



Bronx, New York

**DreamYard
Art Center
YouMedia
Space**

DreamYard Art Center

YouMedia Space

Bronx, New York

DreamYard is the largest arts education provider in the Bronx, with programs that reach 8,500 K-12th grade students annually during in-school and out-of-school programs. The DreamYard Art Center provides positive, creative programming for youth and arts learning training programs for educators and artists.

H3 has been working with DreamYard over the past two years to provide design services to enhance their spaces to represent the creative spirit encouraged by the program. We have most recently begun working with DreamYard to design a prototype for a nation-wide model for a YOUmedia-inspired digital media environment for youth and teens. Based on the YOUmedia space at the Chicago Public Library, the DreamYard project is one of five prototypes funded by the MacArthur Foundation to serve as the model for future grants awarded by the Institute of Museum and Library Services. Chosen because it is an arts-based community center, the DreamYard YOUmedia space will be an important reference point in the continual transformation of how libraries can support teen preparedness for success through non-traditional programming.

The expansion opened in October 2012 and includes a hang out space, a campaign headquarters, a media lab and a library space for intellectual study. Augmented by the “making” spaces of the adjacent arts center, the center will provide the tools to take the youth of this neighborhood to any level of success desired.

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Technology Check-Out

Recording Stations

Radio Station

Gallery

Homework Stations

Social Media Station

Check-in

Lounge

Moments of Broadcast

Campaign Headquarters



VIEW FROM CAMPAIGN HEADQUARTERS



GROUND LEVEL PLAN



LOWER LEVEL PLAN

- HANG OUT
- MESS AROUND
- GEEK OUT



Media Lab

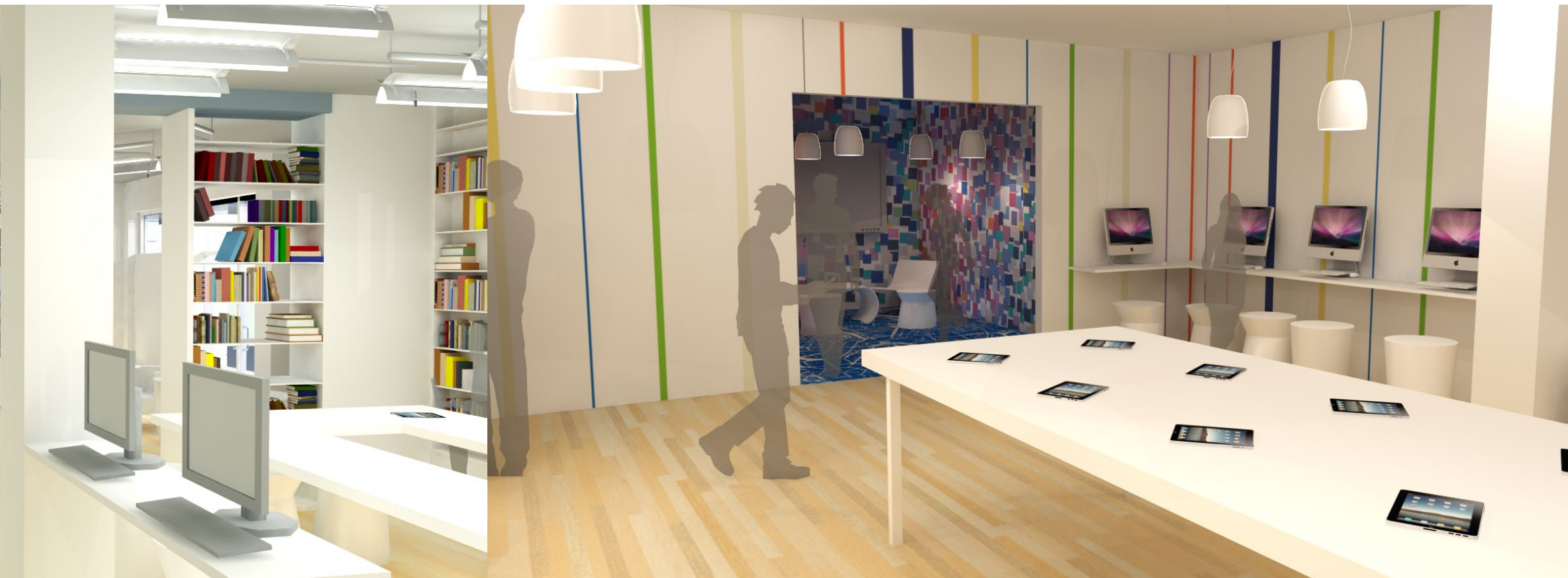
Library Center

Brainstorming Center

LOWER LEVEL



VIEW FROM CHECK IN



MEDIA LAB

User Narrative

Jamie is a high school sophomore from the Morrisania neighborhood of the Bronx. His grades range from B's to D's and he's not sure he's headed for college or not. He likes his school, but he is often bored by the classroom work that is centered around textbooks and standardized testing.

One day, his friend Rich mentions he is going to take a GRAPHIC DESIGN WORKSHOP at the DreamYard Arts Center, a couple of blocks from their high school campus. He and Rich both have sketchbooks that they draw in while they are hanging out. Jamie has taken a couple of art classes in school and thinks he is better than average at drawing, but he isn't sure about how to take his skills to the next level. Jamie works after school twice a week, but on one of his days off he decides to tag along with his friend to the DreamYard Arts Center to check out the new YOUmedia space.

The students walk down the stairs from their campus and across Third Avenue towards the DreamYard Arts Center. It takes about 5 minutes to make the walk. Jamie never walks up Washington Avenue so he is surprised to see that the Center is so close to the school.

