

IPRO 311 Project Plan
Spring 2008

Campus Branding/ Sustainability Image

Advisor: Nancy Governale-Hamill

1.0 Objectives

The IPRO 311 Team's overall objective is to create a conceptual design and branding of IIT as an eco-friendly campus, promoting sustainability to students, faculty and visitors. IPRO 311 is sponsored by IIT Marketing and Communication Department which seeks to portray a message of the university's accomplishments in the area of sustainability and future capabilities. Furthermore, this project is driven by the interests of two IIT trustees with an interest to enhance the visibility of the IIT Main Campus from the I-94 expressway and other challenging vantage points (US Cellular Field, Sears Tower, McCormick Place, 2016 Olympics venues, etc.) Disney Imagineering is project partner participating with the Team through brainstorming discussion assisting the Team in building the IIT Brand.

Initially, the focus of the IPRO was the development of signage that could represent sustainability and be situated at a prominent location on campus visible to the public. After several class discussions, the vision of the IPRO broadened, to develop an overall campus sustainable conceptual design, incorporating signage as one of the elements. Successful completion of the goals presented here will require each participant to gain useful experience and knowledge regarding teamwork, inter-professional skills and specifically sustainable concepts. There are several interrelated objectives:

- (1) Build IIT brand awareness and campus visibility in ways that are aesthetically pleasing, exciting and memorable.
- (2) Create an eco-friendly, self-sustained project that promotes general awareness of activities within the university among students, staff, faculty and the community.
- (3) Play a leadership role in supporting Mayor Daley's vision for creating a ultra-green Chicago by 2020.
- (4) Create an IIT campus sustainability plan for future IPROs to build upon.

Creative solutions that unify the campus and enhance visibility may in fact be more ubiquitous and pervasive, taking the form of LED lighting decorative elements that feature the campus buildings, ways of creating a themed experience associated with all the corners of the campus that might be interactive or utilizing a significant building to promote visibility of the IIT Main Campus from I-94 and do so via sustainable technology solutions.

For the first semester, the team needs to explore, compile, and identify different eco-friendly technologies that may help accomplish our goals. Additionally, the team should maintain a strategy to ensure the scope of work builds upon our objectives. Moreover, the team needs to design the project with eco-friendly materials. Modeling and simulating the overall design strategy should be part of the first semester IPRO deliverables. Subsequent IPROs will need to create an implementation plan, as well as further develop the projects overall objectives and build upon the strategies developed throughout the first semester. This requires a project management system to monitor progress. For the actual implementation of the plan, we are hoping to gather support from the IIT community as well as outside donations to stimulate efforts to accomplish the projects underlying objectives. The city could also potentially assist in the funding of this project considering its sustainable nature, and close association to the CTA stations.

2.0 Background

In terms of energy and sustainability, IIT wants to take advantage of their rich history in innovation, problem solving and implementation by portraying itself as a center of sustainability education, research and project implementation for the Chicago metropolitan area and beyond. IIT graduates are known for their ability to accept responsible roles in the work force create technology companies and assume technology roles in established companies.

In terms of sustainability activities on campus today, there are ongoing construction projects that are greatly reducing the amount of energy consumed in the operation of the campus. A circa 1900 steam system design is being replaced with high efficiency hot water boiler systems. Lighting systems have been upgraded over the past decade which resulted in significant energy savings for general building lighting. Outdated building automation control systems are being upgraded to more responsive systems. Metering improvements have been made over the years to identify the amount and location of steam usage. With the change to the hot water boiler decentralized system, utility gas meters throughout the campus will provide a more accurate picture of the fuel needed to operate each building or mini utility plant.

Any image of sustainability developed through this IPRO, should be backed up with a continuation of improvements that make the IIT more energy efficient, material efficient and labor efficient while striving towards sustainability. Each existing building is in need of attention to the small details that cause them to use

excessive amounts of energy. In addition, alterations in campus operations and the actions of students, professors and staff will create a more sustainable university environment.

Beyond sustainability, an image enhancement is needed at the IIT main campus.

