Designing environments

How wayfinding, visual design, and IA shape our experience

Leah Ferguson

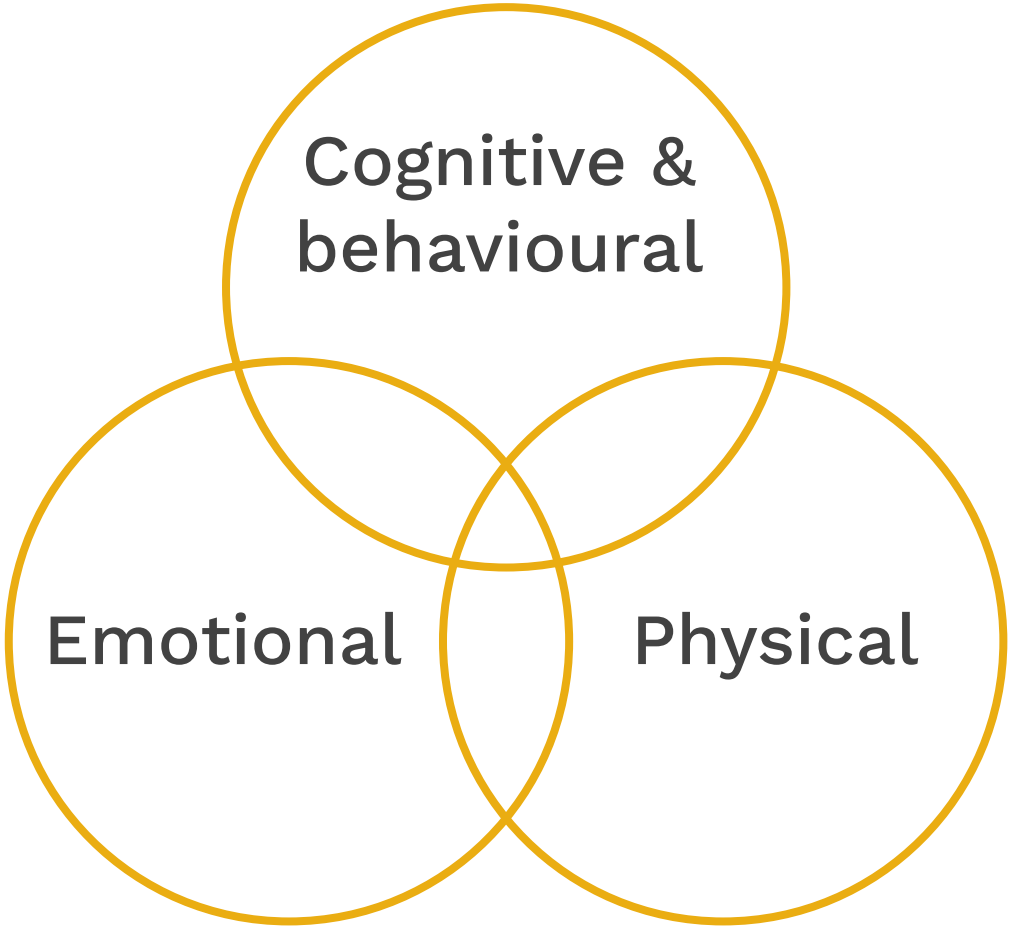
Keynote

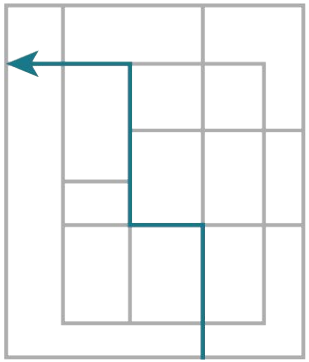
Wayfinding

Wayfinding is a user-centric approach to spatial organization

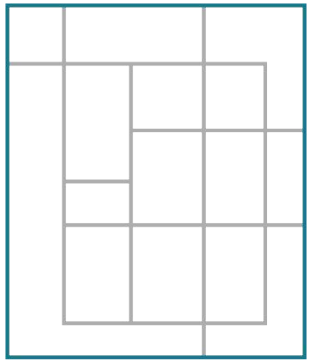
...the ability to determine a route, learn it, and retrace or reverse it from memory through the acquisition of environmental knowledge.

