



Society for College and University Planning

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**DOES BRAIN BIOLOGY IMPACT A STUDENT'S CHOICE OF COLLEGES?
NEUROBIOLOGY AND CAMPUS DESIGN IS FOCUS OF
SOCIETY FOR COLLEGE AND UNIVERSITY PLANNING'S WEBCAST**

February 9, 2004, Ann Arbor, Michigan – What can the human survival instinct and the design of the human brain tell campus planners and architects about good design and planning for college campuses? Plenty, according to Susan Painter, PhD, a pioneer in the field of design psychology, and a long-time urban and campus planner.

“A planner armed with the knowledge of how and possibly why people respond in certain ways to different environments is better prepared to create campus plans that will achieve the ideals of legibility, collegiality, scale, communication, and passage,” says Painter, a University of California Los Angeles faculty member, a senior urban and campus planner with AC Martin Partners, a California-based planning, architecture and engineering firm, and a member of the Society for College and University Planning (SCUP).

“The physical elements commonly used to plan college and university campuses have a profound impact upon us because their configurations are hard-wired to our species-survival instincts at the neurobiological level,” Painter added.

For example, a student's choice of attending one college over another could depend on how the layout of the campus makes them feel safe. Small changes, even to campus signage, can impact enrollments.

Painter will discuss her ideas with campus planners and architects during a webcast sponsored by SCUP from noon to 1:30 p.m. on February 24, 2004. The webcast, titled “Campus Spatial Archetypes and Neurobiology: How Our Responses to the Campus Environment are Hardwired to our Brains and What This Means for Campus Planning and Architecture,” is open to the public. Registration is \$185 for SCUP members; \$205 for nonmembers.

Go to <http://www.scup.org/profdev/notravel/neuro.html> to register online.

SCUP is a registered provider of continuing education units for the American Institute of Architects (AIA). This web conference offers 1.5 continuing education units. Certificates for attendance are available for non-AIA members.

The Society for College and University Planning (SCUP) is an international network of nearly 5,000 higher education planning professionals. Since 1966, SCUP has provided its members with the planning knowledge, resources and connections they need to achieve institutional goals. Visit www.scup.org.

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