

EGD Introduction:

EXHIBITION DESIGN & WAYFINDING SYSTEMS
COMD3505 Topics in Graphic Design

Presented by: M. Genevieve Hitchings
Department of Communication Design

EGD

1. Environmental Graphic Design
2. Experimental Graphic Design
3. Experience Graphic Design

EGD: The design of Graphics in the built environment

1. INTERPRETATION (most often expressed in the form of Exhibition Design) Tells a story.

2. SIGNAGE AND WAY FINDING

Orients people to a site and helps them navigate it.

3. PLACEMAKING

Creates a distinctive image (experience) for a site.

What is exhibition design?

The process of conveying information through visual storytelling in an environment. This includes:

1. The meaning of a concept or theme (e.g., Democracy or Science)
2. An object (e.g., the Constitution or an Aircraft)
3. A site (e.g., an Automobile Manufacturing Plant or a National Park)
4. An event (e.g., the Battle of Gettysburg or the Jamestown Floods)
5. A historical figure (e.g., Franklin Delano Roosevelt or Martin Luther King)
6. A corporation and its products

What is exhibition design?

A form of visual storytelling within an environment, can be displayed in various outlets:

It is an integrative, multidisciplinary process and can be composed of a site itself, physical artifacts, audiovisuals (A/V), interactive media, static images and graphics, casework and more.

It can encompass aspects of architecture, interior design, graphic design, experience and interaction design, multimedia and technology, lighting, audio, and other disciplines to create multilayered narratives around a theme or topic.



Writing On The Wall: An installation on the High Line shares writing by prisoners in a space that emulates cells. (<http://manuelmiranda.info/projectname:The+Writing+on+the+Wall>) and (<https://massdesigngroup.org/work/design/writing-wall>) (<https://www.nytimes.com/2019/11/01/arts/design/The-Writing-on-the-Wall-high-line.html>) (<https://segd.org/projects/the-writing-on-the-wall/>)



Hyde Park Barracks Museum A UNESCO World Heritage Site (<https://segd.org/projects/hyde-park-barracks-museum/>)

