

1.0 EXPERIENTIAL GRAPHIC DESIGN

A PHYSICAL RELATIONSHIP

BFA SEMINAR | FALL 2016

XGD

Experiential Graphic Design (XGD)

formerly known as

Environmental Graphic Design (EGD)

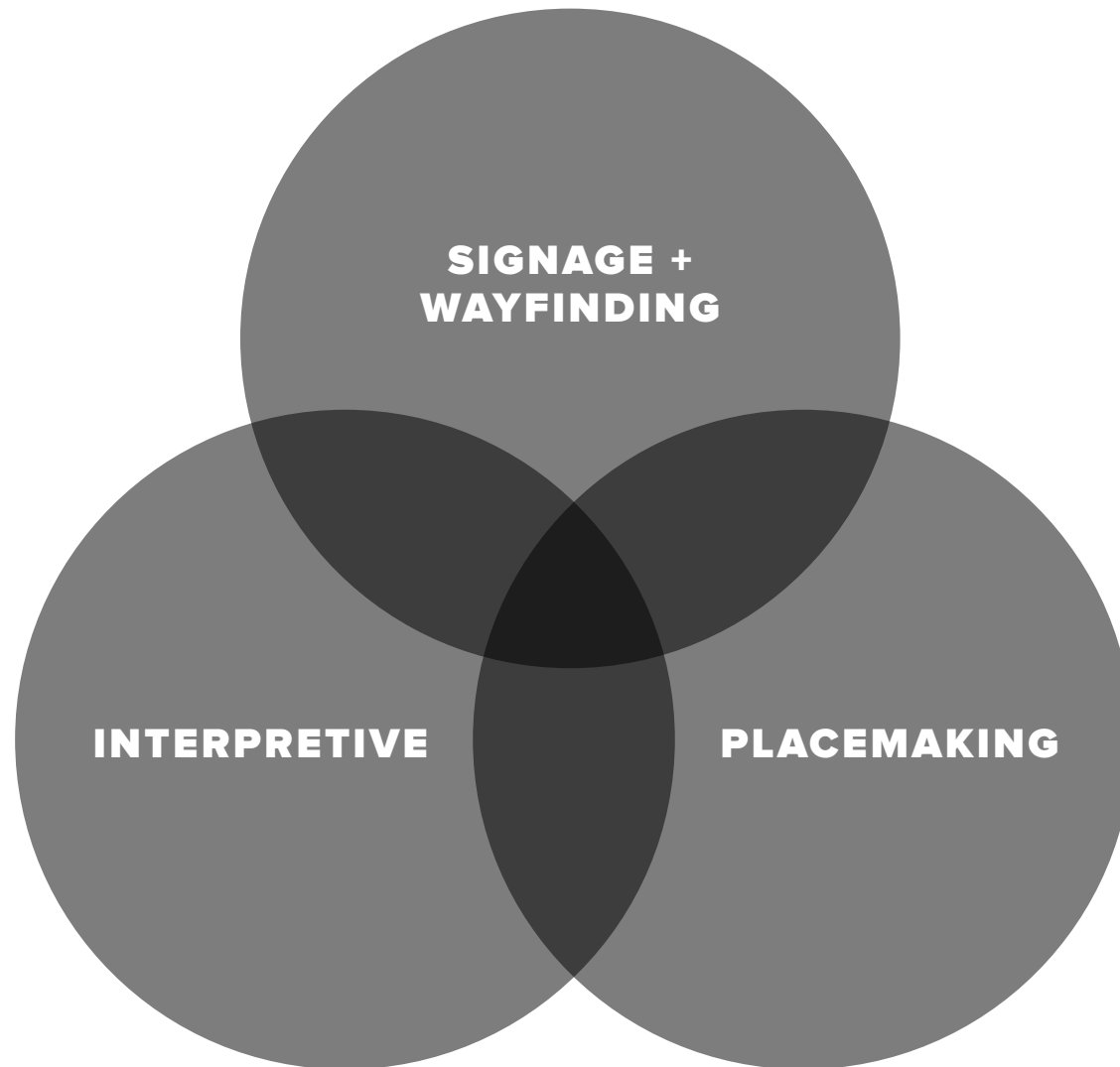
The new name was voted on and changed in November 2013 to get away from the connotation of it having to do with being “green”.

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.