- The edges or borders of the IIT campus are not defined.
- IIT needs to improve its appearance as a university campus. New visitors to the campus do not interpret the entire assemblage of buildings as a university campus.
- IIT needs to improve the package of neighborhood amenities to create a campus environment. We are located a few minutes south of downtown Chicago, but have no immediate “campus town” amenities.

3.0 Methodology

The Team will develop visual enhancements that represent the rich history of the university while keeping in mind that we want to attract positive attention to the IIT. Ultimately, we want to attract the best and brightest to the campus both in student body, professors and staff. We want to create an environment that inspires creative technological thought and research and benefits the status of the IIT. The IIT has had recent success through construction of the Campus Center and State Street Student Village. These new buildings have attracted attention from the design community, attracted architectural students and improved the overall appearance of some of the 120 acre campus. The design solutions developed through this IPRO have the potential of creating another layer of interest in the IIT while portraying a rich history in technology that can change the world.

- A. Conceptual design and development of a site plan, in the form of a digital model, to demonstrate the overall green plan for the campus. Signage of some form will be included as a design element.
- B. In order to develop the conceptual model described in part A, the team will research various green elements and sustainable concepts discussed in class. Through brainstorming sessions with Disney Imagineering, there will be an opportunity to evaluate the campus issues from a new perspective. The team will be broken into six sub-teams to explore the various ideas.

The groups are as follows:

- CTA/Metra (transportation)
This group will focus on enhancing the main transportation lines into and out of campus.
- Reusable Billboards
This group will research the current use of reusable billboards and develop a potential campus strategy
- Recycling Technologies
This group will identify sources of materials for recycling throughout campus as well as identify potential materials to assist each sub group.
- Green Technologies
This group will research green technologies to develop a general campus strategy to improve the sustainability of the campus.
- Temporary Exhibit
This group will develop ideas for potential student temporary exhibits of a sustainable nature to be placed throughout the campus.

- C. In the next stage of the IPRO, the groups will continue to work together and develop concepts into a presentable master plan to rally support for campus development. The digital model will be enhanced to incorporate a three dimensional animation/video through the campus identifying all aspects of the master plan and illustrating the importance of this development.
- D. Each sub-team will carefully document their research and post it to IGROUPS so that the information is readily available to all members of the team. Pictures will also be taken and all notes will be posted to IGROUPS.
- E. IPRO deliverable reports will be headed by two individuals from the IPRO team and as needed, those two will summon help from other IPRO team members to help with the IPRO deliverables. All who are responsible for parts will then upload their parts to IGROUPS and the two leaders of the IPRO deliverable reports will combine all parts, revise, and upload a final version to IGROUPS for all team members to review before final submission. This will be the protocol for all IPRO deliverable reports.

4.0 Expected Results

- A.
- To research green technologies which could be incorporated/installed at the CTA/Metra transportation lines running through and parallel to the Main Campus at the
 - To research the use of reusable billboards as an option for signage or other installation to help promote the IIT Sustainability image. .
 - To research recycling technologies and recyclable materials which may be used to enhance the campus; and establish a financing strategy to utilize the current recycled output of IIT.
 - To research green technologies including lighting and pavement which may be used on campus.
 - To evaluate multiple types of temporary exhibits which may be used to present sustainable concepts and green technologies, as well as define the strategies for implementation and student involvement.
 - To prepare a digital campus model which will be used to illustrate and present the results of this IPRO.
- B. Expected information which will be gathered through our research shall present multiple green ideas to be incorporated into the campus plan.
- C. Potential ideas resulting from our research might range from utilizing green technologies to improve energy consumption of the CTA stations as well as our campus; identifying a number of recycled materials for utilization throughout the campus; and improvement potential for the IIT campus. For the campus wide digital model, the Team will want to a site plans illustrated a variety of examples and techniques of green or sustainable living.
- D. Our potential outputs produced through the execution of assigned tasks are to: develop prototypes; campus wide digital animation; potential material samples; and campus sustainability master plan. The Team will also work together as a group to provide the best product while respecting each individual's ideas.
- E. Deliverables will offer an opportunity for individuals to work as a team and allow us to encounter certain situations to challenge us in ethics and professional issues. The Team's expectations are to learn how to grow and functionally work as a team to reach our goals and objectives. The deliverables will also offer an opportunity to develop our presentation and public speaking skills as an individual and a group.

