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Visual Communikation

Hochschule für Medien
Kommunikation und Wirtschaft
University of Applied Sciences

H M K W

LAPIN YLIOPISTO
UNIVERSITY OF LAPLAND

**»Guidance –
designed with everyone in mind.«**

›Attractiveness of a tourist destination‹
e.g. Rovaniemi, Finland

AGRA 0715 Tilallinen graafinen suunnittelu
AGRA 0715 Environmental Graphics

Per Mollerup

WAYSHOWING >WAYFINDING

Basic & Interactive

BIS

Five categories of elements from which people use to map their environments
(Kevin Lynch)

Paths = channels of movement
Edges = boundaries that break or contain or run parallel
Districts = areas of recognizable identity
Nodes = places of intense activity
Landmarks = points of reference that are visually distinguishable

Wayfinding Process:
Decision making and
decision executing
Structuring of decisions
From decisions to
behavior

Nine wayfinding strategies
(Per Mollerup):

- **track following** Following lines, arrows or other tracks
- **route following** Following a plan

Nine wayfinding strategies
(Per Mollerup):

- **educated seeking** Using syllogisms (logical appeal) -major promise -minor promise -conclusion • **mixed strategies**

Nine wayfinding strategies
(Per Mollerup):

- **inference** Concluding from sequential designations
- **scanning** Systematic searching

Nine wayfinding strategies
(Per Mollerup):

- **aiming** Visual targeting
- **map reading** Using portable maps

Niklas Sjöblom 16.7.2007

Nine wayfinding strategies
(Per Mollerup):

- **compassing** Using compass directions
- **social navigation** Learning from others
- **mixed strategies**

Planning guidance

Planning guidance

The need for planning

On-site (local)
Architecture and environmental features
Landmarks
Naming
Signage

Off-site (external)
Pre-visit information

FRE IRA UM

Gebäude SD · Hochschule Osnabrück
Eingang Artilleriestrasse 46 · 49076 Osnabrück
bit.ly/freiraum-lageplan

OPEN STREETMAP

FAKULTÄT INGENIEURWISSENSCHAFTEN UND INFORMATIK

Hochschule Osnabrück
University of Applied Sciences

lul

AKTUELLES

STUDIUM

└ Bachelor

└ Master

└ Berufsbegleitend studieren

└ Beratung und Bewerbung

└ Infos für Immatrikulierte

└ Erstsemesterinfo

└ Studienfinanzierung

└ Gründe für Hochschule Osnabrück

└ Evaluation

└ Career Center

└ LearningCenter

└ Mathematisches Vorsemester

LABORBEREICHE

FORSCHUNG

INTERNATIONAL

KONTAKT

MEDIA & INTERACTION DESIGN (BACHELOR OF ARTS)

Wofür qualifiziere ich mich mit diesem Studium?

Studiengang auf einen Blick
Studienstruktur und -inhalte
Zulassungsvoraussetzungen
Ordnungen und Vereinbarungen
Schnupperstudium
Bewerbung
Kontakt
Akkreditierungsurkunde

FREI R AU M

Semesterausstellung
8.März 2014 / 17.00-22.00
Gebäude SD / Campus Westerberg

SUCHE

└ Volltextsuche

└ Personensuche

INFORMATIONEN FÜR

└ Erstsemester

└ Studierende

└ Studieninteressierte

└ Schüler-/innen

WICHTIGE LINKS

└ AStA

└ Bibliothek

└ Canon Druck-Center

└ Deutschlandstipendien

└ Fußball-Gewinnspiel

└ Groupwise Zugang

└ Laborbereiche

└ LearningCenter

└ Mensa Speiseplan

└ Dreamspark

└ Niedersachsen-Technikum

└ OSCA Hochschulportal

ecs.hs-osnabrueck.de/lageplan00.html

☆ ▽ C   8 ▾ pdf in IPad   Q

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MEDIENLABOR

Hochschule Osnabrück
University of Applied Sciences

Sie sind hier: HS Osnabrück > Fakultät IuI > Medienlabor > Lageplan

VERANSTALTUNGEN

RAUM FÜR TECHNIK

FORSCHUNG

TEAM

ABSCHLUSSARBEITEN

PUBLIKATIONEN

FIRMENKONTAKTE

MEDIENGALERIE

LAGEPLAN

INTERN / SERVICE

MEDIENLABOR

MEDIENLABOR – LAGEPLAN CAMPUS WESTERBERG

Hochschule Osnabrück
Medienlabor
Albrechtstraße 30
49076 Osnabrueck

Hier finden sie die Anreisetipps zu allen Standorten!

