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LEARNING BY DESIGN

The Premier Source for
Education
Design Innovation and
Excellence

Published 3x per year



SPRING



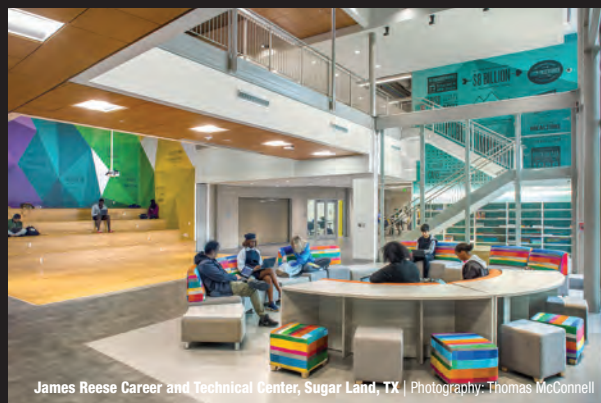
SUMMER



FALL



Charlotte Latin Central Administration & Upper School
Classroom Building, Charlotte, NC | Photography: Sean Busher



James Reese Career and Technical Center, Sugar Land, TX | Photography: Thomas McConnell



Lyndhurst Middle School, Lyndhurst, NJ | Photography: ©2020 Mike Van tassell



Mary Lyon Elementary School, Tacoma, WA | Photography: ©2020
Lara Swimmer Photography



Del Norte K-12, Del Norte, CO, Treanor Hill Photography: Brad Nicol Photography

For 30 years *Learning By Design* magazine has been school and university leaders' premier source for education facility design and architecture. Offering a multidisciplinary group of decision-makers a knowledge-based platform for creating environments that spur human explorations, creativity, learning, and well-being. Showcasing built projects, case studies, and research that exemplify how the design of the physical space can impact teaching, programming, academic and social outcomes.

FALL 2021

LEARNING BY DESIGN

THE PREMIER SOURCE FOR EDUCATION DESIGN INNOVATION AND EXCELLENCE

Awards of Excellence

Class Elementary School, Austin, TX
Photo: Tom McCormell

Benefits of Trauma-Informed Design

By Sarah Kelly, PhD

In 2020, COVID-19 hit the world of education hard. The pandemic disrupted the lives of millions of students and educators alike. The impact was not only on the physical space of schools but also on the mental health of those who worked and learned in them. Trauma-informed design is a response to this crisis, aiming to create environments that support the well-being of all who enter them.

CREATING Positive Tomorrows

Innovation and educator design solutions for underserved families

By Matt Fleming

Positive outcomes are the goal of any school. However, for many underserved families, the path to that goal is often filled with challenges. Schools in these communities face unique obstacles, from limited resources to high levels of poverty. The design of these schools can play a crucial role in addressing these challenges and creating a more positive future for all students.

