

project two

environmental design/way finding the branded space

For project two you will design a three-dimensional typographic sign for a site specific location. The sign should inform the user about the space, provide a visual brand that reinforces the space and provide a visual cue/pun about the space. Your project should offer a way for the user to interpret the space in a new way. This project decontextualizes type, takes it off the page and allows you to work with it in the real world—a great way to get to explore type forms in a new way. We will work with ideas of “branding space” and “way finding.”

Way finding is about organizing complex spaces in a way that allows the user to find their way or visit spaces in an organized way. A shopping mall is a very basic way finding system that pulls users down a central corridor past different shops. More complex spaces need more organized signage and graphics to help users navigate them successfully.

Branding space is a way of creating an atmosphere that relays an emotional connection to the user. Color, type, lighting, composition and positioning all combine to make the space more than just a physical space—these elements combine to create a mental “place.”

The final phase of the project will be the case study. All elements of the project—design brief, ideation, research, refinement and production will be shown in the case study document. In the case study you will be defining your goals, showing your process towards those goals and then presenting the final outcome and how it addresses or achieves those goals.

PROJECT REQUIREMENTS

1. Case Study (5-10 pages):

- Statement of Purpose: *Why did you choose this space, what did you hope to accomplish?*
- Target Audience: *Who will use the space, why, how?*
- Keywords: *What was the final outcome you wished to achieve?*
- Color Palette: *What colors support that outcome?*
- Sketches, 5 ideas - 10 sketches each. 50 sketches total: *What was the process?*
- Paper mock-ups: *What were the in-between steps, how did the project evolve?*
- Site images before and after: *What was the final outcome? How was it successful?*

2. 3-D signage:

The finished signage, should be professional looking, with excellent craft and attention to details. This final will be installed (temporarily) for photos and study, but should be able to be deinstalled and kept as a portfolio piece.

THINK ABOUT

Ask yourself, “is it doable?” We have approximately 5 weeks to complete this project so you should be thinking ahead, planning and making sure that the scope of your project can be done in the allotted time. Use your time wisely, and work through each step of the process to achieve a better outcome. Your project should be thoughtful and smart but also small in scope.

THE 5 WEEK PROCESS

Oct 29/Nov 3/WEEK ONE.

Ideation: The most important part of the design process, this is when you open your mind to any idea, nothing is too big and nothing is impossible. The more creative the better. This is where the best ideas are formed. Create a list of ideas and keywords, you should sketch possible ideas and have at least 5 different ideas to bring to class. Not variations, but real, different ideas. Think about how you will make it? Plan ahead for the production phase. Start the layout of your design brief.

Nov 10/WEEK 2.

Research: In the research phase you will begin to narrow down the ideas to the best direction. Research includes getting input on your ideas from other members of the design studio, scouting locations and take pictures, research environmental graphics on the web and in the library. Make a mood board. Find other designers who do it, and look at their examples. Sketches should show scale to space and the human form. This phase will help determine the scope of the project and you should have a clear direction to follow to completion. Add the research to the design brief.

Nov 17/WEEK 3.

Refinement: Now apply the research in step 2. Try different type styles, arrangements, color and sizes. Build to scale paper mock-ups and visit the site with them. Tape them in place and take pictures. Check for scale, style, color. Does the signage utilize the space in a good or unusual way? Check your work against others in the field. How do they solve the problems you might be facing? How can you simplify the design and make it just as effective, or make it easy to fabricate? Can you make small changes that will make it a better project. Be open to change! Add this info to the design brief.

Nov 24/Dec 1 WEEK 4–5.

Production: Using the lessons from phase 1—3, begin the actual fabrication of the sign. You should have methods clearly defined before working. How are you going to “build” the piece? What are you going to fabricate it from, color, paint, texture, finish—is it matte or glossy? Think through all of these items early in the process so when you get to the 4th week it will be figured out. Be prepared to find alternative solutions, be willing to make 2 or 3 versions of the final to have the best possible outcome. *Week 4 is an independent work week.*

Dec 8/WEEK 6

Finish: There are only 3 days in this week before the end of class. All work must be completed before the last day of class. You should spend these 3 days refining the design brief and printing it out. Think about how you will present the final to the class. How will the design brief work in your portfolio? Finalize the typesetting, make it typesetting quality! Present the final brief and sign for the final critique.