1.0 EXPERIENTIAL GRAPHIC DESIGN

A PHYSICAL RELATIONSHIP

BFA SEMINAR | FALL 2016

XGD

Experiential Graphic Design (XGD)

formerly known as
Environmental Graphic Design (EGD)

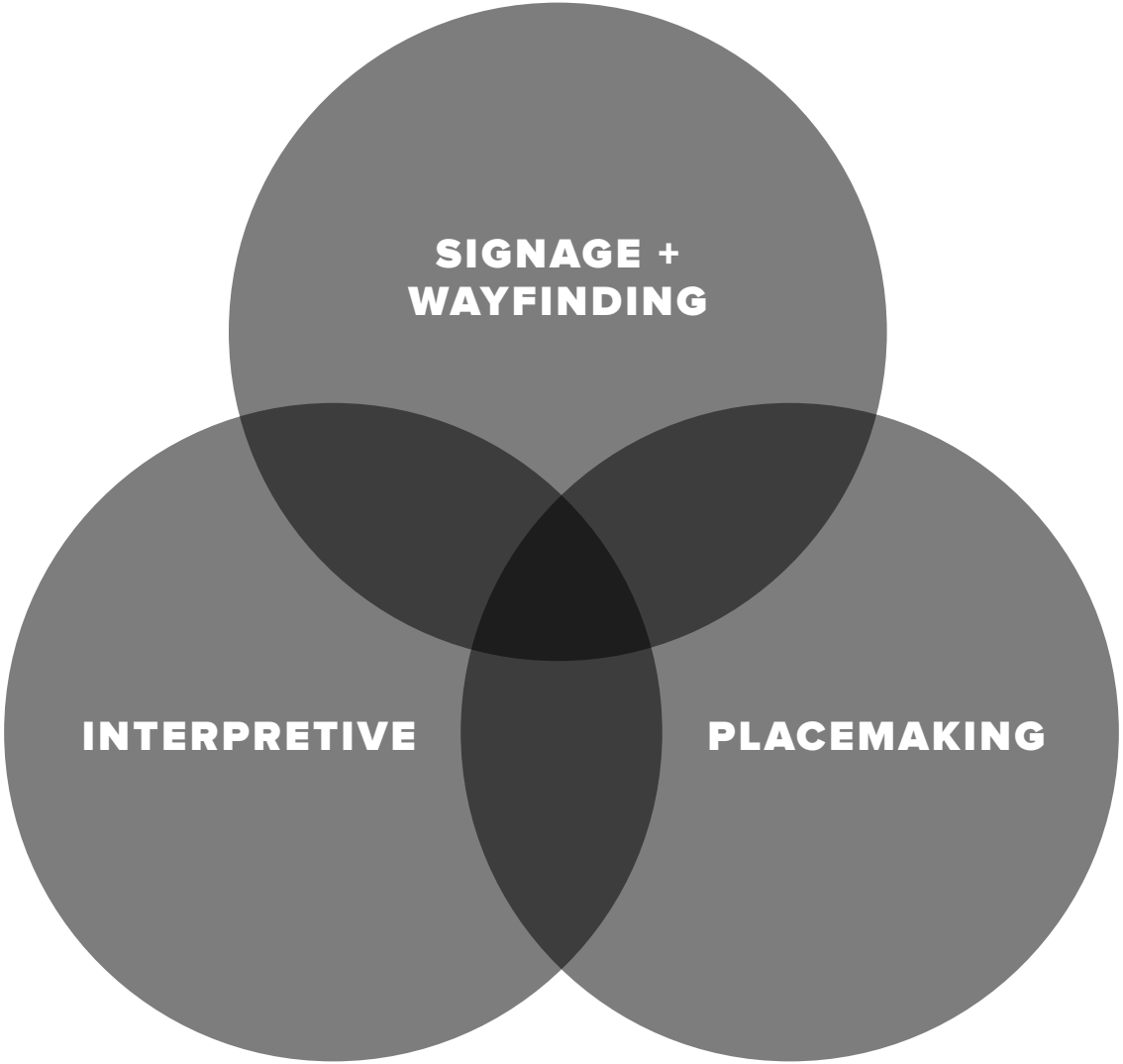
The new name was voted on and changed in November 2013 to get away from the connotation of it having to do with being “green”.

SERIOUSLY WHAT IS IT?

The purpose of XGD is to communicate meaningful information via words, symbols, diagrams, and images.

XGD plays a key role in how people use and experience the build environment.