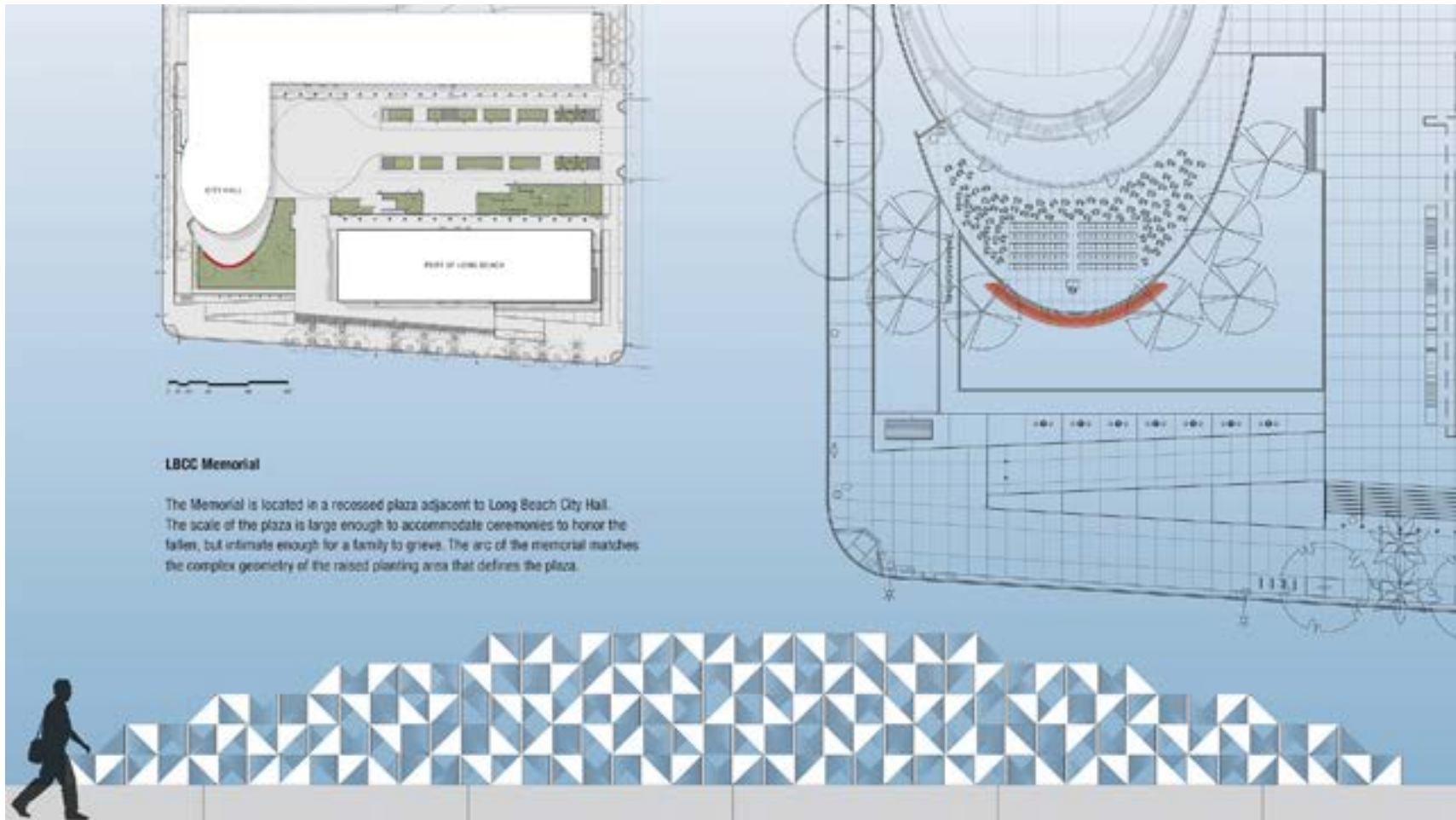


Image Credit: Design Team Skidmore, Owings & Merrill LLP

Long Beach Police and Fire Department Memorial Memorial intended to honor the fallen, while also giving the community a place where they can mourn. The design of the memorial needed to reflect the gravitas of grief, while being abstract enough that individuals could find their own meaning in its design. “The memorial would honor those lost in the line of duty from 1912- 2070, which meant the design needed to account for future loss of life.” (<https://segd.org/projects/long-beach-police-and-fire-department-memorial/>) (<https://www.creativecampusvoting.org/projects>)



Creative Campus Voting Project This project brought a pop-up satellite city clerk's office to the center of a university campus and aimed to increase student participation by providing education about and access to voting. (<https://www.creativecampusvoting.org/projects>)

What is wayfinding?

Wayfinding refers to information systems that guide people through a physical environment and enhance their understanding and experience of the space.