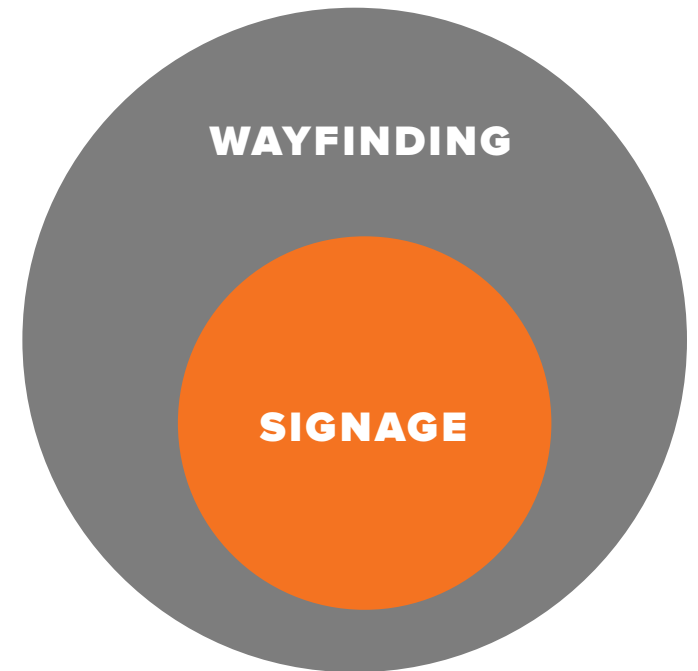
CORE COMPONENTS



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



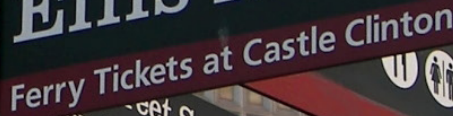
Battery Park City
World Financial Center



Castle Clinton
Ferry Tickets for Statue of Liberty

Statue of Liberty
Ferry Tickets at Castle Clinton

Ellis Island
Ferry Tickets at Castle Clinton



Statue of Liberty Seaport
Ellis Island Ferry







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





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.



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 within a few, but instead developed over centuries. As the population increased, people changed the size, layout, and function of the rooms. Over time, 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 to serve as a public space where people would have gathered 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 Taogoo were used solely for storage. Almost every room floor had a fire hearth, indicating a living space. The larger rooms at Taogoo may have met a need for both living and storage space.





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



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.

MOVIES

digiboo
MOVIES ON THE MOVE

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The touchscreen interface features the digiboo logo at the top left and a "Check Out" button with a right-pointing arrow at the top right. Below the logo is a progress bar with 10 segments, 9 of which are filled. The main area displays a grid of 16 movie thumbnails, including titles like "THE KING OF KINGS", "THE DARK KNIGHT TRILOGY", "THE MATRIX", "THE MATRIX RELOADED", "THE MATRIX REVOLUTIONS", "THE MATRIX RESURRECTIONS", "THE MATRIX TRILOGY", "THE MATRIX TRILOGY", "THE MATRIX TRILOGY", "THE MATRIX TRILOGY", "THE MATRIX TRILOGY", "THE MATRIX TRILOGY", "THE MATRIX TRILOGY", "THE MATRIX TRILOGY", "THE MATRIX TRILOGY", "THE MATRIX TRILOGY", "THE MATRIX TRILOGY", "THE MATRIX TRILOGY", "THE MATRIX TRILOGY", "THE MATRIX TRILOGY". At the bottom of the screen, there are navigation buttons: "View by", "New Releases", "Previous", "Home", "Next", and "Search All Movies" with a magnifying glass icon.

A panel containing a USB port, a DVD drive, and a power button.