Reginald Golledge, Geographer

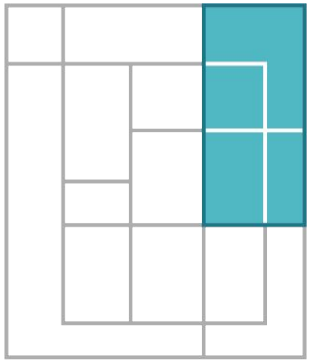

Cognitive & behavioural
Emotional
Physical



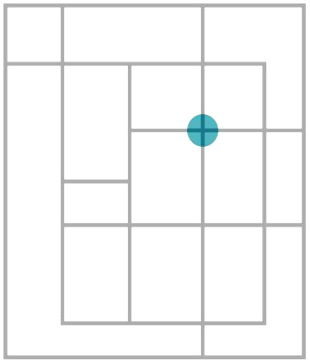
Path



Edge



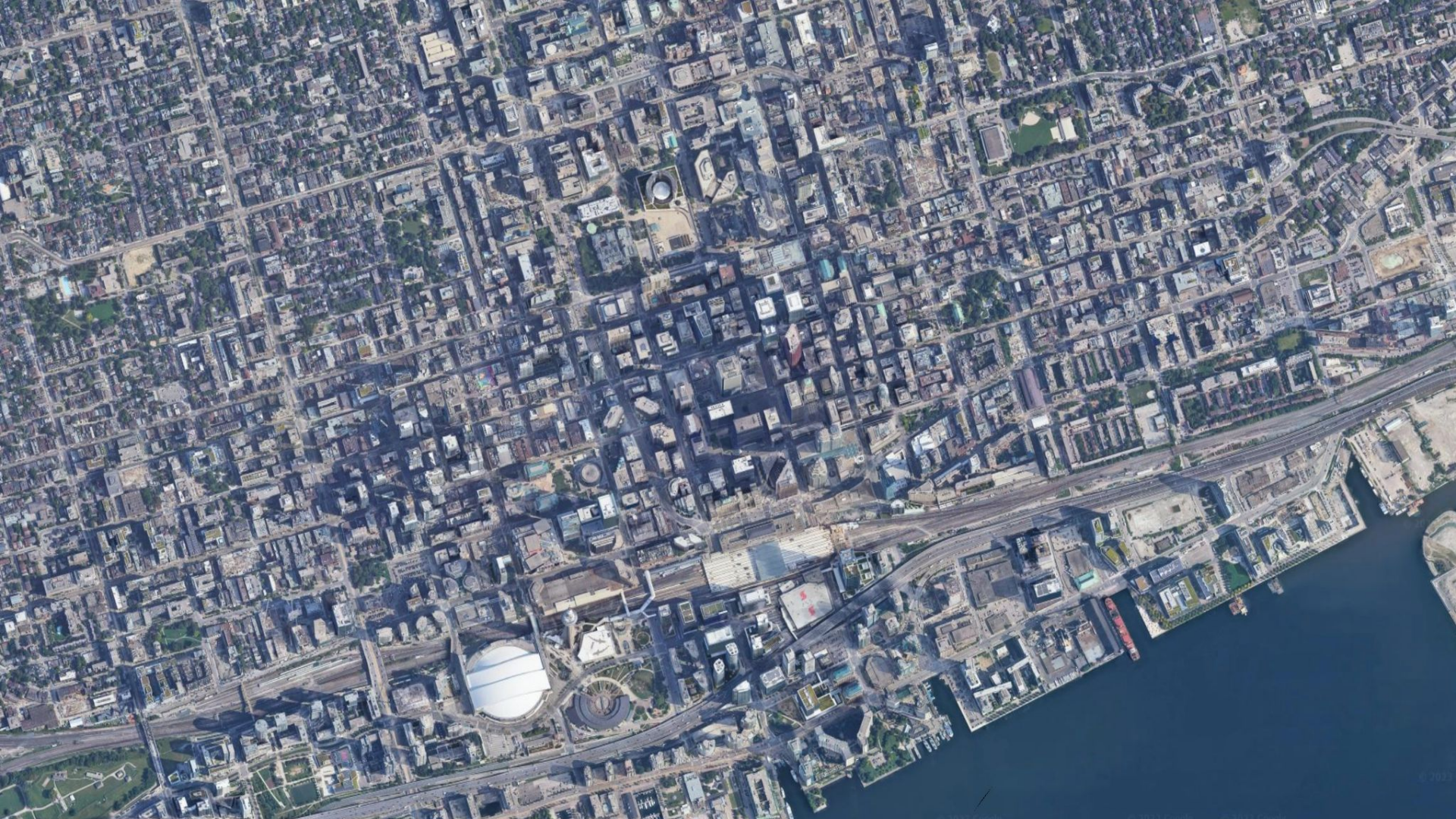
District

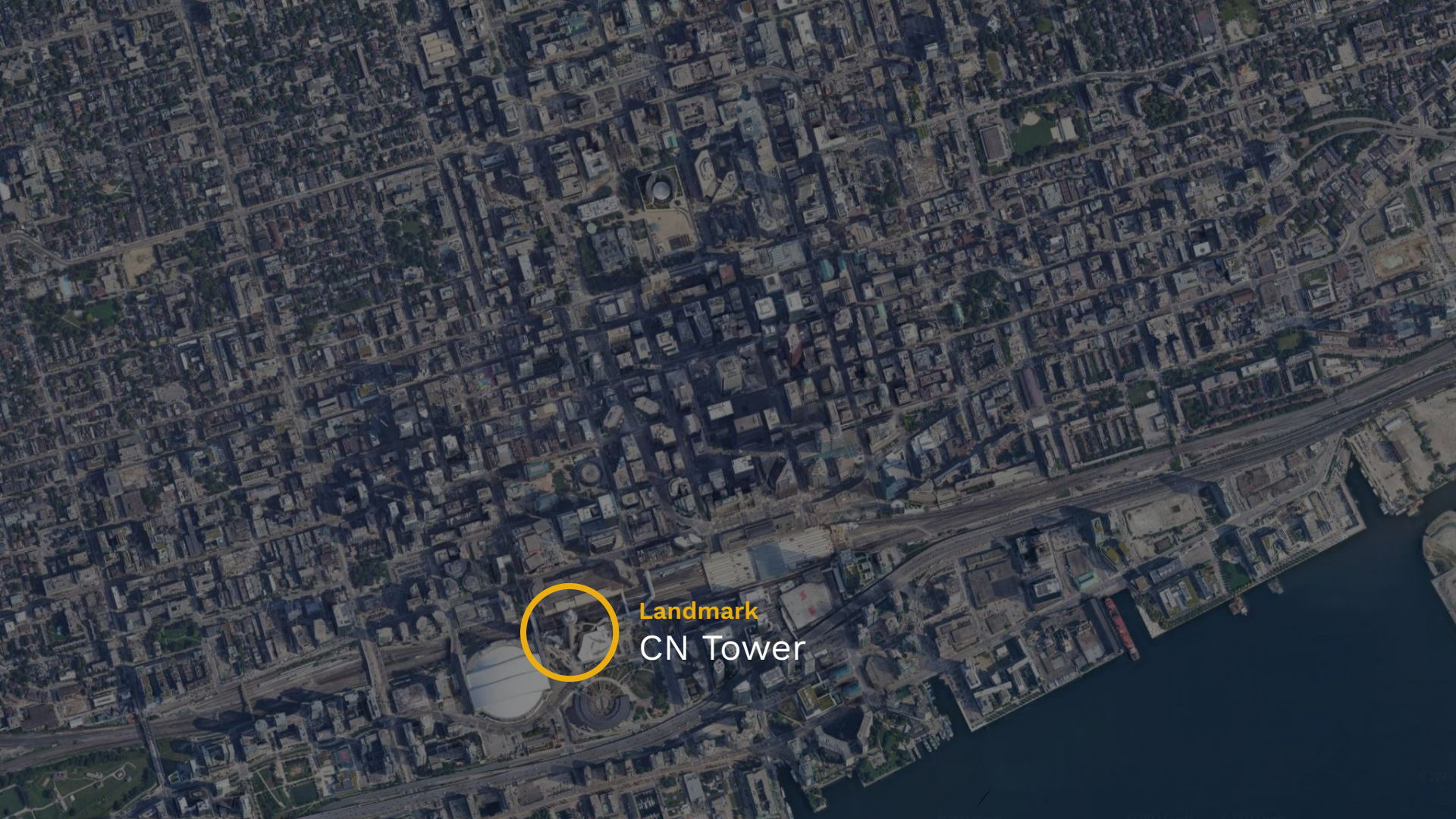


