



# StoryWalk at MacEwan

How Visual Communications and Placemaking  
Welcomes the Public to the University Campus

Anika Molino | RA Design





# StoryWalk











# What is a StoryWalk?

- ✧ Imagine walking along a path and finding a story.
- ✧ You read a page, walk a bit, and then find the next one...







# StoryWalk at MacEwan University

- ✧ Bringing StoryWalk to the university is unique and special.
- ✧ Not just about books: It's about belonging and planting seeds of ideas.



# Goals

Connectedness

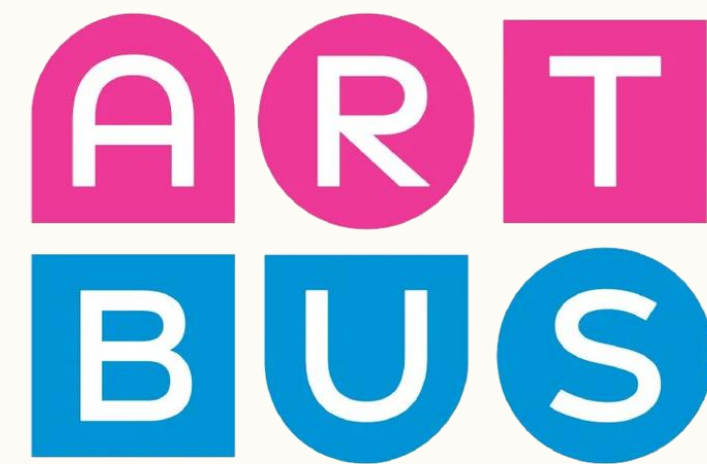
Early Literacy

Physical Activity

Family Engagement







Beverly Day Care Society



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# We welcomed over 1,200 children and adults since 2024