SUCHE
- Volltextsuche
- Personensuche

INFORMATIONEN FÜR
- Usability-Lab

WICHTIGE LINKS
- AStA
- Bibliothek
- Canon Druck-Center
- Deutschlandstipendien
- Fußball-Gewinnspiel
- Groupwise Zugang
- Laborbereiche
- LearningCenter
- Mensa Speiseplan
- Dreamspark
- Niedersachsen-Technikum
- OSCA Hochschulportal
- Stud.IP (Vorlesungs-verzeichnis und mehr)
- Webmail

Hochschule Osnabrück
Barbarastraße 9

AD

Faculty of Engineering and
Computer Science
Labs
- Applied Thermodynamics
- Electrical Power System and
High Voltage Engineering
- Electrical Machines
- Electromagnetic Compatibility
- Chassis Technology
- Measurement and Quality
- Assurance
- Handling Applications and
Robotics
- Body Development and
Lightweight Construction
- Reciprocating Engines
- Power Plant Technology
- Agricultural Engineering and
Mobile Machines
- Power Electronics and Drives
- Mechanics and Measurement
Engineering
- Conversion Technology and
Converter Drives
- Fluid Mechanics and
Turbomachines

Engineering Workshop

**Fakultät Ingenieurwissenschaften
und Informatik**
Labore
- Angewandte Thermodynamik
- Elektrische Energieversorgung und
Hochspannungstechnik
- Elektrische Maschinen
- Elektromagnetische Verträglichkeit
- Fahrwerktechnik
- Fertigungsmesstechnik und
Qualitätssicherung
- Handhabungstechnik und Robotik
- Karosserieentwicklung und
Leichtbau
- Kolbenmaschinen
- Kraftwerkstechnik
- Landtechnik und mobile
Arbeitsmaschinen
- Leistungselektronik und Antriebe
- Mechanik und Messtechnik
- Stromrichtertechnik und
Stromrichterantriebe
- Strömungslehre und
Strömungsmaschinen

Betriebswerkstatt

Planning   guidance

The need for planning
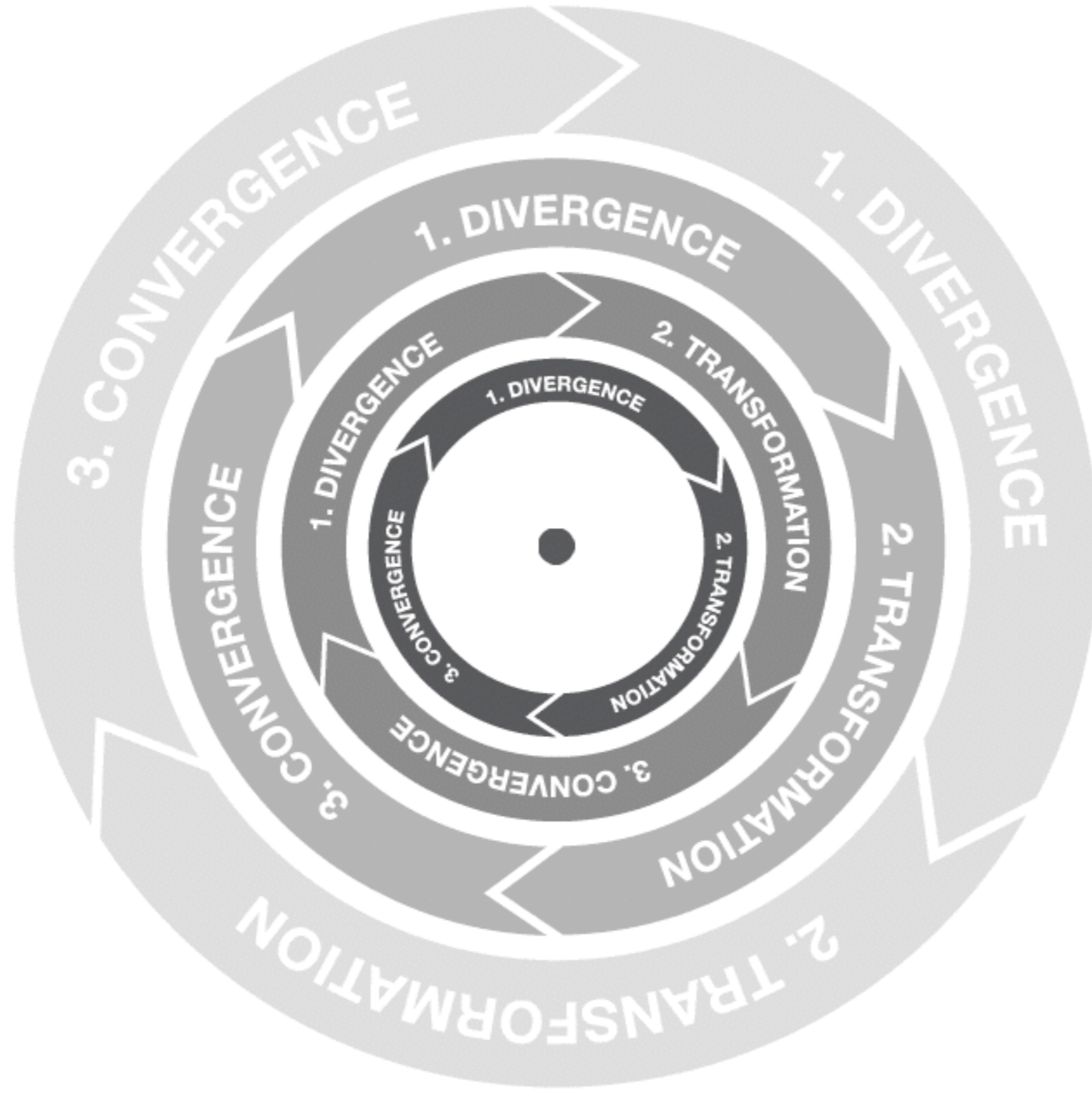
On-site (local)
Architecture and environmental features
Landmarks
Naming
Signage

