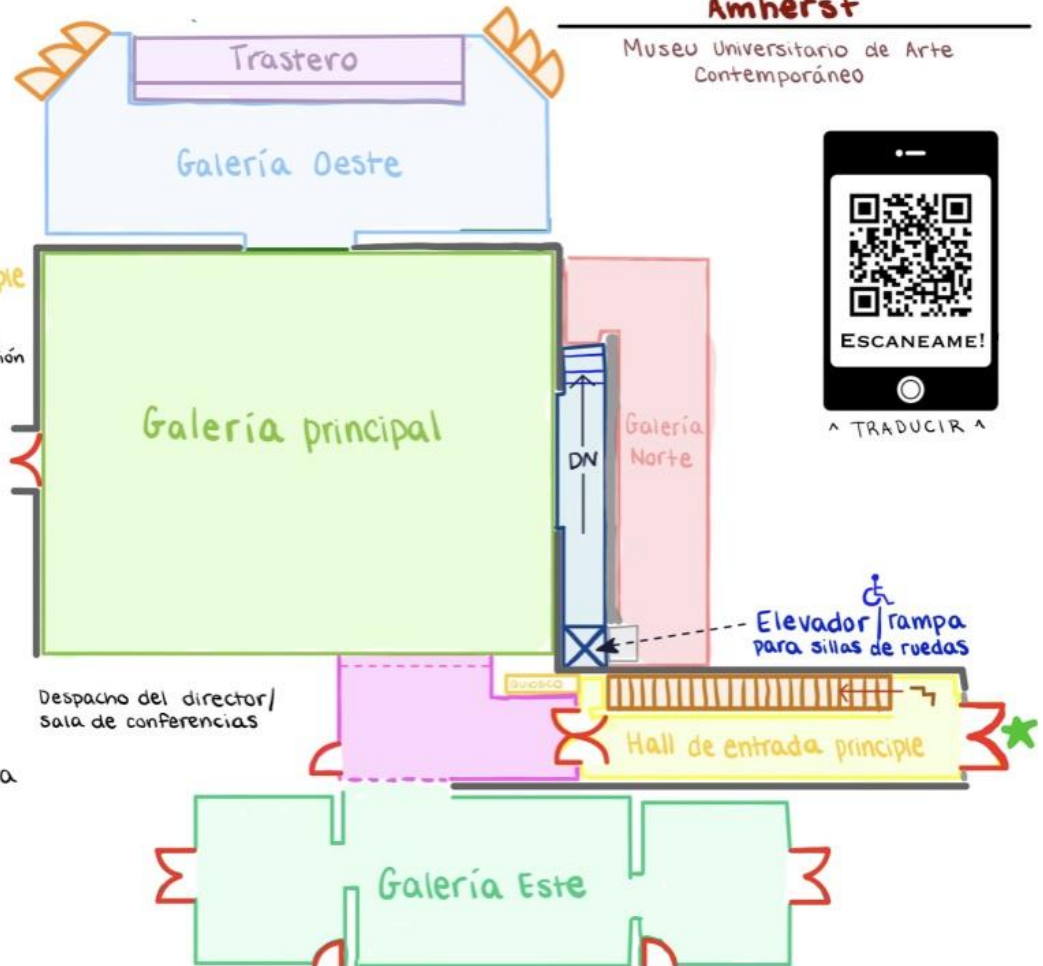
 Quiosco Oficina

## Universidad de Massachusetts Amherst

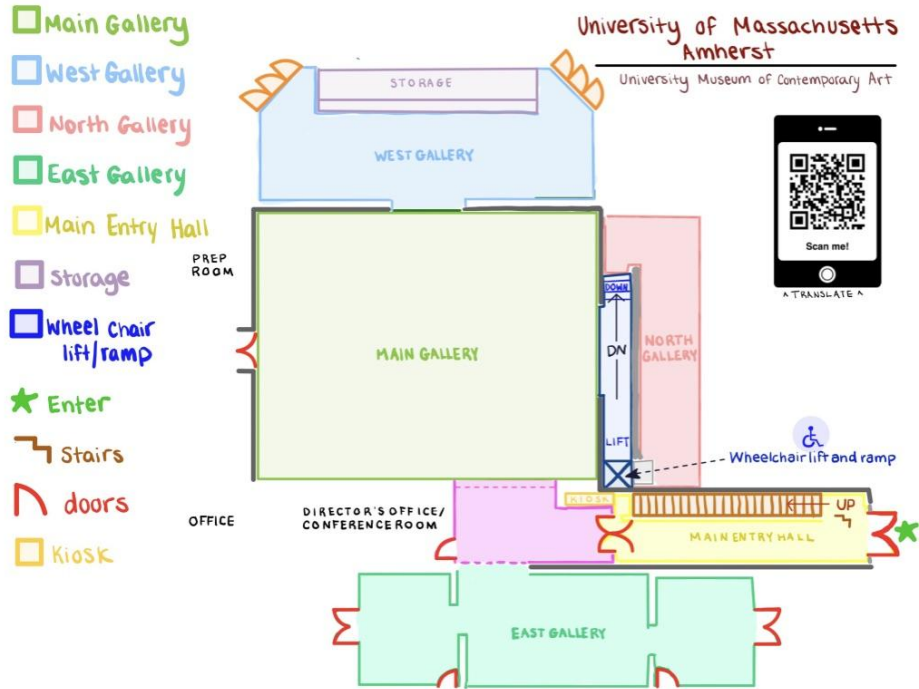
Museu Universitario de Arte  
Contemporáneo



^ TRADUCIR ^