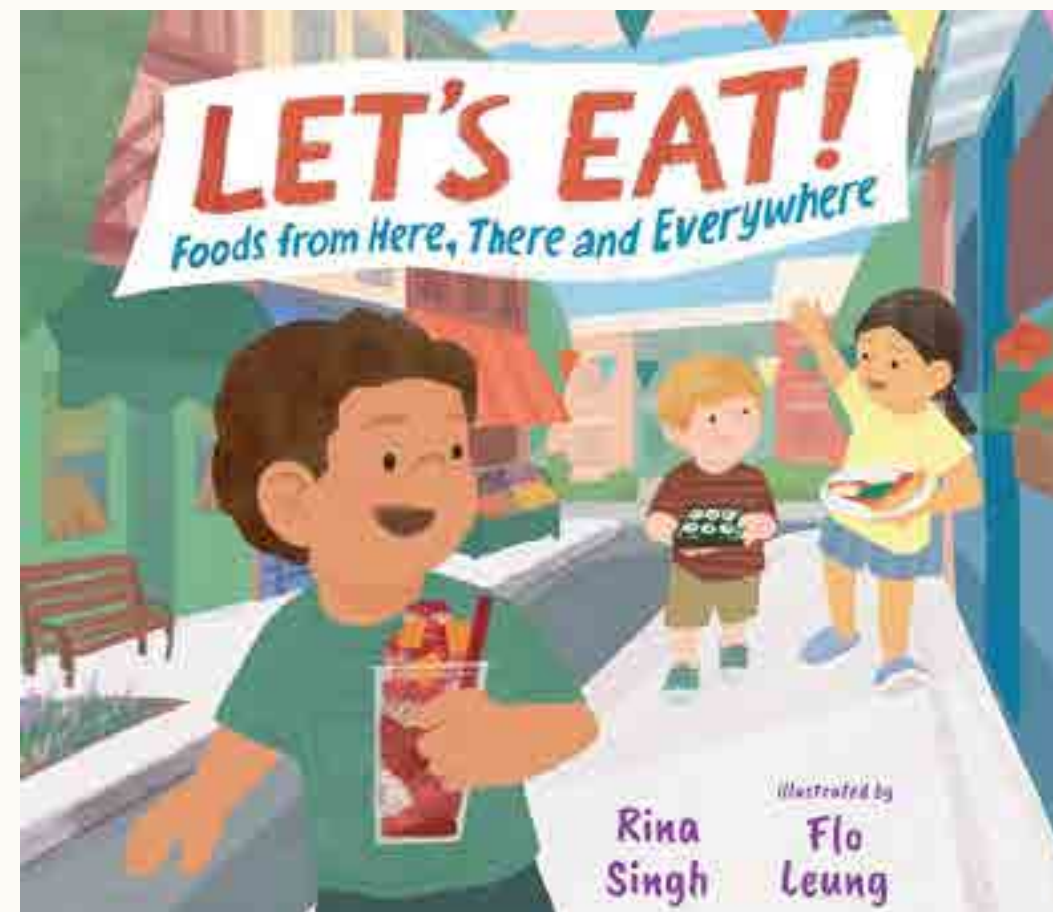
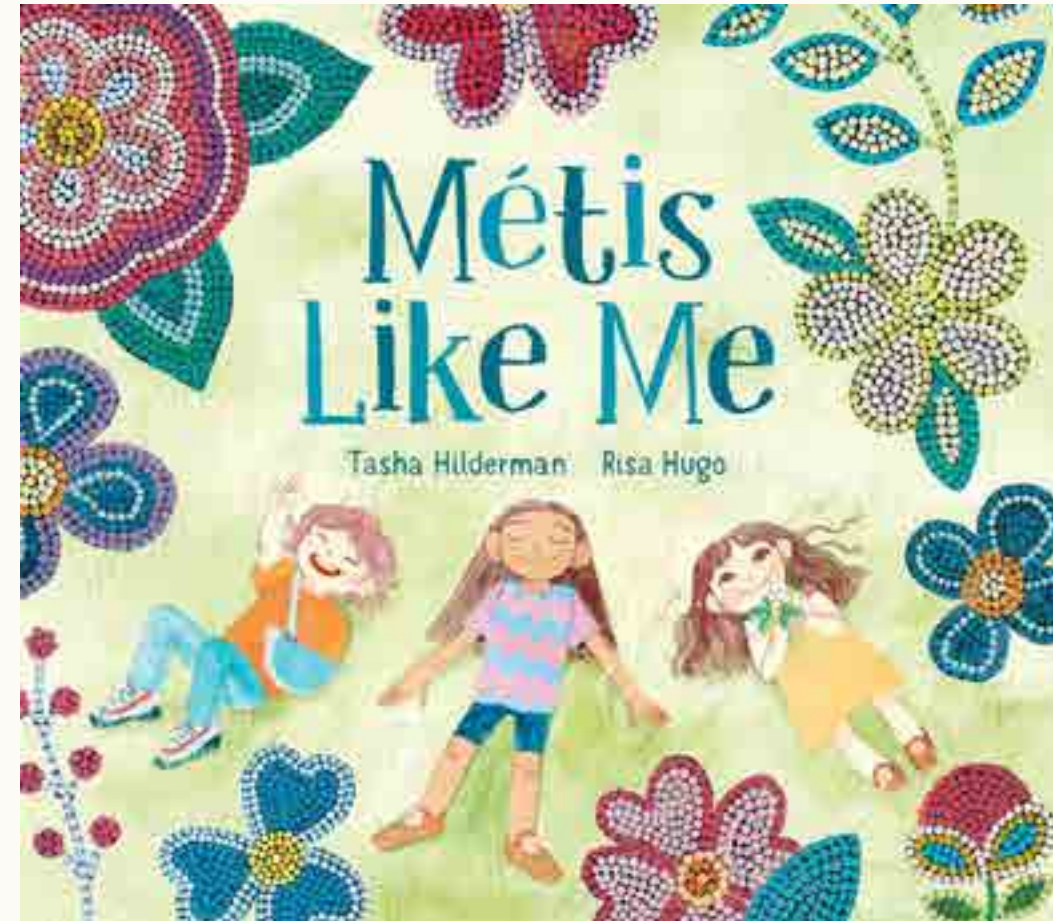
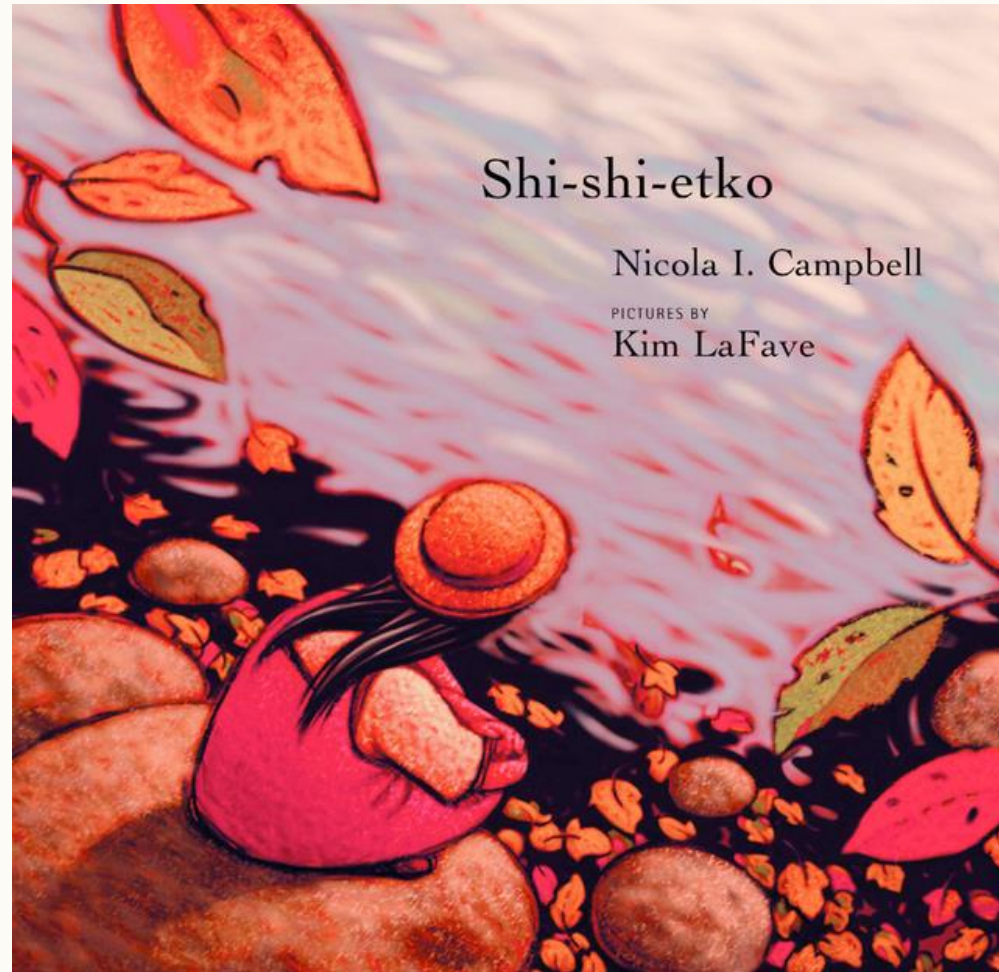