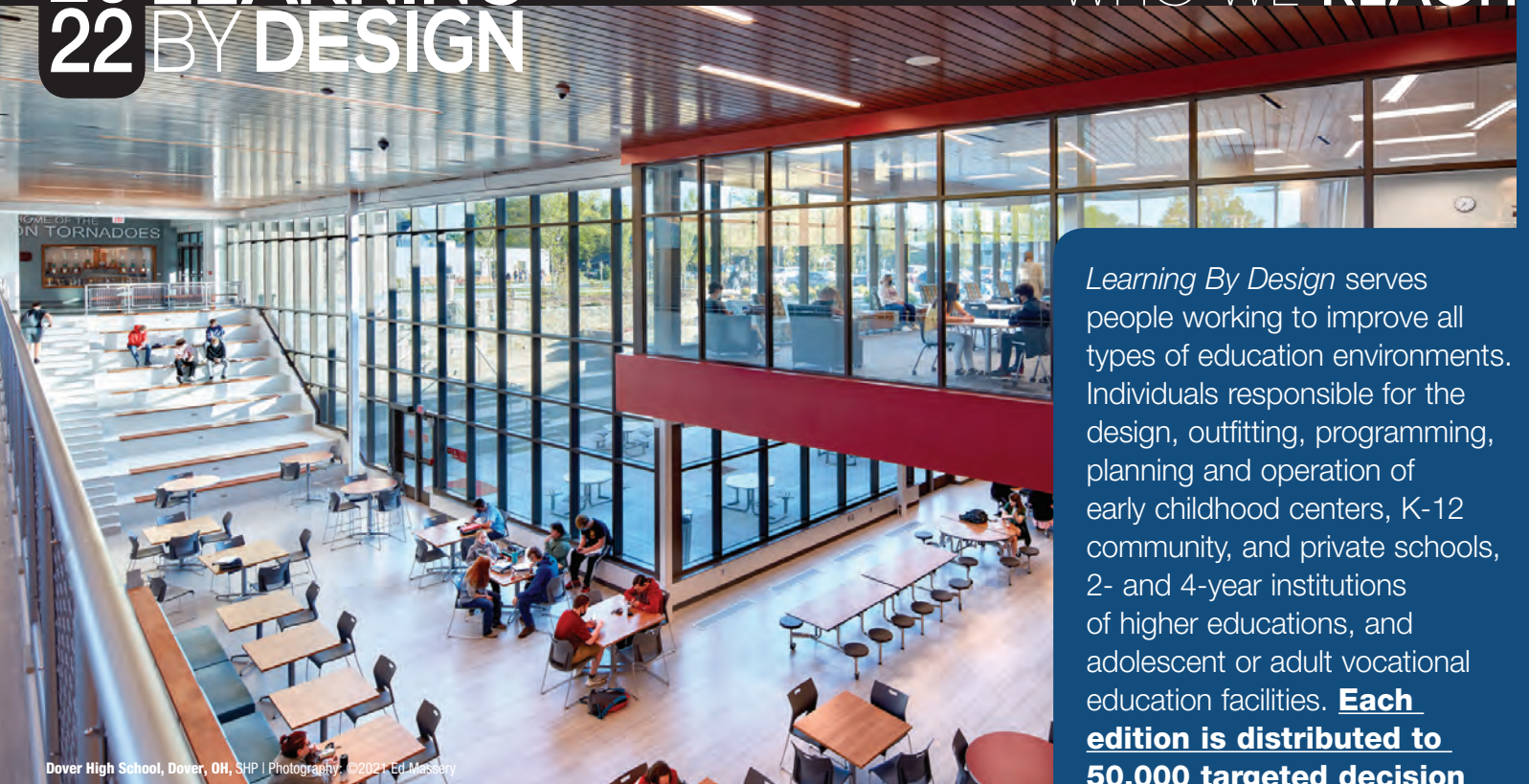
BRINGING LEARNING AS A SOCIAL ENDEAVOR

By Sarah Kelly, PhD

As we bring our eyes to the world of education, we see a landscape that is rapidly changing. The traditional model of education, centered on the classroom and the teacher, is being challenged by new technologies and pedagogical approaches. Learning is becoming a social endeavor, one that happens in a variety of settings and through a variety of means.

BRINGING DOWN THE WALLS

The design of a school building can have a profound impact on the learning experience. Traditional school buildings often feature high walls and a formal, institutional feel. Modern schools are breaking down these walls, creating more open, flexible, and collaborative environments. This shift in design reflects a change in how we think about learning and the role of the school building.



Dover High School, Dover, OH, SHP | Photography: ©2021 Ed Massery

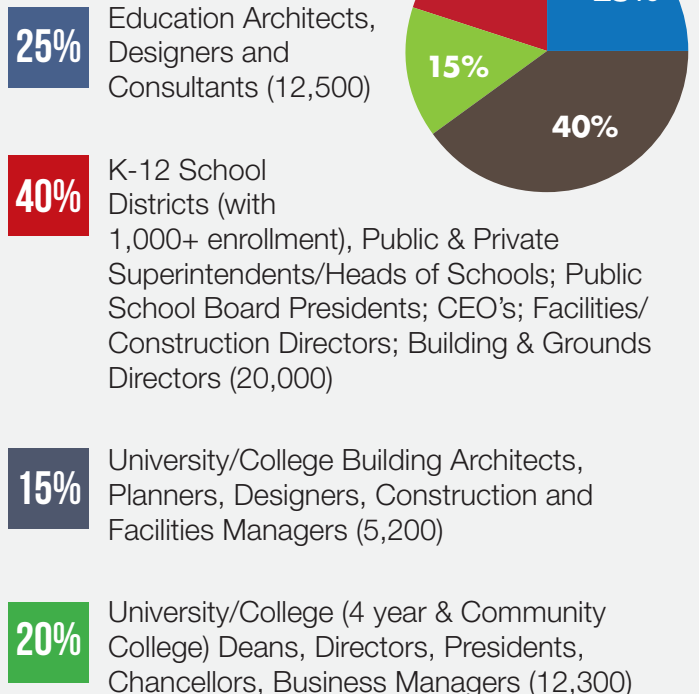
Learning By Design serves people working to improve all types of education environments. Individuals responsible for the design, outfitting, programming, planning and operation of early childhood centers, K-12 community, and private schools, 2- and 4-year institutions of higher educations, and adolescent or adult vocational education facilities. **Each edition is distributed to 50,000 targeted decision makers.** Many top architecture firms participate in the *Learning By Design* awards and receive the magazine.

