

Quarter 7

Week 4/5

Signage

Environmental Design

Project 2.1

The Art Institute of Cincinnati

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Objective:

To introduce the student to the special challenges of environmental design: scale, lighting, human factors, wayfinding principles and appropriateness and clarity.

Lecture Outline:

Scale
Materials
Human Factors
Functionality
Typography

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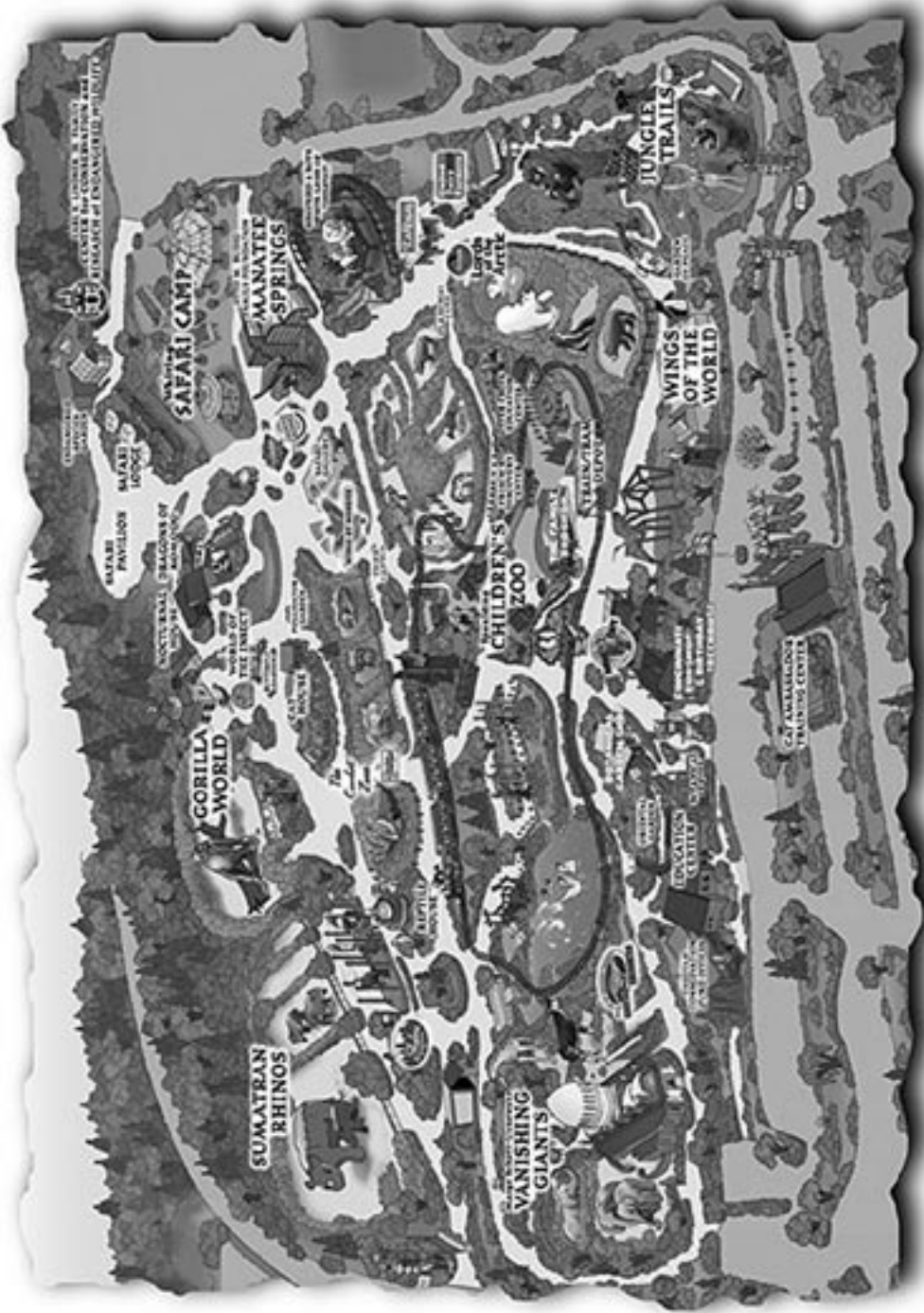
Assignment:

Design a directional signage system for The Cincinnati Zoo and Botanical Garden. Include 1 main station, and auxiliary wayfinding applications and their locations.

www.cincyzoos.org

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Lecture(s) / Procedure:

Monday

Introduction

Internet Research

On Site Research

Wednesday

Interim Critique

Friday

Interim Critique

Friday

Final Critique

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