Rich and James ring the bell at the Center and are buzzed in. At the reception desk a young woman greets Rich with a smile and asks how he's been. She asks who his friend is and Rich introduces Jamie. The woman welcomes him and asks if he would mind filling out a form with some basic information. Rich tells Jamie he should do it because it helps the Center stay open, and Jamie sits down to fill the form out while Rich signs into a computer next to the woman. After Jamie has filled out the one page form, Rich shows him how to sign in on the computer and then they head into the space.

The hallway opens up into an OPEN and VIBRANT space. It is about 3:15pm and there are several teens working on projects in the space: reading a book, drawing at a table, watching a video on a laptop. Two teens are working on

a song book by a recording booth- one is on the keyboards and the other is singing new lyrics she is writing for the refrain. There are also adults in the room, but they don't look quite like teachers. They are dressed casually and seem to be in their 20's or 30's. One of them is working at one of the computers on what look like a flyer. Another one walks over to the musician and breaks in with a rap that compliments the young woman's refrain.

Jamie is just thinking he's not sure of where to start when a mentor with a bright t-shirt and sketchbook in his hand walk ups to them. He gives Rich a hi-five and introduces himself as Alex to Jamie. Turns out he is the graphic design mentor at the space and he wants to show Rich some drawings of a character he's been working on in his book. He knows Rich reads comics and he wants to see if he thinks it's up to snuff for something he'd want to read. They all sit together on a couch and start talking about comics and their favorite characters. The mentor also tells Jamie a little about the space and welcomes him to sit in on the graphic design workshop today to see if he wants to join.

They head downstairs after a while for the workshop. They are using the program Illustrator on the desktop computers downstairs. Jamie sits at a MAC computer. He's never used one before, but Rich leans over and helps him every once in a while to keep up. Their project is to design logos for their dream company. After looking at a couple of examples and learning some basic tools in the program, Rich and Jamie decide to make logos for a mural company they've joked around about creating one day. Alex checks out their work and gives them some pointers. As they are leaving the workshop, Alex tells Jamie and Rich they can come back and work on their logo more before the next class if they want.

A couple of days later, Jamie gets out of school and is about to walk home, but then realizes he can go to the DreamYard Arts Center. He walks the couple of blocks and signs in. When he enters the space he notices a young woman drawing at a table in the middle of the room with color pencils. He stops to take a look at what she is doing and she starts to talk to him. She shows him where

he can find supplies and paper in the Center and he grabs some and joins her back at the table. They talk a little about their schools and she mentions that she is applying to college and has to work on her portfolio. Jamie asks her to explain more because he didn't know you had to make a portfolio for college. The young woman pulls over a laptop she has next to her and shows Jamie her Tumblr page which displays sketches and drawings she's been taking pictures of for the past year. He asks her how she made that and she helps him create a Tumblr account and make his first post by taking a picture of something in his sketchbook with an iPod Touch that they have checked out from the Technology Center.

