Hello EDTG members,

It’s an exciting time to be a part of the environmental design TG. As we gear up for the 2012 Annual meeting in Boston, MA. We hope to see you all there. Keep an eye out for an announcement of the time and day of the EDTG business meeting.

In addition, we have some great papers to be presented at the Annual meeting that span a wide range of topics. (See back page of this issue) There will also be an ED workshop on Monday 10/22 8:30am-12pm entitled, “Mindfulness in the workplace: calm, Composed, Confident, and Competent”.

Lastly, if you would like to submit suggestions for the next edition of the newsletter or become a contributing author please contact me.

Greetings from your newsletter editor

Contact me: ephillips@knights.ucf.edu

Job postings, ect. #Environmental Design

A quick Twitter search for #Environmental Design turned up the following job postings and points of interest.

Environmental Design International seeks Senior Project Manager-Civil Engineering, Chicago, IL.

**Job Description**
The Senior Project Manager/Civil Engineering acts as the principal project administrator and communications link between the firm and the client; sub consultants; Local, State, and Federal Regulatory agencies; public authorities, and the general construction contractor.

**Responsibilities**
- Becoming completely versed in the firm / client contract for the project, and of the clients objectives.
- Analyze the project scope, the clients RFP and firms proposal with the Project Architect.
- Act as the point-of contact for all incoming and outgoing project information.
- Ensure proper distribution of project information to all project team members and sub-consultants.

**Points of Interest:**
- JOB POSTINGS
- ANNUAL MEETING 2012
- ENVIRONMENTAL DESIGN AND CLEVER ADVERTISING
- ENVIRONMENTAL DESIGN LEADS TO SAFER CITIES
- ENVIRONMENTAL DESIGN RESEARCH ASSOCIATION CONFERENCE

**Inside this issue:**
- WELCOME MESSAGE FROM THE EDITOR 1
- JOBS AND POINTS OF INTEREST 1
- THE BUILT ENVIRONMENT AND CREATIVE ADVERTISING 2
- JOBS AND POINTS OF INTEREST CONT. 3
- CITY WORKS AT CRIME PREVENTION THROUGH ED 3
- JOIN US 56TH ANNUAL MEETING 4
The built environment and creative advertising

A recent trend in advertising is moving away from the TV and into the built environment in non-traditional ways. Environmental (Ambient) advertising interacts with and modifies elements of the built environment where messages are placed. This has led to some pretty creative and impressive use of space. Related to guerilla marketing the concept targets consumers in unexpected places.

As more and more young people are moving away from traditional advertising outlets like cable television, advertisers have had to be creative in their approach to get the attention of consumers as well as create and maintain brand awareness.

While moving marketing out of the home and into public spaces creates a concern over being treated as a consumer first and societal citizen second, there is no denying that the use of built environments in this type of advertising is creative and unconventional.
City works at crime prevention through Enviro. Design

A recent report on crime prevention has suggested that crime and fear of crime can be deterred through good environmental design. Crime Prevention Through Environmental Design (CPTED) is a theory that the appropriate design and applications of building and surrounding environmental elements can reduce or eliminate opportunities for crime. The Prince Albert Daily Herald reports that city officials are working to implement findings of CPTED reports to improve upon the design of city parks and other public places. Problems include areas with low visibility, poor lighting, indirect line of sight from the street, and hedges or other tree cover that can provide places of concealment. Design guidelines are available from the CPTED on their website.

National Academy Enviro. Design Seeks Executive Director

The National Academy of Environmental Design (NAED) has received funding to start its first permanent office and has opened a search for executive director. The NAED is a non-profit organization that works to advocate for national awareness and public policy change as regarded to the importance of environmental design in issues such as climate change, public health and safety, as well as urbanization and infrastructure.

The goal of funding obtained for this initiative is to develop a world-class facility to support research, product design, and policy development as well as educational outreach.

The office will open in 2012 in Spotsylvania, VA at the Center for Sustainability and Green Technologies.

Responsibilities Include:

- Developing and operationalizing strategic priorities.
- Maintaining fiscal and operating integrity of the organization.
- Developing fundraising and financial strategies related to the NAED mission and goals.
- Meeting annual goals and objectives outlined by the board of directors.
- Evaluating NAED criteria for evaluation of programs.
- Traveling as needed to manage academy affairs.
- Representing NAED before related professional organizations and sponsors.

For more information please visit http://www.naedonline.org
Join us at the 2012 Annual Meeting

We hope to see you at this year’s Annual Meeting of the Human Factors and Ergonomics Society.

Below is a list of this year’s ED sessions:

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Presentation Type</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday 10-23</td>
<td>1:30pm-3pm</td>
<td>Lecture</td>
<td>Research and Design of a cultural product: Inclusive design of a squat latrine.</td>
</tr>
<tr>
<td>Tuesday 10-23</td>
<td>1:30pm-3pm</td>
<td>Lecture</td>
<td>Developing a unique research opportunity in a control room alarm sonication.</td>
</tr>
<tr>
<td>Tuesday 10-23</td>
<td>1:30pm-3pm</td>
<td>Lecture</td>
<td>Universal design India Principles</td>
</tr>
<tr>
<td>Tuesday 10-23</td>
<td>1:30pm-3pm</td>
<td>Lecture</td>
<td>Effects of ramp slope on usability</td>
</tr>
<tr>
<td>Tuesday 10-23</td>
<td>1:30pm-3pm</td>
<td>Lecture</td>
<td>Wall outlet height recommendations</td>
</tr>
<tr>
<td>Tuesday 10-23</td>
<td>1:30pm-3pm</td>
<td>Lecture</td>
<td>Evaluating public awareness of trip hazards.</td>
</tr>
<tr>
<td>Wednesday 10-24</td>
<td>10:30am-Noon</td>
<td>Lecture</td>
<td>Evaluation of desirability assessment techniques for lighting applications</td>
</tr>
<tr>
<td>Wednesday 10-24</td>
<td>10:30am-Noon</td>
<td>Lecture</td>
<td>Moderating effect of musculoskeletal discomfort...</td>
</tr>
<tr>
<td>Wednesday 10-24</td>
<td>10:30am-Noon</td>
<td>Lecture</td>
<td>Designing with users: A case study for design of a dental workplace</td>
</tr>
<tr>
<td>Wednesday 10-24</td>
<td>10:30am-Noon</td>
<td>Lecture</td>
<td>Performance of visually impaired users...simulated boarding</td>
</tr>
<tr>
<td>Wednesday 10-24</td>
<td>10:30am-Noon</td>
<td>Lecture</td>
<td>An exploration into framing effects and user preferences.</td>
</tr>
</tbody>
</table>