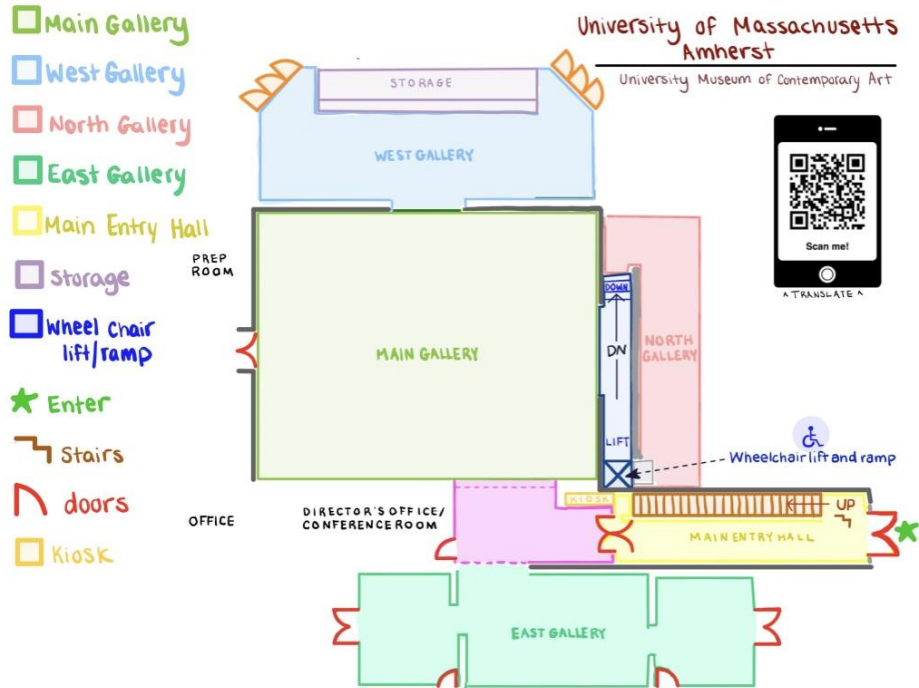






## What we changed:

- The color aspect of the map
- Added in symbols
- Added a QR code that leads to google translate
- Provided different language options
- Didn't add the room heights, etc