Think of *Learning By Design* as a school and university leaders' armchair guide to education architecture and design; the most effective publication for advertising your products or services to this influential audience. Targeted circulation in print and digital includes firm-based architecture and interior design product specifiers and institution-based facility design specifiers and professionals with product purchasing authority.

TARGETED DISTRIBUTION

1. Members of the AIA-CAE Knowledge Community, The American Institute of Architects Committee on Architecture for Education
2. Members of the Association for Learning Environments (A4LE formerly known as CEFPI)
3. Members of SCUP, the Society for College & University Planners.
4. Members of AUID, the Association of University Interior Designers.
5. Current and past architectural firm and facility leaders of projects bestowed architectural awards from *Learning By Design*.
6. Academic professional circulation list of K-12 and Higher Education titles contiguously updated by MDR education, a division of Dun & Bradstreet, Inc..

CIRCULATION BY SETTING AND TITLE





St. Martin's Episcopal School Early Learning Center, Atlanta, GA | Photography: ©2019 Jim Roof Creative Photography

Every edition of *Learning By Design* features **voice of the customer content** in the form of **thought leader articles** by members of *Learning By Design's* four (4) partner national professional education interior design, architecture, and planning associations.

The Committee on Architecture for Education (AIA.org/cae)

is the second largest Knowledge Community of the American Institute of Architects. The CAE 9,500+ members are architects, designers and allied professionals.

Committee on Architecture for Education

an **AIA** Knowledge Community



The American Institute of Architects

The Association of University Interior Designer (AUID.org)

is a non-profit association of practicing interior designers at higher education institutions. AUID members are empathic individuals passionate about making a positive impact on the human experience.



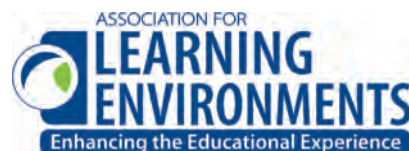
AUID
ASSOCIATION of UNIVERSITY
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The Association for Learning Environments (A4LE.org)

Learning By Design

Magazine is the official

publication of A4LE. A4LE is an association of more than 4,400 professionals with one single goal – improving the places where children learn. Membership is made up of nearly every discipline involved in the K-12 school facility administration, planning, construction, design and maintenance industry, including educational facility planners, architects, designers, educators and suppliers.



The Society for College and University Planning (SCUP.org)

is a community of higher education leaders responsible for the integration of planning on their campuses and for the professionals who support them. SCUP's membership consists of more than 4,500 individuals working in higher education institutions.



The Society for College and University Planning



Walnut Grove Elementary, Bargersville, IN | Photography: Kristin Dial

Recent Jury Members Include:

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College of Architecture and Urban
Planning, University of Michigan

Bruce Wardell, AIA, IFRAA,
Founder and Design Principal,
BRW Architects

Learning By Design tri-annually publishes education design compendiums drawn from its own and partner national education architectural awards programs. Each edition brings readers dozens of juried examples of the most progressive new spaces as well as renovations of exiting facilities.

“More and more 50+ year old schools need to be renovated in the country and examples like the ones found in *Learning By Design* help designers show clients what is possible.”

—Education Designer,
Washington DC



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“Learning By Design’s
 targeted audience is school
 administrators/decision-
 makers and designers...
 so, it’s a way to **improve**
industry practice as well
 as **get in front of potential**
clients.”