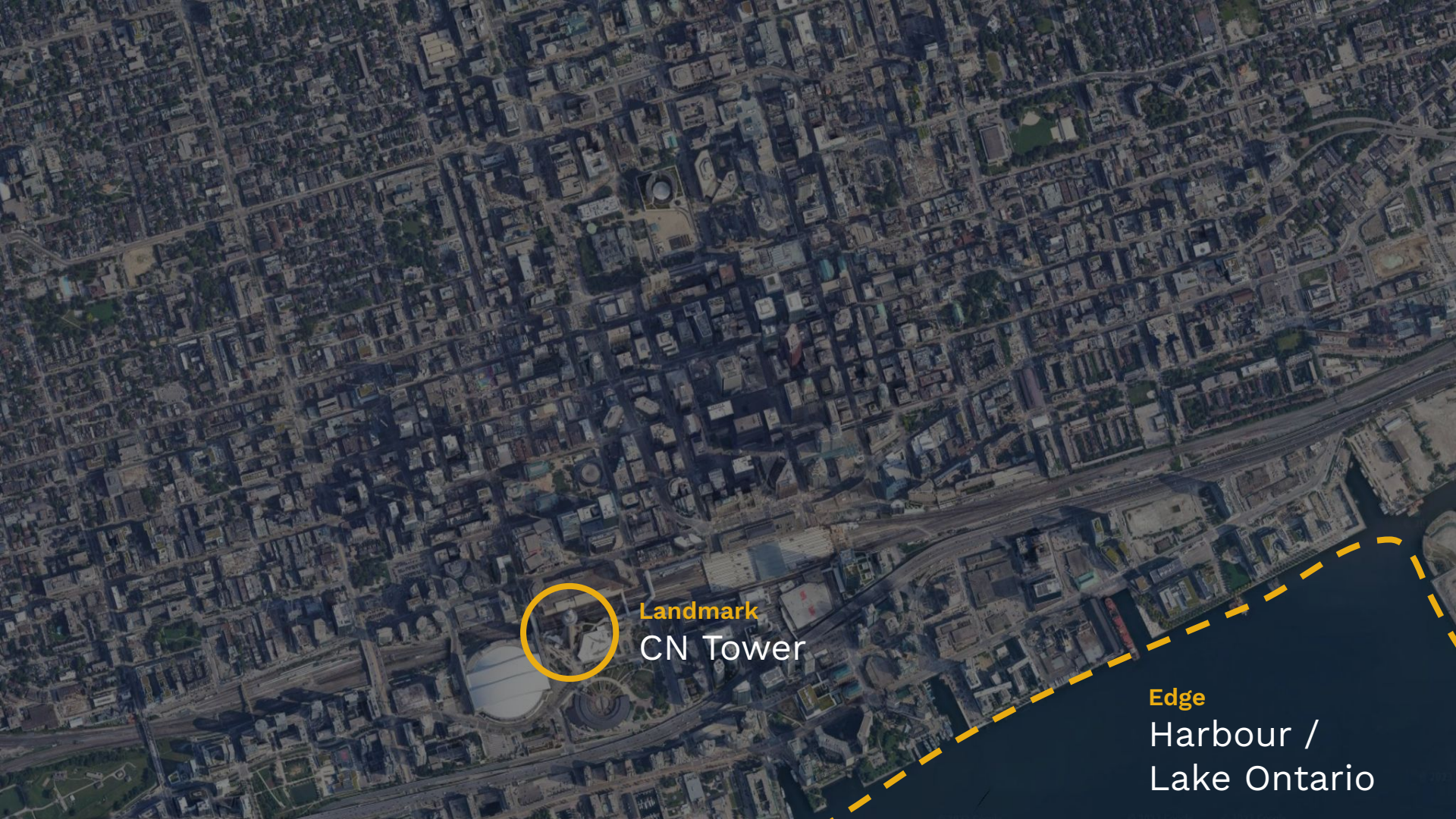
Node