Off-site (external)
Pre-visit information

1. DIVERGENCE

2. TRANSFORMATION

3. CONVERGENCE

Planning   process

Defining the problem
Composing the team
Gathering information
Analysing data
Developing a strategy
Planning signage
Designing graphics
Designing hardware
Implemeting the plan
Evaluating results

Start by defining the problem
a good description will point to
the solution

• What is the real problem?
• Are there related problems?
• What is specific to this case?
• When must the system be
ready?
• What are economic conditions?

▶

A problem descripion that serves as a job assignment for planners.

Planning   process

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Choose an appropriate team.
Left planning to professionals, it
will prevent disscussions later.

• Has the team necessary
  qualifications?
• Is the team too large?
• What is the decision process?
• Who can decide and is
responsible?
• Is the team available (when
needed)

A description of the organisation
with decision competencies.

Planning   process

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Evaluating results

Use the problem description from step 1. for comprehensive information gathering.

Planning   process

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Evaluating results

Use the problem description from
step 1. for comprehensive information
gathering.

- **How will the site developed?**
- **What is the intended circulation?**
- **What are expected pathways?**
- **Who are the users?**
- **Will there be special groups needing
  special attention?**
  (language requirements,
  mental, visual, or o. disabilities)

- **When will the site be used?**
- **How will the site reached?**
- **Can we season building patterns
  with landmarks?**

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Evaluating results

Use the problem description from step 1. for comprehensive information gathering.

- **Should corporate branding influence the media?**
- **Other commercial considerations?**
- **Special requirements by tenants?**
- **What security requirements?** (airport, ...)
- **Permition by public authorities?**
- **Are Places and functions understandable named?**
- **Similar sites for study/inspiration?**

Planning process

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Use the problem description from step 1. for comprehensive information gathering.

- Should corporate branding influence the media?
- Other commercial considerations?
- Special requirements by tenants?
- What security requirements? (airport, ...)
- Permition by public authorities?
- Are Places and functions understandable named?
- Similar sites for study/inspiration?

▶ **Description will influence wayshowing.**

Planning   process

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Evaluating results

Examine the information gathered in step 3.

Planning   process

Examine the information gathered in step 3.

- **How users read the environment?**
- **Problems in wayfinding by special audiences?**
- **Can we locate problematic times or places?**
- **Are there critical situations?**
- **Are the names for places and functions good/consistent/descreptive/understandable?**
- **Is one language enough?**
- **What success criteria?**

Planning   process

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• How users read the environment?
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• Are there critical situations?
• Are the names for places and functions good/consistent/descreptive/understandable?
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▶ **Task description of requirements and problem areas.**

Planning   process

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Comprehensive wayshowing strategy meet requirements clarified in step 4.

Planning   process

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Comprehensive wayshowing
strategy meet requirements
clarified in step 4.

- **Pre-visit information?**
- **Marking signs or directional signs?**
- **y-a-h maps?**
- **directories?**
- **information desk with staff?**
- **dynamic signs/monitors?**
- **help desk for electronic mobile devices?**
- **planning covers all groups?**
- **architects or other need feedback?**

Planning process

Defining the problem
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Comprehensive wayshowing strategy
meet requirements clarified in step 4.

• Pre-visit information?
• Marking signs or directional signs?
• y-a-h maps?
• directories?
• information desk with staff?
• dynamic signs/monitors?
• help desk for
  electronic mobile devices?
• planning covers all groups?
• architects or other need feedback?