# Design







# Books

- ✧ Books change every two months.
- ✧ MacEwan Library negotiates with publishers for copyright permissions.
- ✧ The design team adapts pages for our frames.



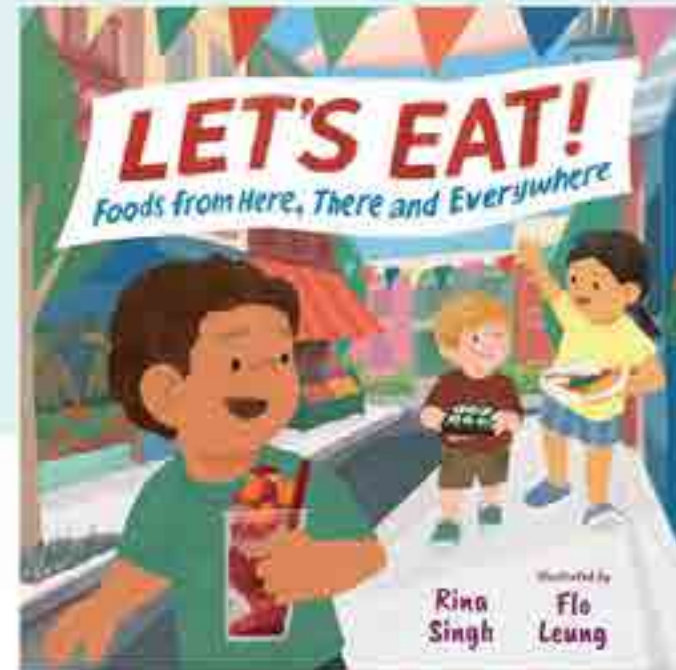


## 1 Welcome to StoryWalk® at MacEwan University!

StoryWalk® is an innovative and interactive way for readers to enjoy a story and engage with the environment. Along a path at MacEwan University, you will travel from one page of a children's book to the next, with captivating illustrations, teachings, and more. Our storybooks will change regularly, and you will have all-season access to this unique self-guided experience.

