Topic: Research Project

Objective: To help students understand the operations of a real-world design environment.

Students will be given a location for their project. They are to gather knowledgeable and valuable information to begin understanding the nature of the design project. This primary approach instills confidence in the designer's ability to create a spatial environment for the client and serves as a positive reinforcement between the client and the designer.

Students are to create a **PowerPoint Presentation** based on research gathered featuring the project's location.

Part 1: Demographics

_____/40 pts. Research Demographics - Students are to give relevant information about the property's region, city, and Community (project mapping).

1. _____/5 pts. Map the Region, City, and Community based on population.
    a. For example, if I wanted to open a hotel in Spartanburg, I would map South Carolina Upstate, the City of Spartanburg, and the Downtown community of Spartanburg.
2. _____/5 pts. Provide Traffic and other vehicles patterns that might be relevant to the area
    a. Locate ports of entry: Airports, Shipping, Railroads
    b. Traffic patterns for significant roads and Hi-ways
    c. Provide information on local means of transportation
3. _____/5 pts. Provide demographic information on the population… (i.e., age, gender, marital status, Family unit, average income, etc.).
4. _____/5 pts. Provide information on what people who live and vacation there like to do.
5. _____/5 pts. Provide information on Parks and recreation areas.
6. _____/5 pts. Provide information on local businesses, types of restaurants, and entertainment venues in the area.
7. _____/5 pts. Give information on various hotel types and alternative stays (i.e., Airbnb, Verbo, Home Away).
8. _____/5 pts. Provide information on the community lifestyle (What type of lifestyle does the person who lives or vacations regularly live). Is it a fast-paced environment like New York, Miami, or LA, or a slow-paced, more relaxing environment like the US Virgin Islands and other more intimate settings.

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Part 2: Historical/Cultural

_____/40 pts. Research historical and cultural information on the city, Community, and neighborhood.

1. _____/8 pts. Include information on historical landmarks and a brief description of the landmark's history.
2. _____/8 pts. Include the evolution of Architectural styles as they have evolved in this area.
3. _____/8 pts. Include symbolic architectural **motifs** specific to the area.
4. _____/8 pts. Include social/popular culture as it has evolved in this area.
5. _____/8 pts. Include any relevant information specific to this area that someone might want to know who is constructing a hotel there.

Part 3: Review

_____/20 pts. Utilizing the information that you have gathered write a clear and concise statement synthesizing the information that you have gathered.

1. _____/10 pts. The statement must be one to three well written paragraphs (Note: a well written paragraph generally consists of at least 5 well-structured sentences).
2. _____/10 pts. The statement must capture the tenor of your research.

Total Points _____/100 pts.

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