- F. Our expected results will not only address the objectives described above and meet the expectations on the Marketing and Communications Group and the interests of the Trustees. Furthermore, the campus plan can benefit many who are interested in studying green technologies and living a sustainable life style.
- G. We expect our IPRO to initiate discussion and implementation of our sustainability focused proposal throughout the IIT campus. Additionally, we hope our IPRO serves as the foundation for future classes to build upon our plan and continually enhance the campus environment while recognizing IIT as a continual leader in sustainable technologies.

5.0 Project Budget

Item	Unit Price	QTY	Price	Purpose
Abstract	.50	30	15	IPRO Deliverables
Poster	20	3	60	IPRO Deliverables
General Concept Print	.5	30	15	General Process
Material Samples	50	n/a	50	Potential materials for utilization throughout the project plan.
Modeling Materials	200	n/a	200	Modeling concepts and prototypes, both small and full scale.
DVD/CD	5	15	30	3d Animation for presentation as well as handouts.
General Printing	.10	100	10	Project administration and process.
Handouts	.50	150	75	General handouts for the presentation
TOTAL			\$455	

6.0 Schedule of Tasks and Milestone Events

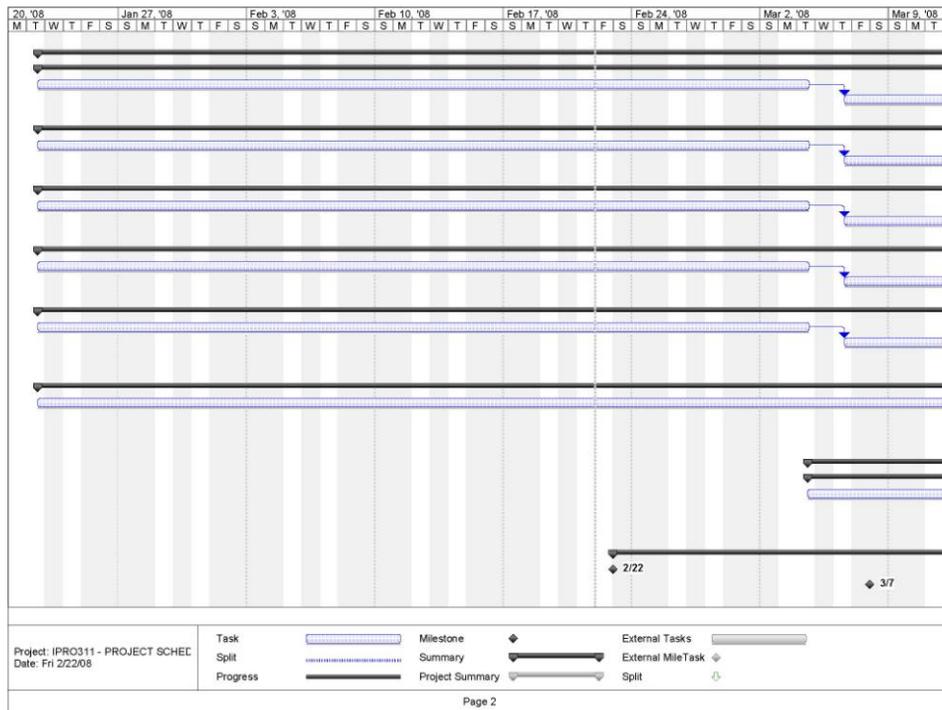
ID	Task Name	Duration	Start	Finish	Predecessors	Resource Names
1						
2	Campus Master Plan	31.5 days?	Tue 1/22/08	Mon 4/21/08		
3	CTA	31.5 days?	Tue 1/22/08	Mon 4/21/08		Anne Nadler, Brian Romanelli, Jon Navarro, Rae Mindock
4	Research	#####	Tue 1/22/08	Tue 3/4/08		
5	Planning	4.5 days?	Thu 3/6/08	Tue 3/25/08 4		
6	Final Design	9.25 days?	Thu 3/27/08	Mon 4/21/08 5		
7	BILLBOARDS	31.5 days?	Tue 1/22/08	Mon 4/21/08		Migun Choi, Brian Romanelli, Jon Navarro, Rae Mindock
8	Research	#####	Tue 1/22/08	Tue 3/4/08		