We have included a map to locate the next pages along the StoryWalk® at MacEwan University pathway. The QR code may be used on your mobile device to learn more.

Enjoy this walk of community learning and care!



Use QR code to learn more about the StoryWalk at MacEwan University.

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The StoryWalk is a self-guided tour of the MacEwan University campus. It is a free, interactive experience that allows visitors to learn about the university's history, culture, and community. The tour is available in both English and French.

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MacEwan University is a leading institution in the field of education, research, and community service. We are committed to providing a high-quality education and to fostering a sense of community among our students, faculty, and staff.



# The Design Work

- ✧ Ensure it adheres to brand identity
- ✧ Adaptable to the various book sizes
- ✧ Adaptable to the changing seasons
- ✧ Ensuring it is print-ready







## Key Insight 01

# Readability

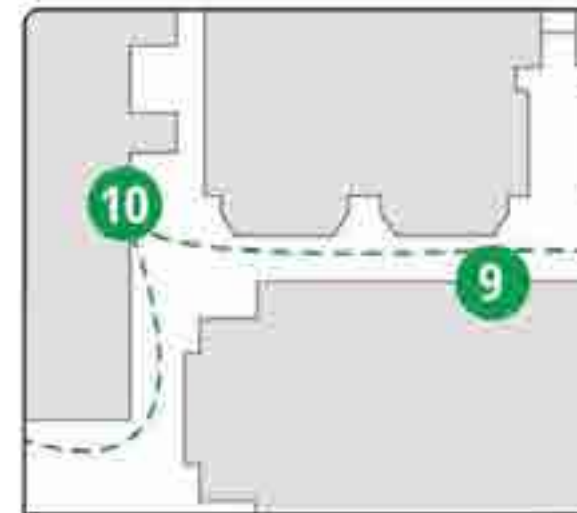
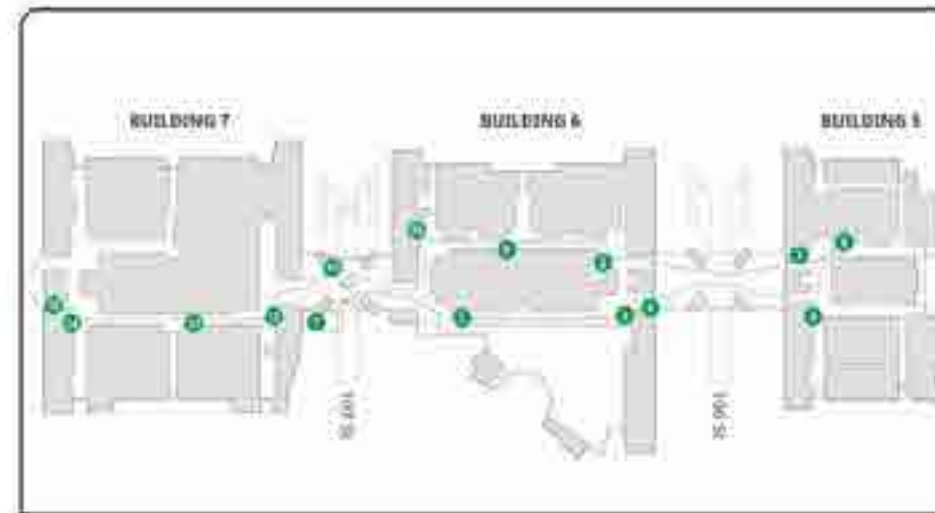
Pressman, H., & Schulz, D. (2021). The Art of Access: A Practical Guide for Museum Accessibility. (1st ed.). Rowman & Littlefield Publishers.