▶ **Wayshowing strategy**
List for pre-visit requirements,
Feedback for others

Planning   process

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Evaluating results

Specify messages, graphic, sign types and -possitions based on the strategy (step 5)

Planning process

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Evaluating results

Specify messages, graphic, sign types and -possitions based on the strategy (step 5)

- **What messages needed?**
- **Where are the messages needed?**
- **What type of sign?**
- **How? (mounted, dimensioned, positioned, lit, ...)**
- **Ad-hoc** (short term) **signage?**
- **Dynamic signs/monitors?**

Planning process

Defining the problem
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Specify messages, graphic, sign types and -possitions based on the strategy (step 5)

- What messages needed?
- Where are the messages needed?
- What type of sign?
- How? (mounted, dimensioned, positioned, lit, ...)
- Ad-hoc (short term) signage?
- Dynamic signs/monitors?

▶ **Initial sign plan as starting point for graphic and physical design**

Planning   process

Defining the problem
Composing the team
Gathering information
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Developing a strategy
Planning signage
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Evaluating results

Design graphic signs as specified in step 6

Planning   process

Defining the problem
Composing the team
Gathering information
Analysing data
Developing a strategy
Planning signage
Designing graphics
Designing hardware
Implemeting the plan
Evaluating results

Design graphic signs as specified in step 6

- How many?
- Any basic elements?
- Type face?
- Arrows?
- Pictograms?
- Colours?
- Other?
- Formats/grids?
- Signware recomended?
- Material (Silkscreening/Vinyl/...)?
- Dynamic signs on monitors?

Planning   process

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- Formats/grids?
- Signware recomended?
- Material (Silkscreening/Vinyl/...)?
- Dynamic signs on monitors?

▶ **Design specifications manual**

Planning process

Defining the problem
Composing the team
Gathering information
Analysing data
Developing a strategy
Planning signage
Designing graphics
Designing hardware
Implemeting the plan
Evaluating results

Design hardware of signs as specified in step 6

Planning process

Defining the problem
Composing the team
Gathering information
Analysing data
Developing a strategy
Planning signage
Designing graphics
Designing hardware
Implemeting the plan
Evaluating results

Design hardware of signs as specified in step 6

- **How many?**
- **What types of mounting?**
- **Standard or customized?**
- **Lighting?**
  - Environmental?
  - External?
  - Internal?
- **Lighting sign content?**
- **Dynamic signs and monitors?**
- **Ad-hoc signs?**

Planning   process

Defining the problem
Composing the team
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Evaluating results

Design hardware of signs as
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· How many?
· What types of mounting?
· Standard or customized?
· Lighting?
- Environmental?
- External?
- Internal?
· Lighting sign content?
· Dynamic signs and monitors?
· Ad-hoc signs?

▶ **Hardware design sign manual
Modells of all types**

Planning   process

Defining the problem   Specification
Composing the team   Schedule
Gathering information   Requisition of quotes
Analysing data   Choice of supplier
Developing a strategy   Ordering
Planning signage   Controlling
Designing graphics   Claiming
Designing hardware   Mounting
Implemeting the plan   Controlling
Evaluating results   Adjusting

Planning   process

Defining the problem   Specification
Composing the team   Schedule
Gathering information   Requisition of quotes
Analysing data   Choice of supplier
Developing a strategy   Ordering
Planning signage   Controlling
Designing graphics   Claiming
Designing hardware   Mounting
Implemeting the plan   Controlling
Evaluating results   Adjusting

What can go wrong?

Planning   process

Defining the problem
Composing the team
Gathering information
Analysing data
Developing a strategy
Planning signage
Designing graphics
Designing hardware
Implemeting the plan
Evaluating results

Specification
Schedule
Requisition of quotes
Choice of supplier
Ordering
Controlling
Claiming
Mounting
Controlling
Adjusting

What can go wrong?

▶ **Fully signposted sign**

Planning   process

Defining the problem
Composing the team
Gathering information
Analysing data
Developing a strategy
Planning signage
Designing graphics
Designing hardware
Implemeting the plan
Evaluating results

Evaluate after a period of use
- detect and correct
**   mistakes / omissions**
- learn from past action to improve

Planning   process

Defining the problem
Composing the team
Gathering information
Analysing data
Developing a strategy
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Implemeting the plan
Evaluating results

Evaluate after a period of use
- detect and correct
  mistakes / omissions
- learn from past action to improve

- Any complains of dysfunctional
  wayshowing?
- Is the staff involved in evaluation?
- How many visitors ask?
- Maybe a user test?

Planning process

Defining the problem
Composing the team
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- learn from past action to improve

· Any complains of dysfunctional
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· Is the staff involved in evaluation?
· How many visitors ask?
· Maybe a user test?

▶ **Evaluation report**

Tourism

Travellers

This pyramid helps to understand the priorities of the human needs in the order depicted. As we can see, the tourism covers the bottom four levels of the triangle.

The hierarchy of human needs
Abraham Maslow