CORE COMPONENTS



WAYFINDING + SIGNAGE

Wayfinding solutions require more than signage, including: pathways, visual cues, landmarks, maps, human guides, GPS. *This should all help form a mental map of a site or environment.*

Signage helps people find their way through an environment.

Robert F. Wagner, Jr. Park
Museum of Jewish Heritage
Battery Park City
World Financial Center
Ferry Tickets for Sta
Statue of Liberty
Ferry Tickets at Castle Clinton
Ellis Island
Ferry Tickets at Castle Clinton
et Seaport
en Island Ferry
N R 1 9

D4
D6
D8

worldsquare
SHOPPING CENTRE
You are on P3
Take ticket with you
Pay only when ready to leave
Paystations on G, UG, L1
Ensure vehicle is locked
Do not leave valuables in car
Credit card payment available at exit
Thank you for visiting World Square Shopping Centre
P3

4
5

topsporthal

INTERPRETIVE

Interpretive information tells a story about the meaning of a concept or theme, and object, a site, a historical figure, a corporation and its products, and so on...

This is usually displayed in the form of exhibits.

Tuzigoot National Monument
National Park Service
U.S. Department of the Interior
An Evolving Village
From a few rooms on the hilltop to a 110-room pueblo, this dwelling transformed over centuries as increasing numbers of people came together to form a community.
The pueblo you see today was not built all at once or with a plan. Architectural developed over centuries. As the population increased, people changed the size, layout, and function of the rooms. Here, people built a unit of rooms separate from the main pueblo. This created an open plaza area (to your left) during the final years of construction in the late 1300s. A public space would have become important as the village grew larger, for the same reasons as today—to conduct social, economic, political, and ceremonial activities.
Unlike pueblos to the north on the Colorado Plateau, few rooms at Tuzigoot were used solely for storage. Almost every room floor had a fire hearth, indicating a living space. The larger rooms at Tuzigoot may have met a need for both living and storage space.
Tuzigoot Pueblo
KEY
1050 – 1100
1100 – 1220
1220 – 1350
1350 – 1500
Tuzigoot is part of what archeologists have called the Southern Sinagua culture area, after the Spanish name for the San Francisco Peaks—Sierra Sinagua—to the north. Undecorated pottery, like textiles, and elaborate jewelry are some of the characteristics of Sinagua culture.
Archeologists have used several techniques to reveal the order in which Tuzigoot's two-story dwelling walls built on top of one another, and the locations of trash deposits left by its inhabitants. Within its 77 rooms with 23 second-story rooms could have housed about 225 people.
Tuzigoot
Tuzigoot
Tuzigoot

THE NEXT
100
"I have continually asked myself this question. What is the great or small difference between 'then and now?'"
FRANK LLOYD WRIGHT
THE NEXT
100

MEXICO DF

PLACEMAKING

Placemaking creates a distinctive image for a site and can be expressed in several ways.

Keep placemaking in the framework of communication. Without the intent of communication it becomes architecture, interior design, sculpture, etc. which isn't true placemaking.

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chinatown

TOO COMPLEX FOR COLLEGE

XGD projects are typically complex and expensive, crossing the boundaries of various design disciplines. This is why it is so seldom offered in college.

Typically XGD professionals gain experience through the workplace.

You’re just in luck though, we’re going to dive right in and kick its ass this quarter!

DESIGNISM #59,732

THE SEPARATION IS IN THE PREPARATION.

– RUSSELL WILSON

1

PRELIMINARY PROGRAMMING

DATA COLLECTION & ANALYSIS

2

SCHEMATIC DESIGN

CONCEPT

DESIGN DEVELOPMENT

MATERIALS

DOCUMEN-TATION

RENDERING

3

BIDDING

FABRICATION & INSTALLATION

EVALUATION

macro
micro

PRELIMINARY PROGRAMMING (PP)