Over the next few months, Jamie tries to stop by the Center once or twice a week. He finishes the graphic design workshop and will probably also enroll in a web design workshop that is being offered soon. He's slowly getting to know some of the other mentors and young people who hang out in the space. He has even been convinced to join a team for a Rock Band competition happening in a couple of weeks. He's heard that there is someone at the Center that can help him with the college application process and Alex has reminded him a couple of times to sign up with her for a time to talk.

To be continued...

(It would be ideal if mentors worked with Jamie to gain a critical perspective on his own art work and that of others, as well as to begin to address the issues he cared about with a social justice lens in his art work. It would also be ideal if this young person would take on more of a leadership role after attending a couple of workshops. This would mean helping other young people who are new to the space feel comfortable and also creating projects that are collaborations with other young people and mentors across disciplines. It might also mean exploring new media forms, like moving from 2D to 3D design or becoming interested in poetry or music.)

MISSION:

To merge visual arts with media.

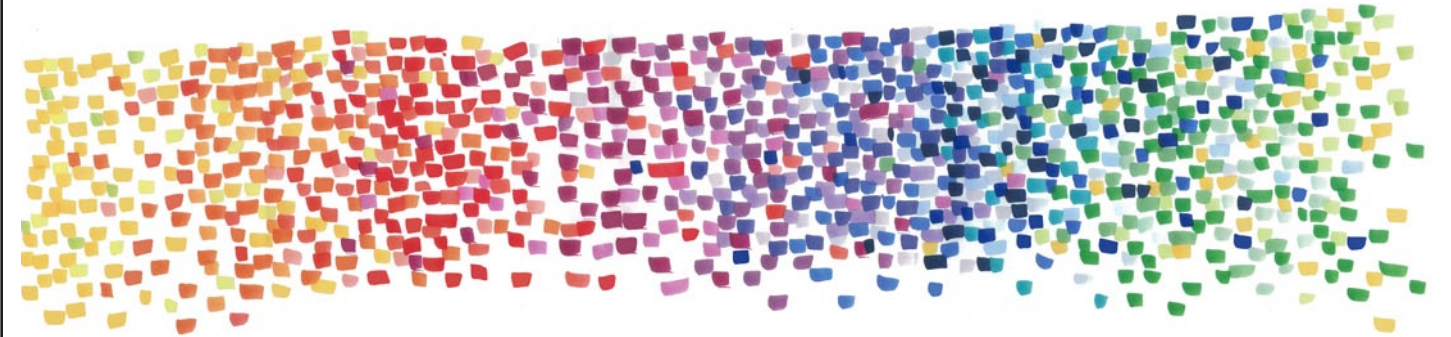
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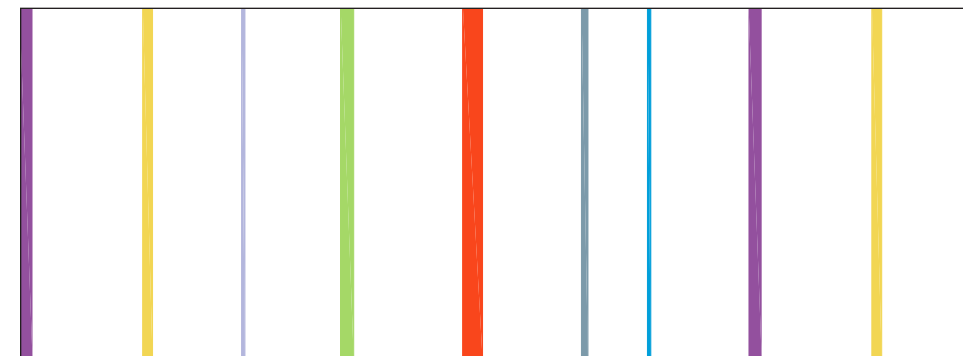
Color Spectrum

