
Final course task:

course: AGRA 0715 Tilallinen graafinen suunnittelu · Environmental Graphics

topic: Wayshowing, Wayfinding Design

lecturer: Markus Schröppel

final presentation: 19.03.2010

min. format: Adobe PDF

Task: The University of Lapland founded in 1979, has today 5 faculties: Art and Design, Education, Law, Social Sciences, Tourism and Business. In 35000 m² and a volume of 200000 m³ in several conected buildings are studying 4500 students and ~ 280 Foreign students, beside 625 Staff members (academics and employees) do their daily work.

Each year are coming ~ 650 new students, and ~ 6 500 people are visiting the university temporarily in the adult education programs while lacking mostly any guidance.

»Where is the main entrance here?« is a quite common question in these days. Some copies of the floorplan as a part of the gudance system are often not recognized as such, »neuvonta« (Info-desk) is orphaned. How does a visitor feel, when entering the university. Which possibilities does he has to get oriented by him/herself.

Your task is to develop a wayfinding system for navigating the Rovaniemi university campus.

The individual elements of the information in a systematic and surveyable be structured in order to inform the viewer within a short time so that he will be able to find the right way.

Think out of the box and step also further into future technologies to deliver customized wayfinding information on demand, maybe it will be the mixture of electronic and static signage or an interactive applications on your handheld.

Think about your proposal as an Design process:

analysis: breaking the problem into pieces

synthesis: putting the pieces together

evaluation: testing to discover the consequences of putting the new arrangement into practice

Intermediate presentation of your ideas: **3.03.2010** (showing your intermediate steps of developing your icons, colour range, typeface, pictures {your styleguide})

Have fun!