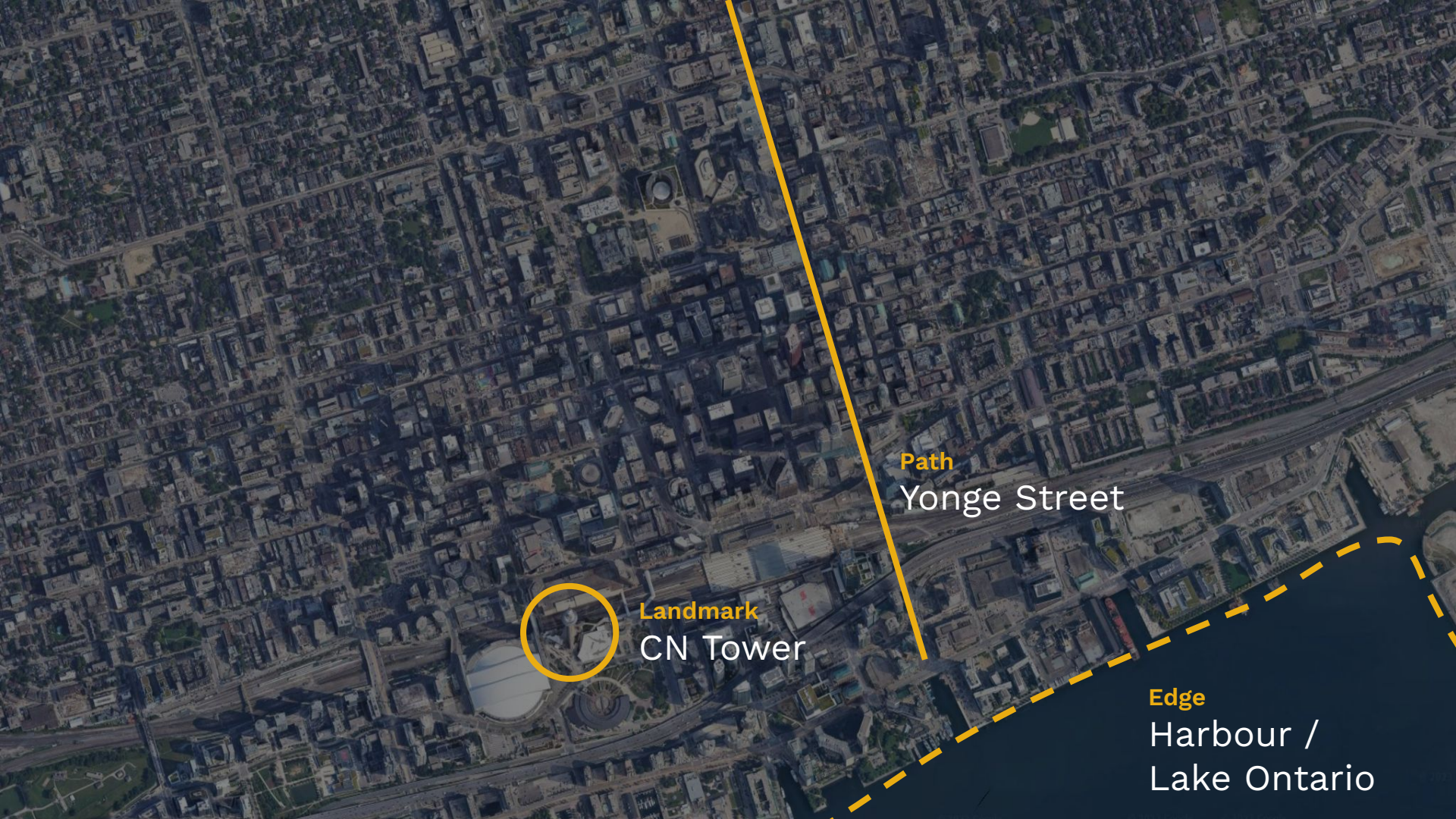
Landmark

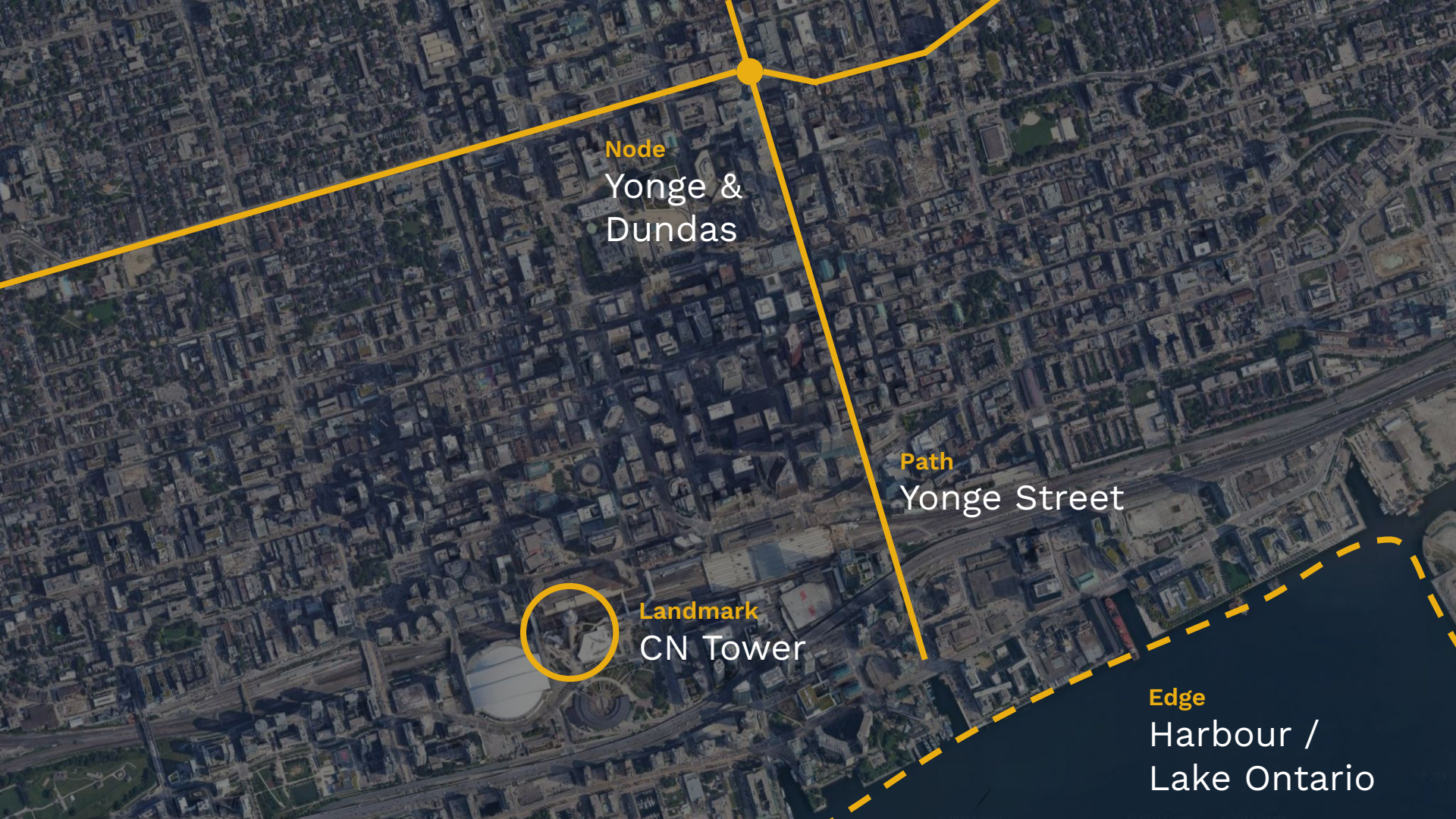