digiboo
MOVIES ON THE MOVE



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



**DATA COLLECTION
& ANALYSIS**



CONCEPT

MATERIALS

RENDERING



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

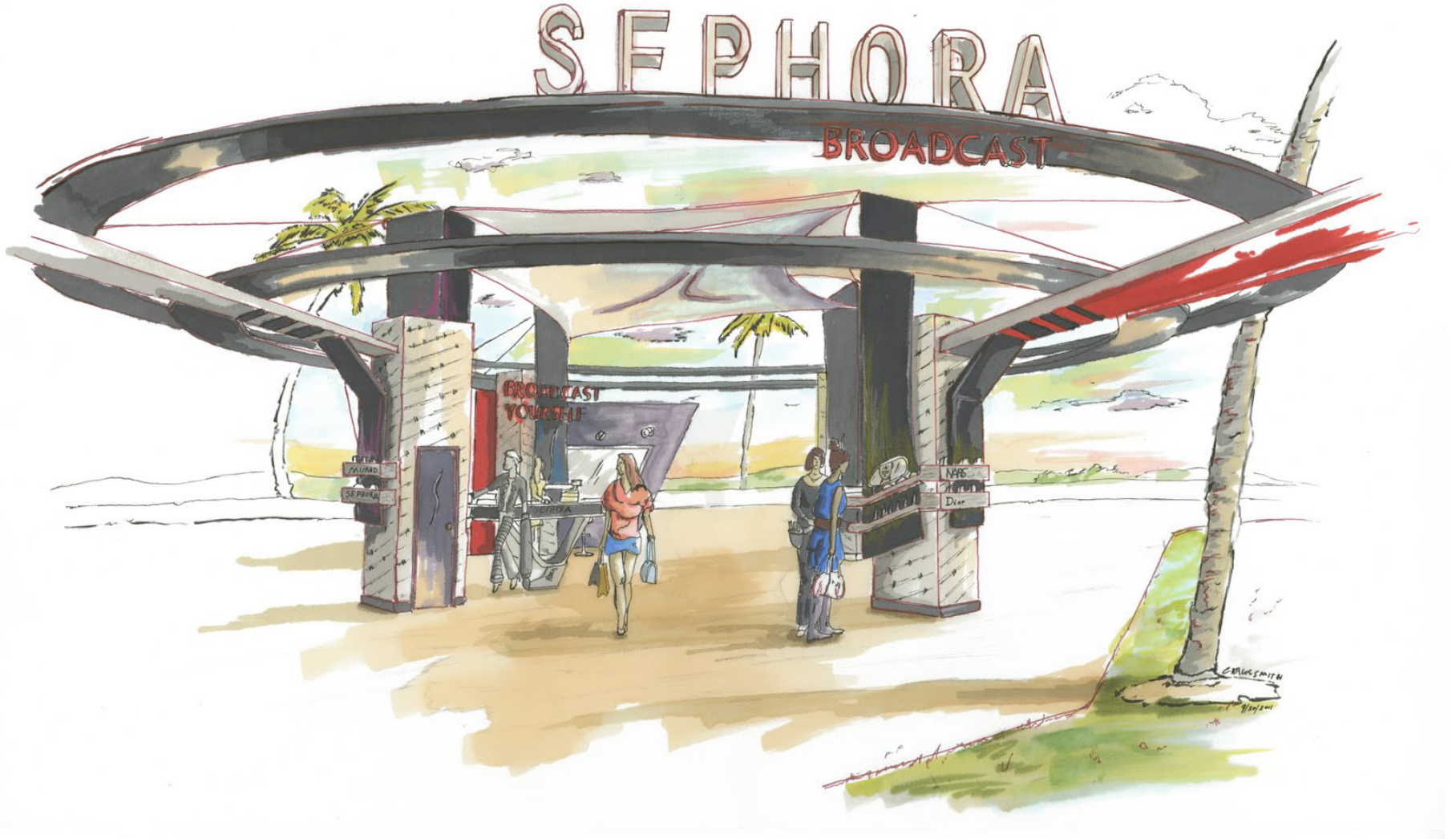
SEPHORA

BROADCAST

BROADCAST YOURSELF

SEPHORA

SEPHORA





IDENTIFICATION SIGNS

Applications

1

Renewals & PDP

2

Collections

3

Cashiers

4

Eye Tests

5

What You Need

- ID
- Copy of ID
- 2 ID Photo's
- Money

What You Need

- ID
- Copy of ID
- 2 ID Photo's
- Money

What You Need

- ID
- Money

Prices

Application for Learner's License → R108

Application for Driver's License

Code A → R192

Code B → R228

Code C → R240

Application for PDP → R96

What You Need

- ID
- Copy of ID
- All Fingerprints Done On Site

DIRECTIONAL SIGNS

Applications →	Eye Tests →	Exit →
Renewals & PDP →	Entrance →	Toilets →
Collections →	Cashiers →	

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

Contents

The London 2012 Olympic logo must feature on all signs directing visitors to all venues during the period of the Olympics. The London 2012 Paralympic logo must feature on all signs directing visitors to remain during the Paralympics that follow the Olympics. The two different Games logos cannot be used on the same sign.

There will be a transition between Games where the London 2012 Paralympic logo effective feedback details are applied to top of the London 2012 Olympic logo.



Graphic showing combination on right signs

London 2012 Olympic logo



Olympic logo showing combination area

London 2012 Paralympic logo



Paralympic logo showing combination area

Effective area

2.7 Pictograms – primary messages

Contents

Where pictograms are used as the primary message they are white on the magenta background. For single message signs the pictogram is positioned to the left and is as large as possible. For multi-message signs the pictograms are placed on the opposite side of the text to the direction arrow.

When used as signposts, London River Services and pedestrian crossings, the pictogram faces the direction to which the sign/information is pointing to. The default position of the pictogram is left facing which is used if the direction is up or down including straight ahead.



Other transportation primary messages



2.12 Park-and-ride family

Contents

Changes to style for each situation



One-sided message

One-sided messages are used on the side of the sign and are positioned to the right for up and down and to the left for left and right. The double-headed arrow points in the direction of the message and is positioned to the right of the message.

Two-sided message

A sign that shows a message to the front and back of the sign. The message is positioned to the right of the message and is positioned to the right of the message.

Two-sided message sign

These signs are used to indicate the location of a sign. The sign is positioned to the right of the message and is positioned to the right of the message.

Two-sided message sign

These signs are used to indicate the location of a sign. The sign is positioned to the right of the message and is positioned to the right of the message.

Note: The above is the sign style for the London 2012 Games and may not be applicable to other sign styles.

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2.13 Double-sided signs

Contents

When a message can be communicated on the inside side of a double-sided sign then it should appear and follow the same rules both sides. If no message can be communicated to the inside side then use the header and footer graphics above.

Location messages are the same both sides. Head head location signs should have the same message both sides. Head head direction signs have the same arrow direction.



Examples of sign configurations messages

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