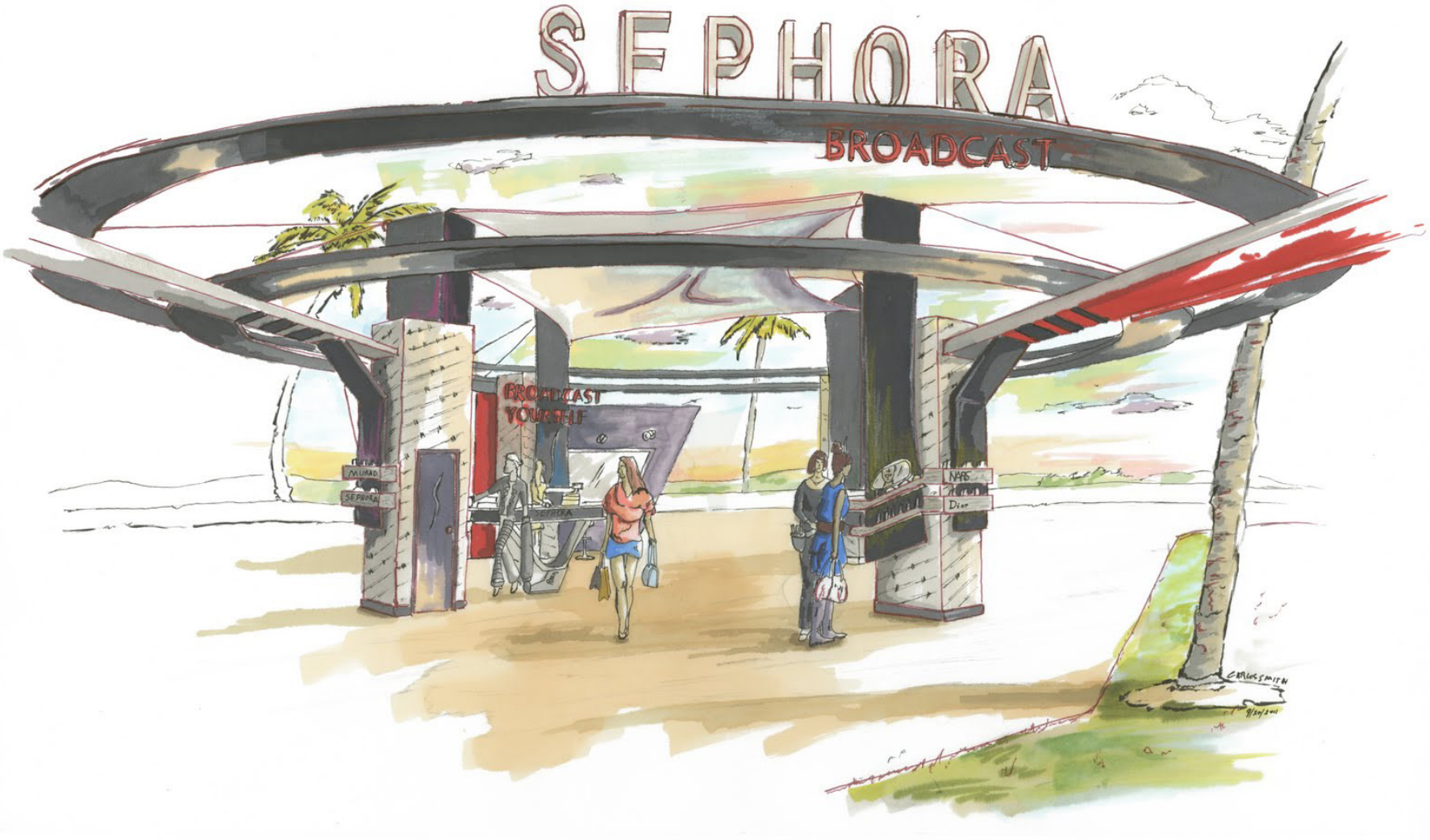
During this phase designers collect as much information as they can on a project and then make sense of it.

time + budget
image + branding
thematic context
user profiles
physical site
circulation
codes
client protocols
preferences

SCHEMATIC DESIGN (SD)

The initial design phase when the informational and visual foundations of the signage program are laid. The goal is to generate as many ideas, concepts and approaches to the design problem as possible.

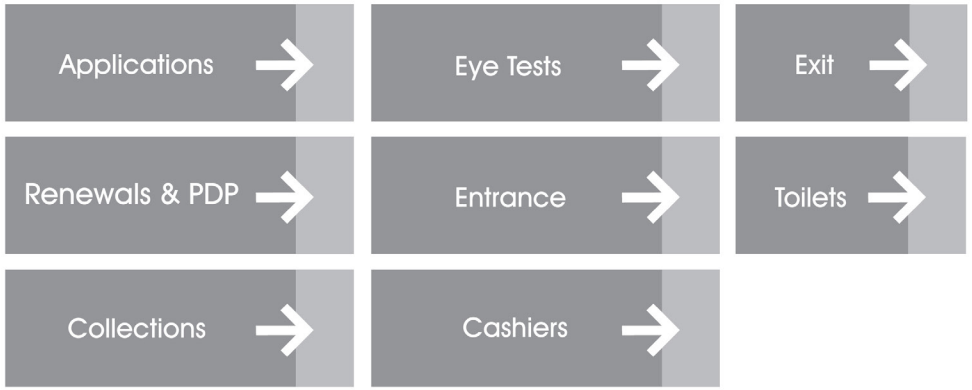
project context
key sign locations
nomenclature
sign hierarchy
typeface options
symbol options
material options
color options
sign elevations