Hughes, P. (2015). Exhibition design: an introduction (Second edition.). Laurence King Publishing



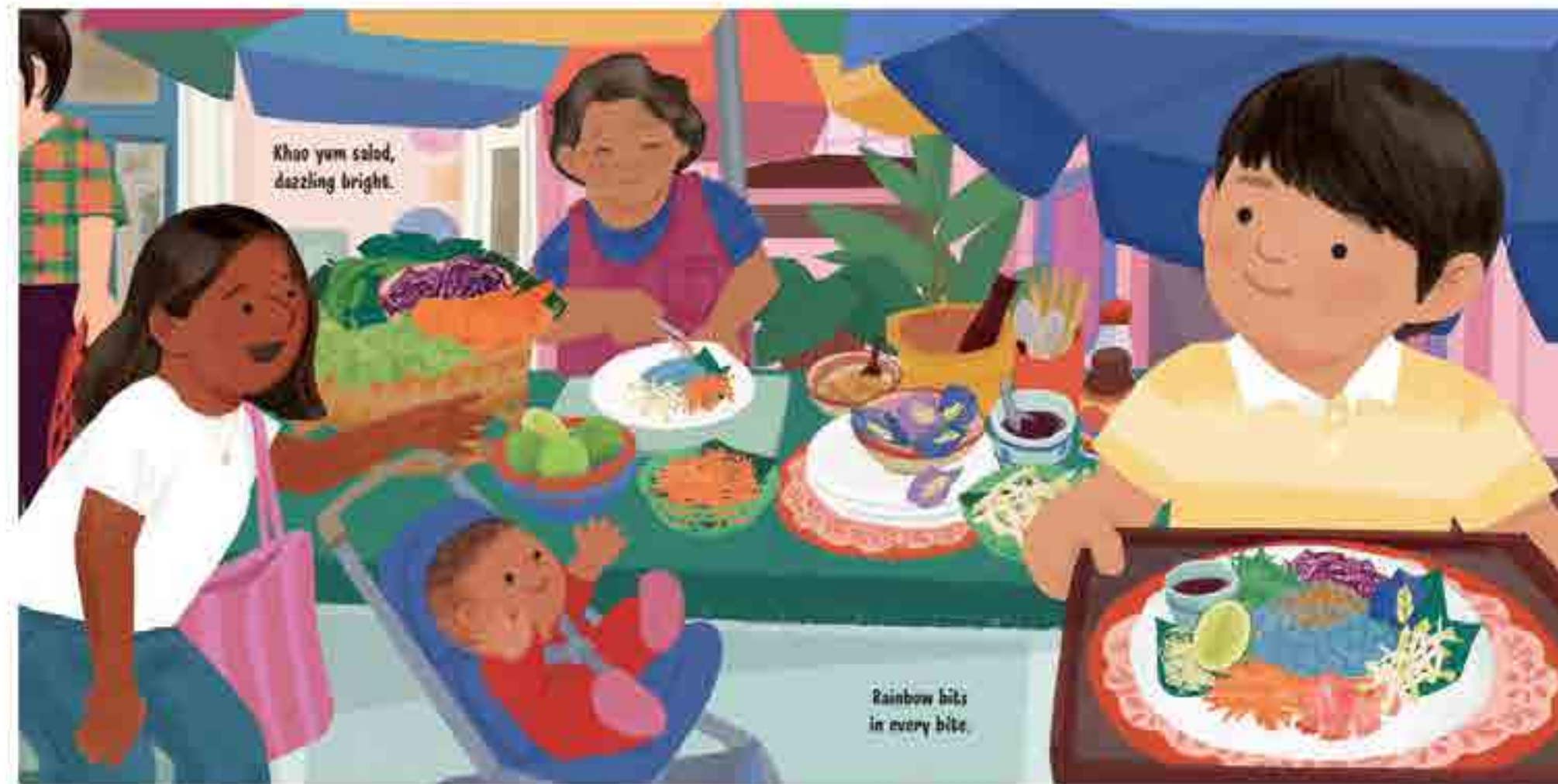


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**MacEwan UNIVERSITY**

The QR code may be used on your mobile device or visit [macewan.ca/storywalk](http://macewan.ca/storywalk) to learn more.

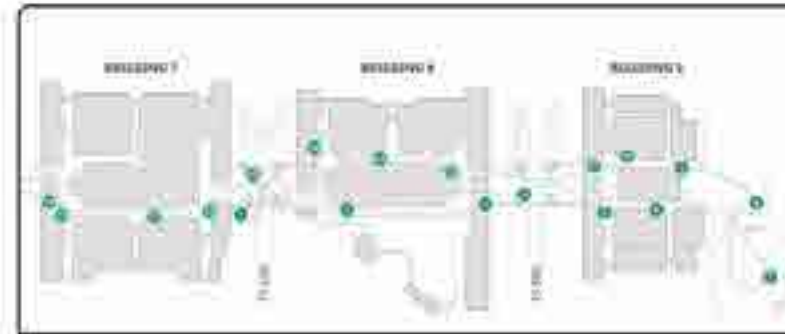


Left: Khao Yum Salad. Photo and Illustration by copyright © 2020 by Emily Ford. Illustration copyright © 2020 by The Young. Reproduced with permission from Green Book Publishing.





