Architectural Conversations
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Field Site
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ABOUT THE FIELD SITE
AIA Philadelphia helps architects in the region connect with each other and continue their professional development, while the CFA educates the public on architecture and design.

LEARNING OBJECTIVES
- Evaluate the effectiveness of different methods for engaging the public in conversations about design
- Analyze historical influences on contemporary architectural discourse
- Understand the theoretical background behind arts and culture programming

DAY-TO-DAY TASKS
- Updating the AIA and CFA websites
- Creating graphics for social media
- Supporting sponsorship efforts for various events, including the annual DesignPhiladelphia festival

SAMPLE SOCIAL MEDIA GRAPHICS

I spent much of my time making these graphics for the DesignPhiladelphia festival’s social media feeds.

LESSONS LEARNED

THE CHANGING PLACE OF ARCHITECTURE IN SOCIETY
- Architecture was historically a fine art, then a technical discipline
- Architecture is now thought of in terms of design — related to contemporary trend towards design thinking?
- CFA organizes the annual DesignPhiladelphia festival

THE WORKINGS OF PHILADELPHIA’S “THIRD SECTOR”
- Grants and partnerships are a large source of funding for nonprofits
- Large organizations and businesses provide most of these funding opportunities – power structure
- Local businesses and nonprofits often work together

DIGITAL COMPETENCIES
- Realized the importance of web development skills – set goal to develop mine more
- Taught myself how to use Adobe Illustrator for graphic design instead of using InDesign, which I was already familiar with