9	Planning	4.5 days?	Thu 3/6/08	Tue 3/25/08 8		
10	Final Design	1 day?	Mon 4/21/08	Mon 4/21/08 9,6FF		
11	RECYCLING	31.5 days?	Tue 1/22/08	Mon 4/21/08		Steve Bird, Josh Horwath, Brian Romanelli, Jon Navarro, Rae Mindock
12	Research	#####	Tue 1/22/08	Tue 3/4/08		
13	Planning	4.5 days?	Thu 3/6/08	Tue 3/25/08 12		
14	Final Design	1 day?	Mon 4/21/08	Mon 4/21/08 13,10FF		
15	TEMPORARY EXHIBITS	31.5 days?	Tue 1/22/08	Mon 4/21/08		Brianna Elg, Brian Romanelli, Jon Navarro, Rae Mindock
16	Research	#####	Tue 1/22/08	Tue 3/4/08		
17	Planning	4.5 days?	Thu 3/6/08	Tue 3/25/08 16		
18	Final Design	1 day?	Mon 4/21/08	Mon 4/21/08 17,14FF		
19	GREENING/LIGHTING/PAVING	31.5 days?	Tue 1/22/08	Mon 4/21/08		Brian Crowley, Steve Henry, Brian Romanelli, Jon Navarro, Rae Mindock
20	Research	#####	Tue 1/22/08	Tue 3/4/08		
21	Planning	4.5 days?	Thu 3/6/08	Tue 3/25/08 20		
22	Final Design	1 day?	Mon 4/21/08	Mon 4/21/08 21,18FF		
23						
24	Model/Digital Presentation	31.5 days	Tue 1/22/08	Mon 4/21/08		
25	Digital Campus Model	31.5 days	Tue 1/22/08	Mon 4/21/08		Nick Perry, Brian Romanelli, Jon Navarro
26	Poster	0 days	Mon 4/21/08	Mon 4/21/08 25FF		Nick Perry, Brian Romanelli, Jon Navarro
27	Abstract	0 days	Mon 4/21/08	Mon 4/21/08 26FF		Nick Perry, Brian Romanelli, Jon Navarro
28						
29	Reports	14.5 days	Tue 3/4/08	Mon 4/21/08		
30	Midterm Report	3 days	Tue 3/4/08	Fri 3/14/08		
31	Powerpoint Presentation	3 days	Tue 3/4/08	Fri 3/14/08		
32	Final Report	11.5 days	Tue 3/18/08	Mon 4/21/08		
33	Powerpoint Presentation	11.5 days	Tue 3/18/08	Mon 4/21/08 31		
34						
35	Organizational	16 days	Fri 2/22/08	Fri 4/18/08		
36	Project Plan	0 days	Fri 2/22/08	Fri 2/22/08		Brian Romanelli, Jon Navarro, Rae Mindock
37	Code of Ethics	0 days	Fri 3/7/08	Fri 3/7/08		Brian Crowley, Migun Choi
38	Meeting Minutes	0 days	Fri 4/18/08	Fri 4/18/08		Steve Bird