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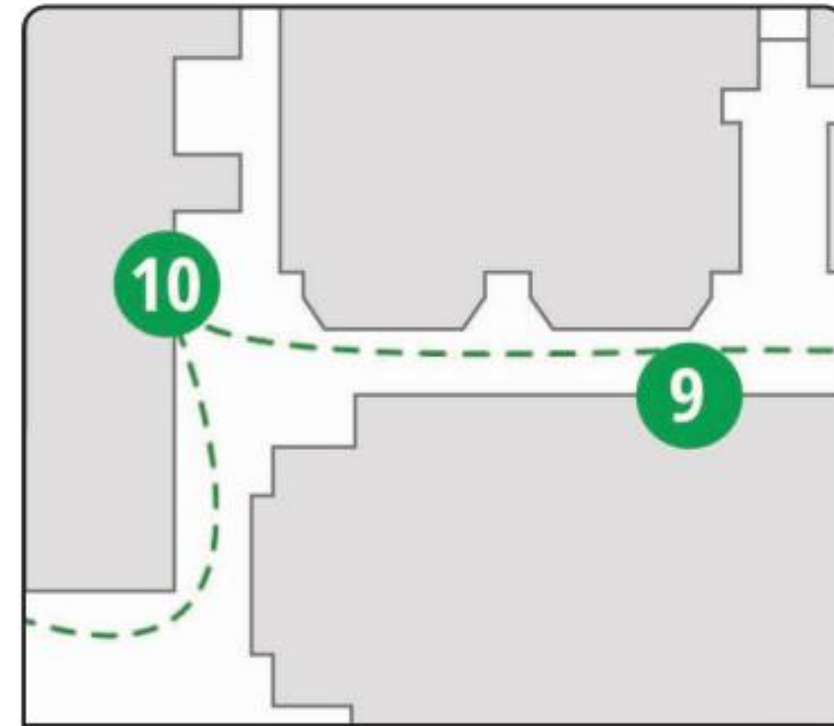
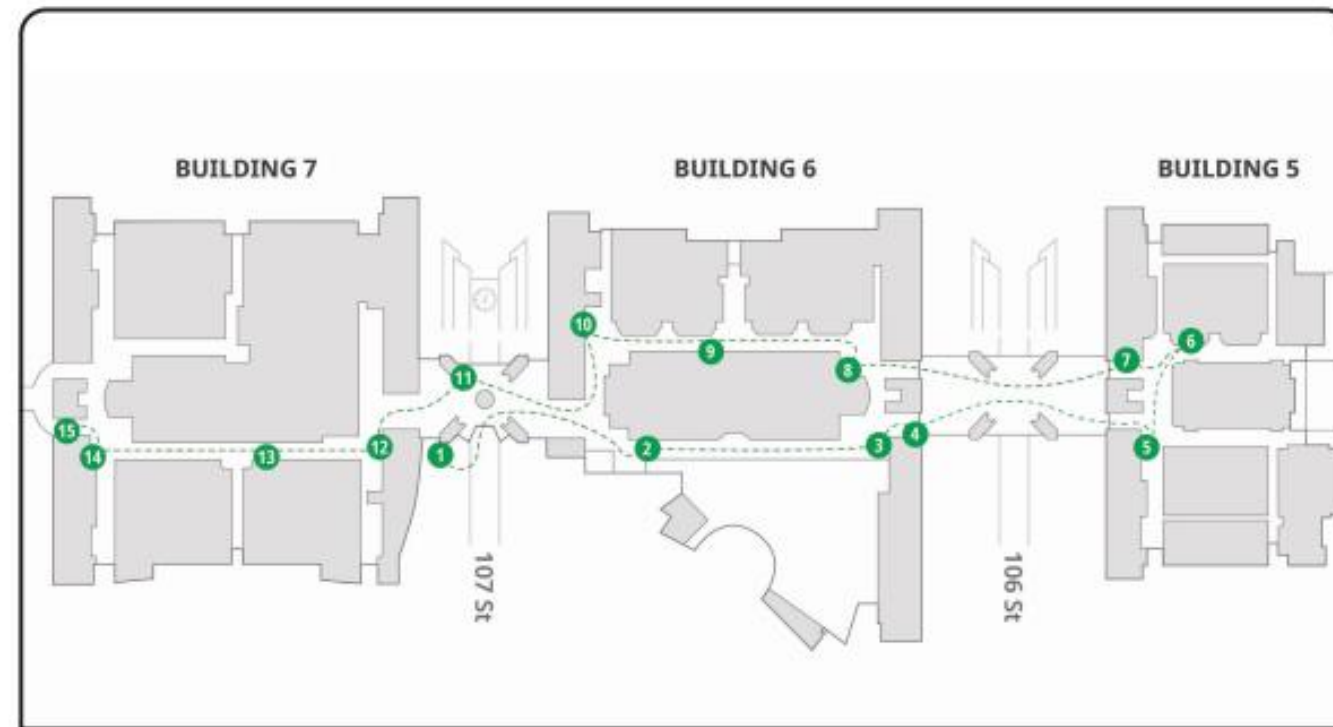