—Emily Chmielewski, EDAC
 Sr. Design Researcher & Sr. Assoc.,
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- Serves as a visual reminder of interest, need or an event.
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- Offers strong audience targeting.
- Triggers emotional processing which is important for memory and brand association.
- Makes online advertising more effective.

A Celebration of Contemporary Learning Environments

During the jury project review and deliberations members commented on or discussed the various nuances of all submissions. The outcome produced the following important design/learnings by Design wished to share that may impact future education architectural designs.

- Flood all the building spaces with daylight.
- Security design should be relatively invisible.
- Provide a good balance of flexible/open space and a variety of small internal and large break-out areas dispersed throughout the building.
- Design based on tangible data.
- Ceiling design has significant impact on the quality of the environment.
- General space planning keeps building circulation simple.
- Incorporate site design to maximize the indoor/outdoor classroom and common space connection and to incorporate courtyard or rooftop gardens.
- Classrooms do not need a front. Furnishings, writing surfaces, and technology should be movable, allowing them to be truly flexible.
- Design spaces to the social-emotional and physical needs of learners, not just cognitive.
- Increase the use and scale of greenery, bioswales, and other natural landscape between the buildings and adjacent driveways and parking lots.
- Provide transparency between spaces to put learning and innovation on display.
- The exterior facade and the interior design should be integrated and age appropriate.

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Great Northern Way Pavilion
Westwood, BC, Canada
Architect: Petros - Viti
Structural: Earth Frame Systems
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Duplex High School
Lafayette Valley College - Science and Research Center
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E-BLAST

LEARNING BY DESIGN The Premier Source for Education Design Innovation and Excellence

E-News+ Product Spotlight 6.15.21

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Need to furnish your school fast? VS' QuickShip program has a wide range of products – from seating to desks to storage – stocked and available to ship from Charlotte or Houston within 10 days of placing an order. And, the products arrive fully assembled so they can be put to use immediately!
[Explore the furniture](#) | [LEARN MORE](#)

UPFIT
With Upfit outdoor learning spaces from Landscape Forms, you can confidently promote the safety and well-being of students and educators with outdoor structures, furnishings and hand sanitizing stations.
[Learn More](#) | [landscapeforms.com/education](#)

Product Spotlight Newsletter ↑

Reach 21,000+ design and education professionals online through “snackable” content and product “touchstone” exposure 10 times per year within dedicated e-blast focused on education environments. Offered monthly except January & December.

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Ruckus worktables are the flexible, mobile and durable solution for creating dynamic learning environments.

Multiple sizes support a variety of layouts and group dynamics. Backed by a 10-year warranty and tested to support up to 2000 pounds, worktables with industrial-grade locking casters meet the rigorous demands of classrooms, multi-purpose, media centers, libraries and STEM labs.

Designed to fit through doorways, worktables feature built-in removable work surfaces and a two-piece base for easy relocation. Work surfaces are available with power, providing connectivity and charging capabilities to students and staff. Storage and lock options allow the table base to keep learning tools handy and secure.

[Click to configure your worktable.](#)

[VIEW RUCKUS WORKTABLES](#)

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Learn how Oak Park Unified School District is repurposing shipping containers to encourage a sustainable learning environment



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Product Spotlight

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An article or series of articles can be created around people, places, projects, trends, and or performance. From the who's and what's to the when's and why's, these pieces are about the nuts and bolts of putting boots on the ground to having success in the education and design sector.

- Educate potential customers with timely and useful industry information to improve design strategies.
- Share content that becomes part of the authoritative dialog in Learning By Design
- Brand your executives or aligned 3rd party thought leaders to your niche solution area.
- Create derivative products derived from recorded webinars or event presentations.

How it Works

Pick Option **A** or **B**

A You provide our team with executive-level thought leadership content designed to the magazines print-ready design specifications.

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South Dakota State University
Sustainable Innovation by Diversified Casework

Healthy Labs
By Brenden, the President of Lab, Diversified Casework

Sustainability in the Lab
Did you know? According to a recent climate report released by the U.S. Environmental Protection Agency (EPA), levels of carbon dioxide (CO2) concentrations in the atmosphere are higher today than any time in the last two million years. As a result, temperatures over the last 50 years have increased at a rate faster than any time over the last 2,000 years. While this news is hard to hear, there is good news: there is still time to make changes before it's too late. One way you can help decrease CO2 levels in the atmosphere is by purchasing lab furniture that is sourced from sustainably managed forests.