## Why we changed what we did:

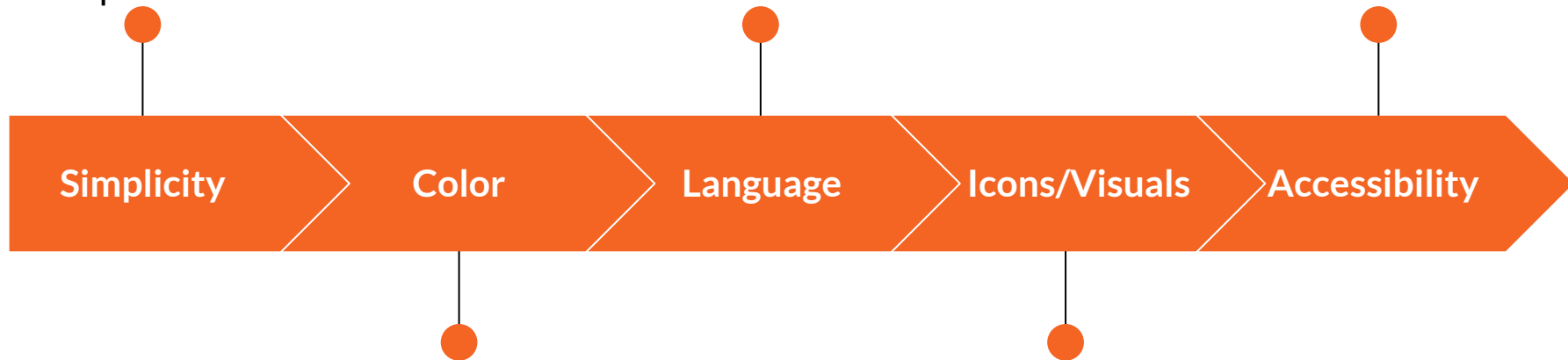
- We added a variety of colors in order to make it visually appealing and easier to locate different areas
- We added symbols to help draw attention to important aspects of the guide
- We provided 3 maps (English, Portuguese, and Spanish), which are the top spoken languages in MA but...
- We also provided a QR code that when scanned will go to Google Translate, where there is a feature of translating a photo to whatever language is preferred
- We discarded the information about the construction details because that is good information for a floor plan, but not a map guide for potential visitors



Getting rid of the constructional aspects and included a simple key for the guide; simplification

Provided Spanish and Portuguese, along with a QR code to allow people to translate to their preferred language

Making the handicap accessibility more obvious on the map and more clear; more direct and streamlined



**Simplicity**

**Color**

**Language**

**Icons/Visuals**

**Accessibility**

Color coordinated rooms to make it easy to tell the difference between them all; different shades to help colorblind differentiate

The entrance icon and the handicap icon to highlight important access

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# Social Justice Piece - Frost

## What the piece focuses on:

- Hazard vs. Outrage
  - Hazard: physical risk
  - Outrage: emotional and social response to risk
- Role of communication within risk perception
- Communication strategies honoring lived experiences of those experiencing environmental risks

## How we incorporated this piece into our map:

- We removed the spatial dimensions from the map, added color to help with readability, and generally made the guide simpler and less intimidating to potential visitors
  - Included accessibility features clearly labeled for easy noting and understanding; honoring the experiences of handicapped and observant attendees
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# Social Justice Piece - Palmieri

## What the piece focuses on:

- Palmieri emphasizes the need to remember that not everyone is able-bodied, and to account for potential disabilities in our target audience
- Acknowledgment vs. awareness and implementation

## How we incorporated this piece into our map:

- When designing the colors for the map, we used words in the map key and chose shades that wouldn't look too similar to each other to accommodate the colorblind
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# Social Justice Piece - Moore

## What the piece focuses on:

- Moore focuses on the importance of intersectionality and incorporating various perspectives
- Acknowledging that intersectionality is necessary and ever present; needs to be involved in processes

## How we incorporated this piece into our map:

- We included to translations of the guide, and a QR code so readers could translate it themselves, so that people who don't speak English can still bring their perspectives to the museum
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# Social Justice Piece - Young

## What the piece focuses on:

- Young's piece focuses on code-meshing, and encourages less uniform, professional dialect in favor of more open communication
- Embracing of dialects, shorthands, and coded speech

## How we incorporated this piece into our map:

- We noted doors and entrances with drawn markings, which, while perhaps a little unprofessional looking, should communicate more effectively without requiring the reader to code-mesh
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# Social Justice Piece - Hurley

## What the piece focuses on:

- Hurley emphasizes the way space can shape rhetoric, and the need to incorporate space into technical writing
- Including understanding of experiences of spaces and environments into technical communication and mediums

## How we incorporated this piece into our map:

- We took care to the physicality of the museum by explicitly marking stairs, and emphasizing the alternative, handicap-accessible options where applicable
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# Thanks!

# Questions?

- Slide template from Google Slides
- Photos and maps provided from the University Museum of Contemporary Art at UMass Amherst



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