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## Key Insight 02

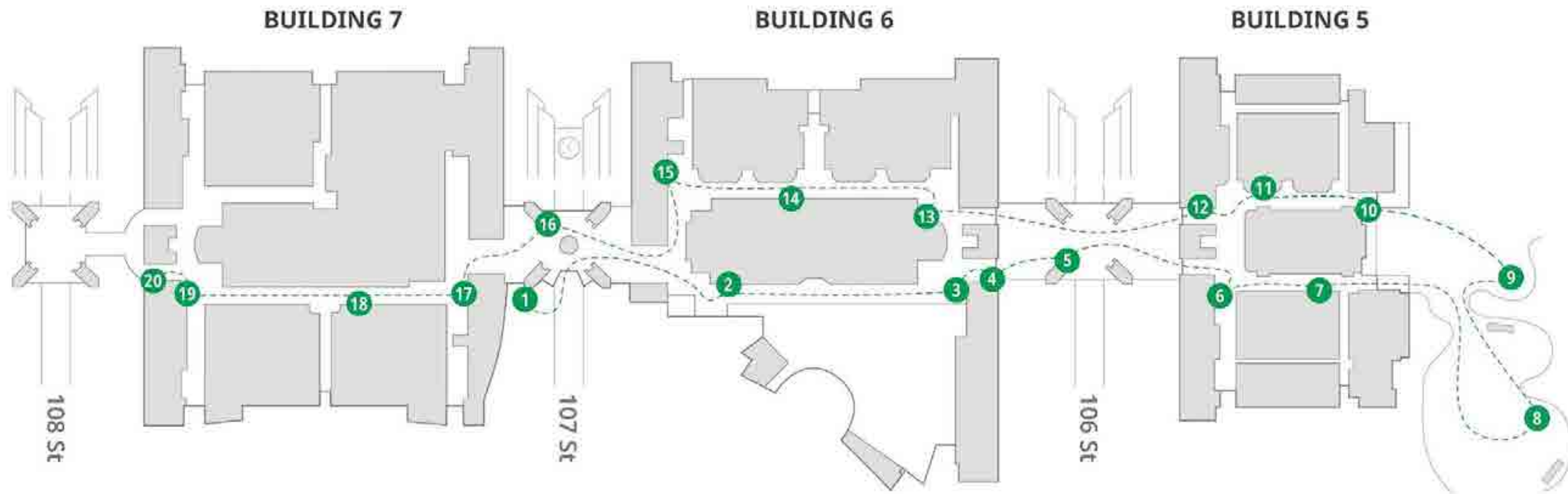
# Navigation

Pressman, H., & Schulz, D. (2021). The Art of Access: A Practical Guide for Museum Accessibility. (1st ed.). Rowman & Littlefield Publishers.

Hackett, A., Holmes, R., & MacRae, C. (Eds.). (2020). Working with young children in museums weaving theory and practice (1st ed.). Routledge/Taylor & Francis Group.











## Key Insight 03

# Connection

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## Key Insight 04

# Adaptation

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De Botton, A. (2018). The emotionally intelligent office: 20 key emotional skills for the workplace (First edition.). The School of Life.







# Thank You!



References



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