What is Sustainably Sourced Wood?
Look for manufacturers that source their wood from sustainable forests. Sustainable forestry is the practice of managing forest resources to meet the needs of today, yet leaving value for future generations. When buying lab furniture, you will want to ensure the wood is a result from trees from forests certified by the Forest Stewardship Council (FSC) and the Sustainable Forestry Initiative (SFI).

9,146 ACRES of responsibly managed forestland
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• Uses wood from responsibly managed forests
• Clear-cutting practices meet or exceed standards
• Sustainable forestry practices

114,800 ACRES of responsibly managed forestland
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• Clear-cutting practices meet or exceed standards
• Sustainable forestry practices

Reduce Your Carbon Footprint
Being good for the planet is also good for your business. Reducing your carbon footprint can help you reduce your energy costs, improve your brand image, and attract environmentally conscious customers. There are many ways to reduce your carbon footprint, but one of the most effective is by using sustainably sourced wood. This wood is sourced from forests that are managed in a way that ensures the forest will be there for future generations. By using sustainably sourced wood, you can help reduce your carbon footprint and do your part for the planet.

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Transparency Improves Design
An industry shift toward product declarations enhances holistic decision making

By Brian O'Connell

Design transparency is an emerging design trend that is gaining momentum. It is the practice of being open and honest about the design process, including the materials, methods, and costs involved. This transparency allows clients to make more informed decisions and ensures that the final design meets their needs and expectations. In the past, designers often worked in a "black box" manner, where clients were not involved in the design process. However, as the industry has evolved, clients are now demanding more transparency and accountability from their designers. This shift is driven by a number of factors, including the rise of social media, which has made it easier for clients to research and compare design services. Additionally, the industry is becoming more competitive, and designers are using transparency as a way to differentiate themselves from their competitors. Overall, transparency is a positive trend that is improving the design process and the relationship between designers and clients.

EXPERT ADVICE
From Career Decisions, Project Management to Client Relationships, Design Advice

By Brian O'Connell

What challenges can be incorporated to prevent the spread of COVID-19 in educational centers for young children?
When designing education centers for young children, it is important to consider the health and safety of the children. There are several challenges that can be incorporated into the design to help prevent the spread of COVID-19. These include: 1. Increased ventilation and air filtration. 2. Use of antimicrobial surfaces. 3. Design of spaces that allow for easy cleaning and disinfection. 4. Use of materials that are resistant to viruses and bacteria. 5. Design of spaces that allow for social distancing. 6. Use of signage to guide children and staff on proper hygiene and safety protocols. 7. Design of spaces that allow for easy access to handwashing stations and hand sanitizer dispensers. 8. Use of materials that are easy to clean and disinfect. 9. Design of spaces that allow for easy access to outdoor areas. 10. Use of materials that are resistant to mold and mildew. By incorporating these challenges into the design, educational centers can help prevent the spread of COVID-19 and ensure the health and safety of the children.

Learning from Change
What can we learn about education and ourselves from the time of COVID?
By Brian O'Connell

The time of COVID-19 has been a challenging one for many of us. It has forced us to change our lives in ways that we never imagined. However, there are many lessons that we can learn from this experience. One of the most important lessons is the importance of adaptability. We have had to learn to live with uncertainty and change, and we have had to find ways to adapt to these changes. Another lesson is the importance of community. We have seen how people have come together to support each other during these difficult times. Finally, we have learned the importance of self-care. We have had to take care of ourselves during these difficult times, and we have learned that self-care is not a luxury, but a necessity. By learning from these lessons, we can become more resilient and better equipped to handle future challenges.

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1/4 Page	\$2,015	\$1,751
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Digital E-Magazine Page Zero Sponsorship	\$7,500	

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- LBD & SCUP Awards Program Sponsor

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LBD Curated - Derived from Repurposed Content (ex. Webinar)	\$7,500
Additional LBD Curated Page(s)	\$3,300
Customer Supplied: (Print Ready PDF)	\$6,000