+

Media Matrix =



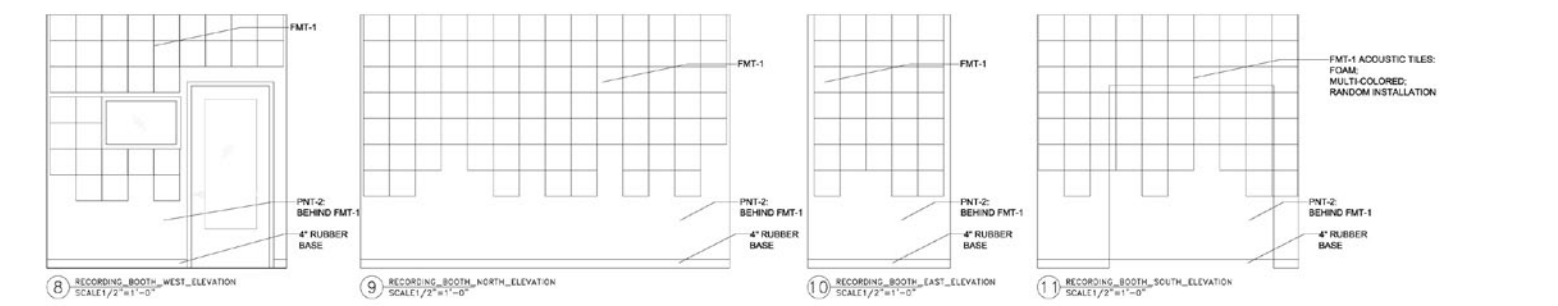
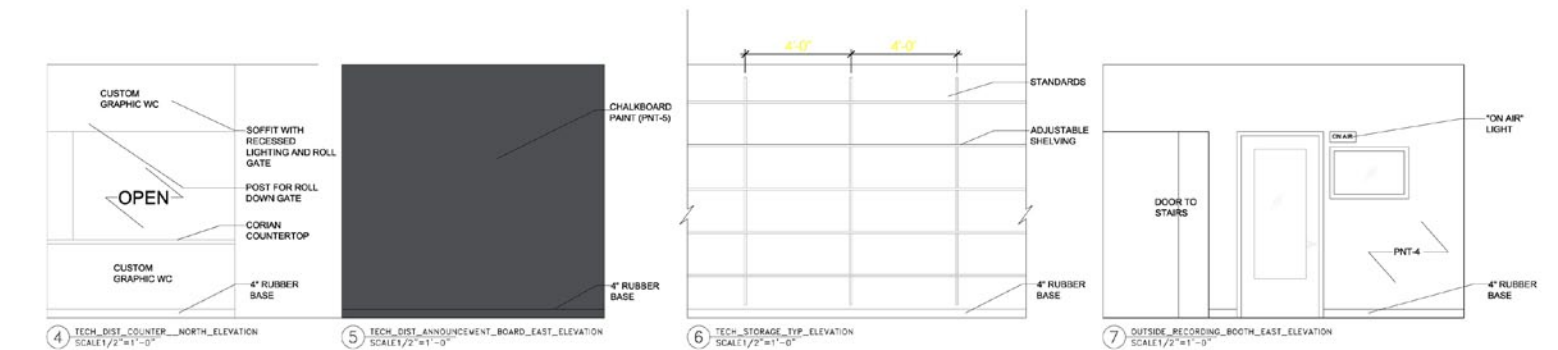
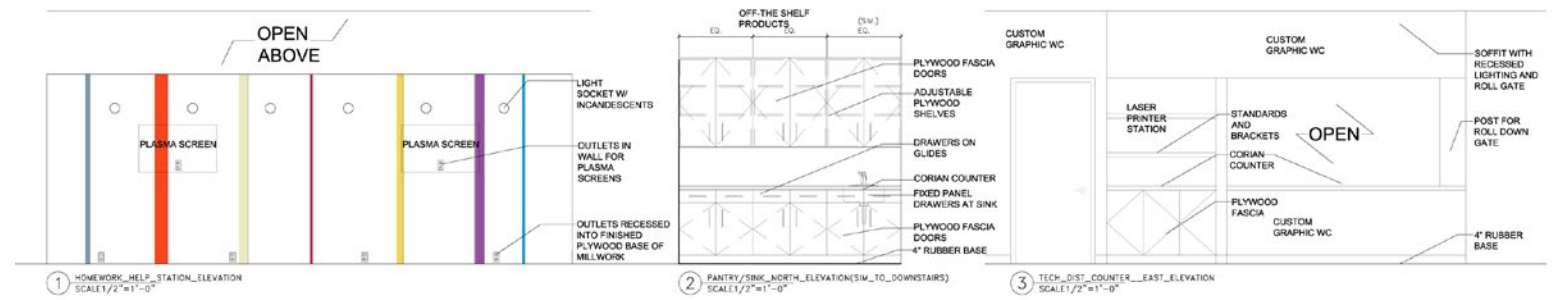