SEPHORA
BROADCAST
BROADCAST YOURSELF
MURAD
SEPHORA
NARS
Dior

The Healthy Store

IDENTIFICATION SIGNS

DIRECTIONAL SIGNS



REGULATORY SIGNS

DESIGN DEVELOPMENT (DD)

A complete inventory of all the signs in the program must be developed and typed.

sign location
message-schedule
sign graphics
sign hardware

Amtrak High Speed Rail Station Improvements
Preliminary Sign Type List

Sign Family	Sign Type	Description
A Site Pylons	A1 Site Pylon	Exterior, Free-Standing, Base Service, Small, Internally Illuminated
	A2 Site Pylon	Exterior, Free-Standing, Base Service, Medium, Internally Illuminated
	A3 Site Pylon	Exterior, Free-Standing, Base Service, Large, Internally Illuminated
	A4 Site Pylon	Exterior, Free-Standing, HSR-Enhanced Service, Small, Internally Illuminated
	A5 Site Pylon	Exterior, Free-Standing, HSR-Enhanced Service, Medium, Internally Illuminated
	A6 Site Pylon	Exterior, Free-Standing, HSR-Enhanced Service, Large, Internally Illuminated
B Station Pylons	B1 Directional Pylon	Interior, Free-Standing, Base Service, Double Sided, Portable
	B2 Gate Pylon	Interior, Free-Standing, Base Service, Single Sided, LED Display
	B3 Gate Pylon	Interior, Free-Standing, Base Service, Double Sided, LED Display
	B4 Gate Pylon	Interior, Free-Standing, Base Service, Double Sided, LED Display, Poster Frame
	B5 Gate Pylon	Interior, Free-Standing, Base Service, Double Sided, LED Display, LCD Display
	B6 Directional Pylon	Interior, Free-Standing, HSR-Enhanced Service
	B7 Gate Pylon	Interior, Free-Standing, HSR-Enhanced Service, Single Sided, LED Display
	B8 Gate Pylon	Interior, Free-Standing, HSR-Enhanced Service, Double Sided, LED Display
	B9 Gate Pylon	Interior, Free-Standing, HSR-Enhanced Service, Double Sided, LED Display, Advertising
	B10 Gate Pylon	Interior, Free-Standing, HSR-Enhanced Service, Double Sided, LED Display, LCD Display
	B11 Information Pylon	Interior, Engaging Information Desk, Double Sided, Station Maps & Information
C Surface Mounted Signs	C1 Surface Mounted Sign	Overhead, Indicator Lamp, LED Display
	C2 Surface Mounted Sign	Overhead, Indicator Lamp
	C3 Surface Mounted Sign	Overhead, Indicator Lamp, LED Display, Static Text
	C4 Surface Mounted Sign	Overhead, Indicator Lamp, Static Text
	C5 Surface Mounted Sign	Wall-Mounted, Static Text
D Platform Signs	D1 Platform Sign	Overhead Hanging, Large, Double Sided, LED Display, Audio Speaker, Static Text
	D2 Platform Sign	Overhead Hanging, Medium, Double Sided, LED Display, Audio Speaker, Static Text
	D3 Platform Sign	Overhead, Free-Standing, Large, Double Sided, LED Display, Audio Speaker, Static Text
	D4 Station Identification	Overhead, Hanging, Double Sided, Static Text
	D5 Station Identification	Wall-Mounted, Single Sided, Static Text
	D6 Platform Sign	Wall-Mounted Projecting, Double Sided, LED Display, Audio Speaker, Static Text
	D7 Platform Sign	Overhead Hanging, Small, Double Sided, LED Display, Audio Speaker, Static Text
	D8 Platform Sign	Overhead Hanging, Small, Double Sided, Static Text

DOCUMENTATION

Coherence is the quality that ensures that all the pieces hold together in a way that feels seamless to the customer.

final plans
renderings
technical specs

2.6 London 2012 Games logos

2.7 Pictograms – primary messages

2.12 Park-and-ride family

2.13 Double-sided signs

SOCIETY FOR EXPERIENTIAL GRAPHIC DESIGNERS (SEGD)

SEGD is an international non-profit educational organization providing resources for design specialists in the field of experiential graphic design, architecture, and landscape, interior, and industrial design.

www.segd.org