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Product Spotlight Newsletter E-blast	\$800	\$2,400	\$4,200	\$6,000	-
Sponsored E-blast	\$2,500	\$6,000	-	-	-
Website - 728 x 90 Leaderboard	-	\$1,800	\$3,200	-	\$6,000
Website - 320 x 250 Box Banner	-	\$1,500	\$2,500	-	\$4,500
Website - Case Study	-	\$3,750	-	-	-
Website - Product Spotlight Posting	\$500	\$1,350	-	-	-
Website - Video Placement (YouTube Linked)	-	\$1,800	\$3,500	-	\$6,500



SPRING: April 2022

Educational Facilities Design Awards Showcase—Resilience with Nature Based Design; Ask the Designer; Product Innovation Awards; Association Partner Columns; Design Practice Profiles

Advertising Space Deadline:

February 11, 2022

Ad Materials Due Date:

February 25, 2022



SUMMER: June 2022

New Fixturers, Furniture, and Equipment for Optimal Learning Spaces; AIA's Framework for Design Excellence; The Society for College and University Planning Excellence Awards; Association Partner Columns

Advertising Space Deadline:

April 8, 2022

Ad Materials Due Date:

April 21, 2022



FALL: October 2022

Learning By Design Architecture and Interior Design Excellence Awards; Early Childhood Education Environments; Association Partner Columns; Pedagogy and Design Thinking; Ask the Experts

Advertising Space Deadline:

August 4, 2022

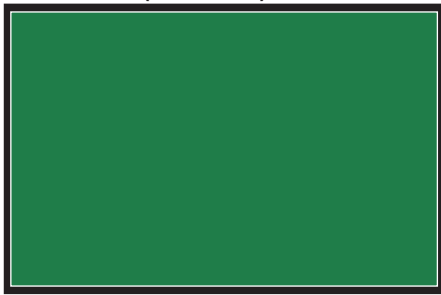
Ad Materials Due Date:

August 25, 2022

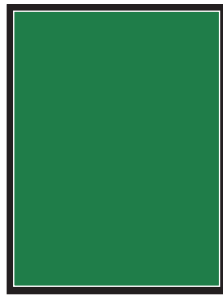
AD SIZE	Bleed* (Live Area, width x depth)	Non-Bleed (Live Area, width x depth)	Trim (width x depth)
2-page spread (full bleed)	16.25" x 10.75"	15.5" x 10"	16" x 10.5"
Full page	8.25" x 10.75"	7.5" x 10"	8" x 10.5"
Half-page horizontal	--	7" x 4.5"	--
One-third vertical	--	2.25" x 8"	--
One-fourth page	--	3.75" x 4.5"	--

*Make sure that crop marks fall outside the trim area.

Non-Bleed (Live Area) sizes:



2-Page Spread
15.5" x 10"



Full Page
7.5" x 10"



1/2 Horizontal
7" x 4.5"



1/3 Vertical
2.25" x 8"



1/4 Page
3.75" x 4.5"

PROOFS: A color-accurate proof must be submitted for all color insertions. Proof must be at 100% of final size. The publisher is not responsible for color accuracy if a color-accurate proof is not submitted (e.g., color laser prints are not color-accurate proofs).

PRINT

4-color ads should be in CMYK and should include cropmarks (Offset should be greater than bleed. Artwork is accepted in the following formats:

- Press-optimized PDF
- Photoshop jpeg (.jpg) or tiff (.tif) with fonts/images embedded
- Illustrator eps (fonts converted to outline). Ensure that all artwork embedded in these files is in CMYK and high-resolution (300 dpi at actual size).
- Ads are not accepted in other formats. Ads not submitted to these specifications will incur additional fees.

DIGITAL

- Horizontal banner: 728 pixels wide x 90 high, supplied in jpeg format.
- Box Banner (300x250 pixels) standard ad specs
- Webiste Videos should be submitted as YouTube link. Include http:// or https:// for all videos.
- Product Spotlight should include one low resolution jpeg photograph (max width of 445 pixels) plus up to 35 word text description, product name and desired URL address. Creative materials are due on the 3rd Monday before the month of issuance.

ADVERTISEMENT DEADLINES

Spring: April 2022

Final space deadline: **February 11, 2022**
Materials deadline: **February 25, 2022**

Summer: June 2022

Final space deadline: **April 8, 2022**
Materials deadline: **April 21, 2022**

Fall: October 2022

Final space deadline: **August 4, 2022**
Materials deadline: **August 25, 2022**

SALES CONTRACTS AND INSERTION ORDERS/ MATERIALS

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