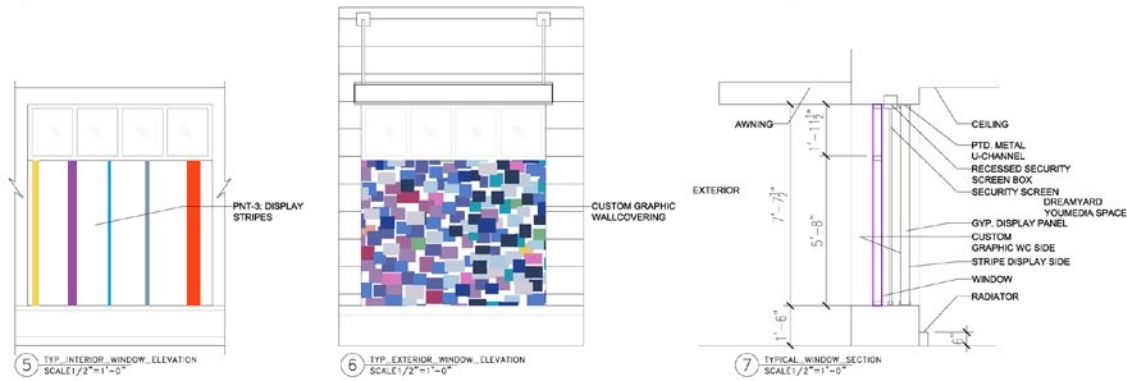
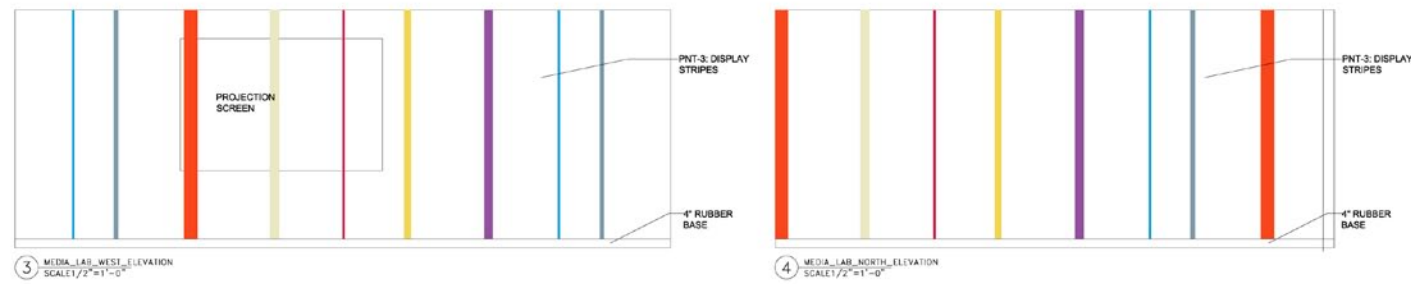
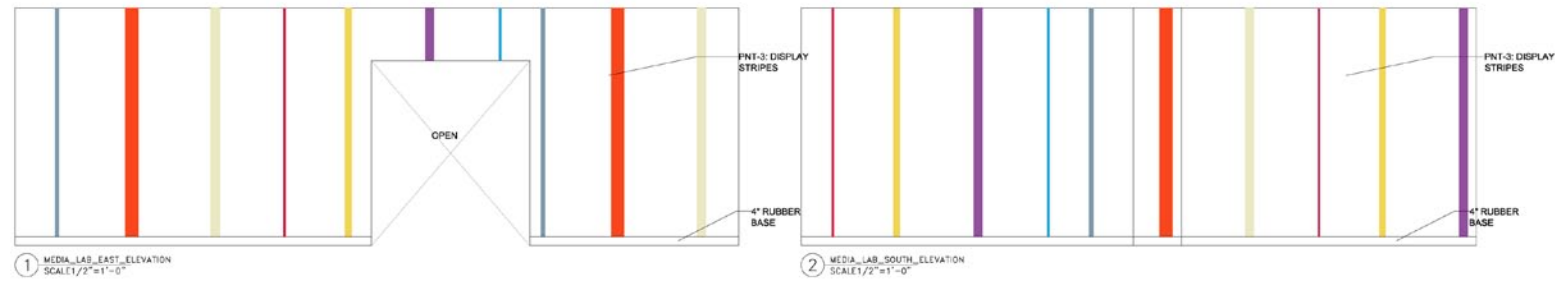
Digital Interpretation