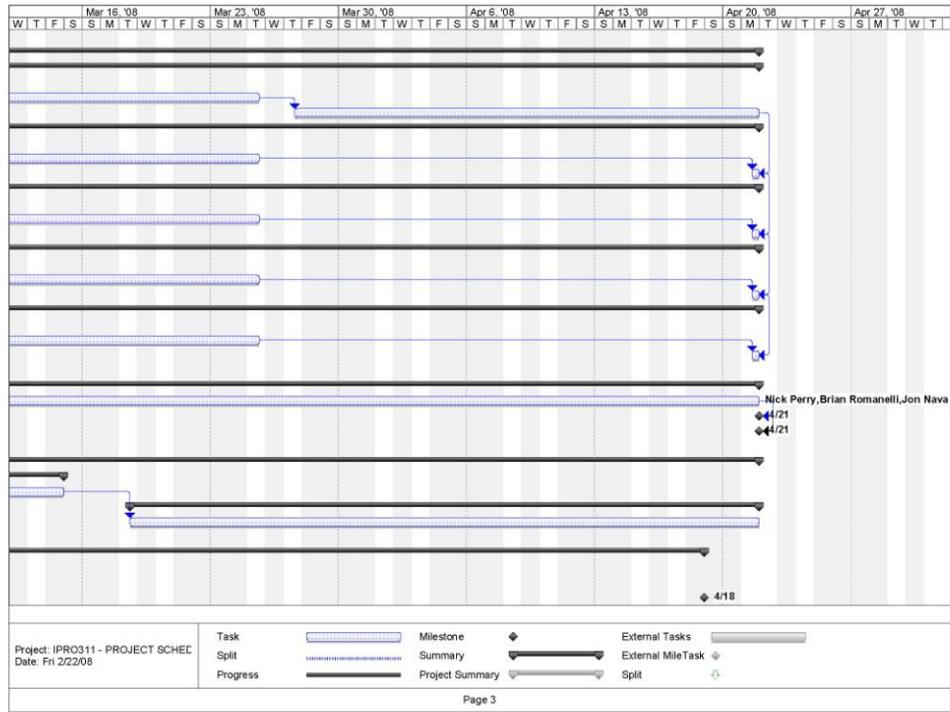
Project: IPRO311 - PROJECT SCHEC
Date: Fri 2/22/08

Task		Milestone	
Split		Summary	
Progress		Project Summary	

External Tasks	
External MileTask	
Split	

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7.0 Individual Team Member Assignments

Name	Role	Major	Skills
Steve Bird	Minute Keeper / Leader Recycling	Political Science	Researching; Organizing
Migun Choi	Researcher / Leader Billboards	Industrial Technology and Management	Researching; Technology exploration; Microsoft Office; Photoshop
Brian Crowley	Researcher / Leader Greening	Civil Engineering	Researching; Technology exploration; AutoCAD
Brianna Elg	Researcher / Leader Temp. Exhibits	Psychology; Pre-Med	Researching; Technology exploration; Writing; Microsoft Office
Steve Henry	Researcher / Leader Paving/Lighting	Architecture	AutoCAD, Photoshop, Illustrator, Sketch-Up, Model Making, Computer Drawing
Josh Horwath	Researcher / Leader Transportation	Electrical & Computer Engineering	Researching; Technology exploration
Rae Mindock	Sustainability Consultant	Business	Sustainable technology applications
Anne Nadler	Researcher / Leader Transportation	Mechanical Engineering	Researching; Technical Solving; Organizing.
Jon Navarro	Project Manager	Architecture	AutoCAD, Photoshop, Illustrator, Sketch-Up, Model Making, Computer Drawing
Nick Perry	Model Master	Architecture	AutoCAD, Photoshop, Illustrator, Sketch-Up, Model Making, Computer Drawing
Brian Romanelli	Project Manager	Architecture	AutoCAD, Photoshop, Illustrator, Sketch-Up, Model Making, Computer Drawing

8.0 Designation of Roles

- A. Assign Meeting Roles
 - a. Minute Taker: Steve Bird
 - b. Agenda Maker: Brian Romanelli and Jon Navarro
 - c. Time Keeper: Steve Bird
- B. Assign Status Roles
 - a. Weekly Timesheet Collector/Summarizer: None. The group has accepted the responsibilities to implement the project moving smoothly and has determined to not use. The two project managers will track progress of the subgroups and update the team through project completion.
- C. Master Schedule Maker: Brian Romanelli and Jon Navarro
- D. iGroups: Brian Romanelli and Jon Navarro