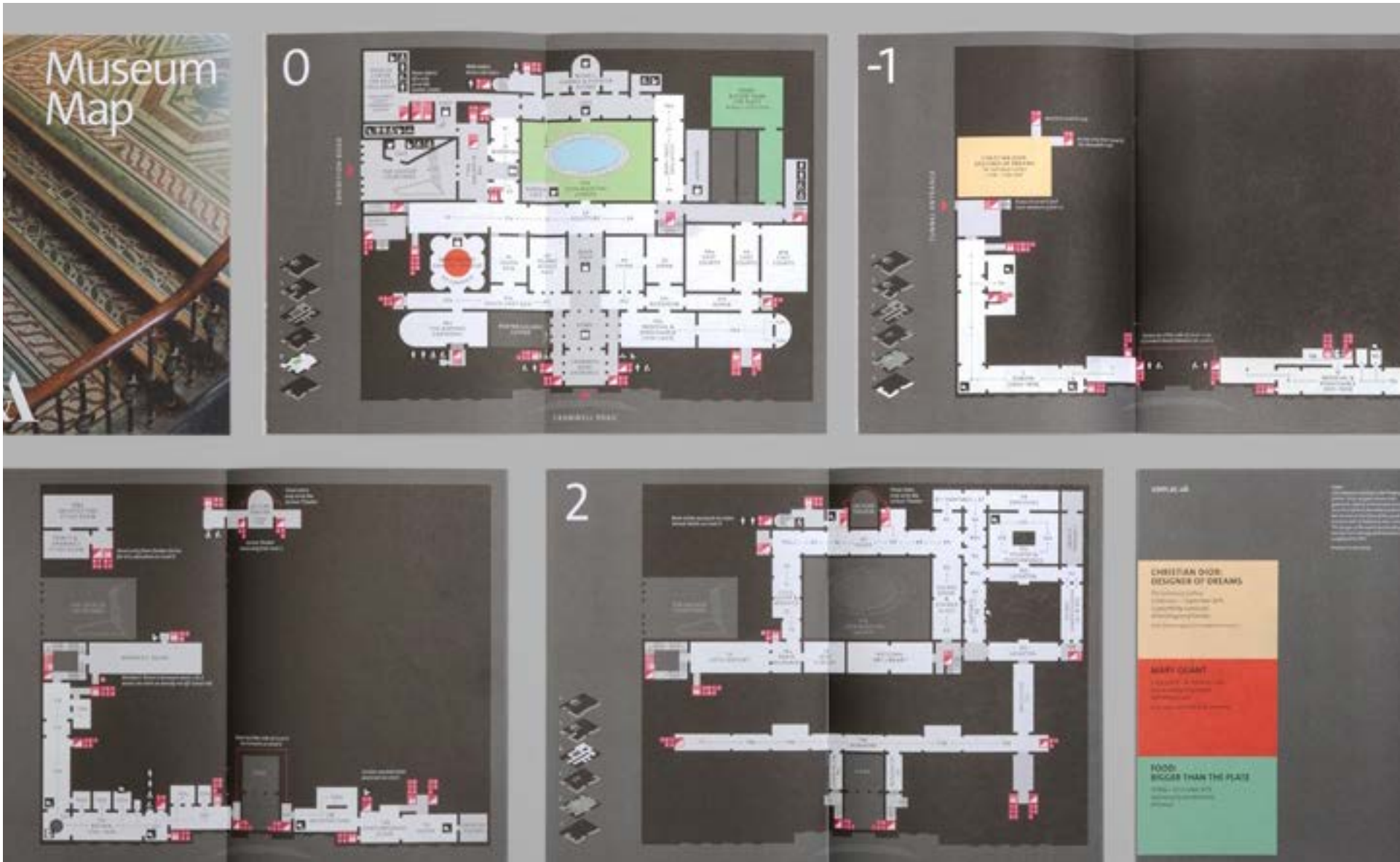
Wayfinding is particularly important in complex built environments such as **urban centers, healthcare, educational campuses, and transportation facilities.**

As architectural environments become more complicated, people need visual cues such as: **Maps, Directions, and Symbols** to help guide them to their destinations.

In these often high-stress environments, effective wayfinding systems contribute to a sense of **well-being, safety, and security.**



Keep Visible—LED Traffic Guide Line The aim of this project is to solve the problem of visual blind spots in cars, especially for drivers following a large truck or bus. It is a new way of using traffic light design, not meant to completely replace the original infrastructure, just supplement it. (<https://segd.org/projects/keep-visible-led-traffic-guide-line/>)



The Victoria and Albert Museum - Wayfinding The dn&co design team was asked to create a comprehensive wayfinding system unifying seven miles of galleries across three interconnected buildings, five temporary exhibition spaces, four shops, three cafés and 60,000 objects to enable the V&A's 4 million annual visitors from across the world to explore the museum with renewed confidence and curiosity. (<https://segd.org/projects/va-wayfinding/>)



Nicollet Avenue “Main Street” of downtown Minneapolis - Wayfinding Paula Scher and Pentagram designed a brand identity and comprehensive program of signage, wayfinding and environmental graphics to capture the spirit of the street and its place in the city and make it more pedestrian friendly. (<https://segd.org/projects/nicollet/>)

EGD

EGD is the practice of designing products, processes, services, events, or environments focused on user engagement and the quality of the human experience. Experience design is inherently cross-disciplinary, encompassing multiple manifestations across the physical and digital realms.

It is also inherently inclusive and universal, planned to support and **be accessible to all users**, including those who are aging, physically or mentally disabled, or otherwise impaired.

It requires a strong foundation of user-based research to determine user needs, existing conditions, and ideal outcomes. It is achieved through a rigorous design process that considers all steps in the user journey and all possible interactions that can occur during the journey.

THANK YOU!

Sources:

Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems 2nd Edition by Chris Calori and David Vanden-Eynden

SEGD - The Society for Experiential Graphic Design non-profit professional association (<https://segd.org/>).