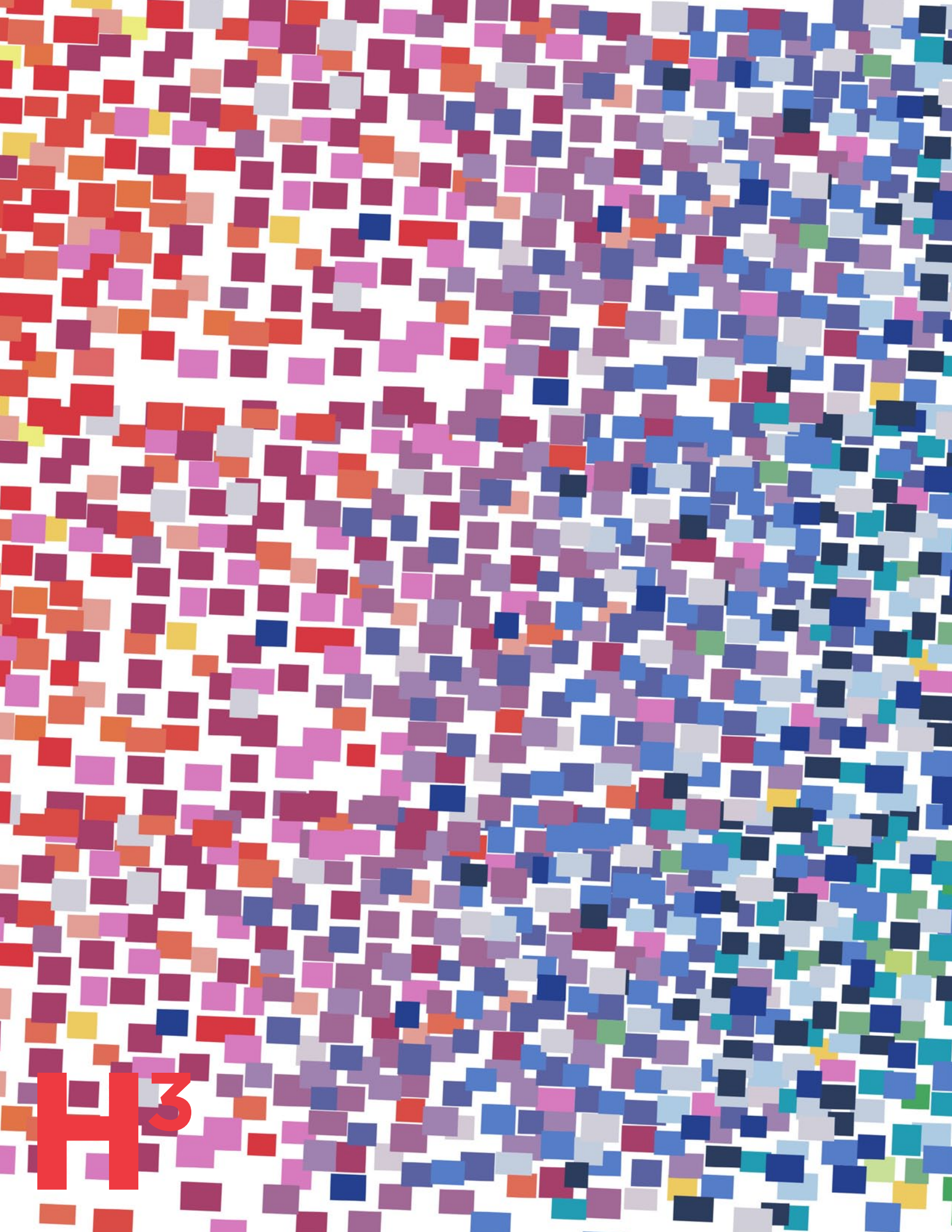


= Display



= Announcement





H3