Kevin Lynch, Image of the City

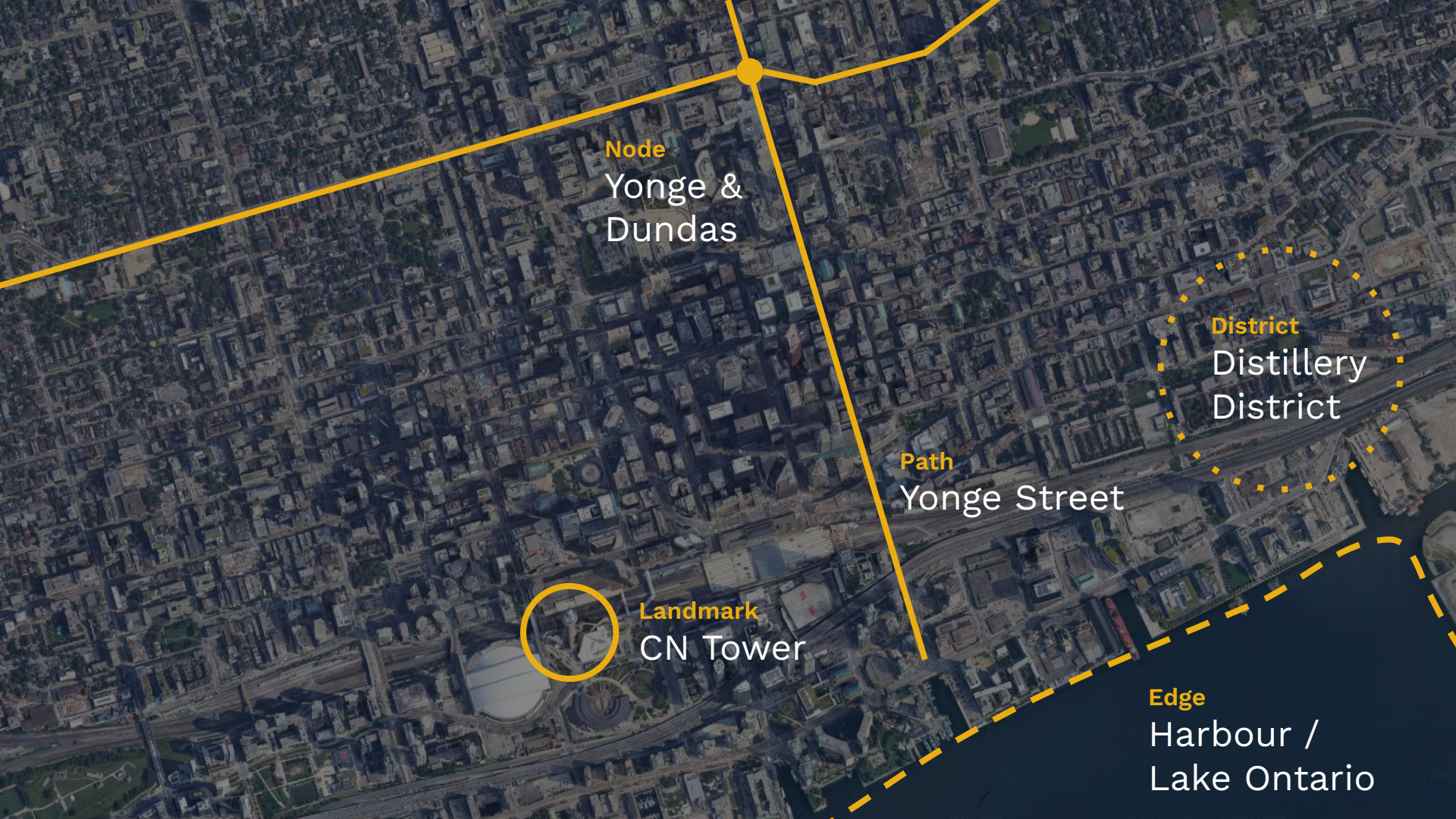



Landmark
CN Tower

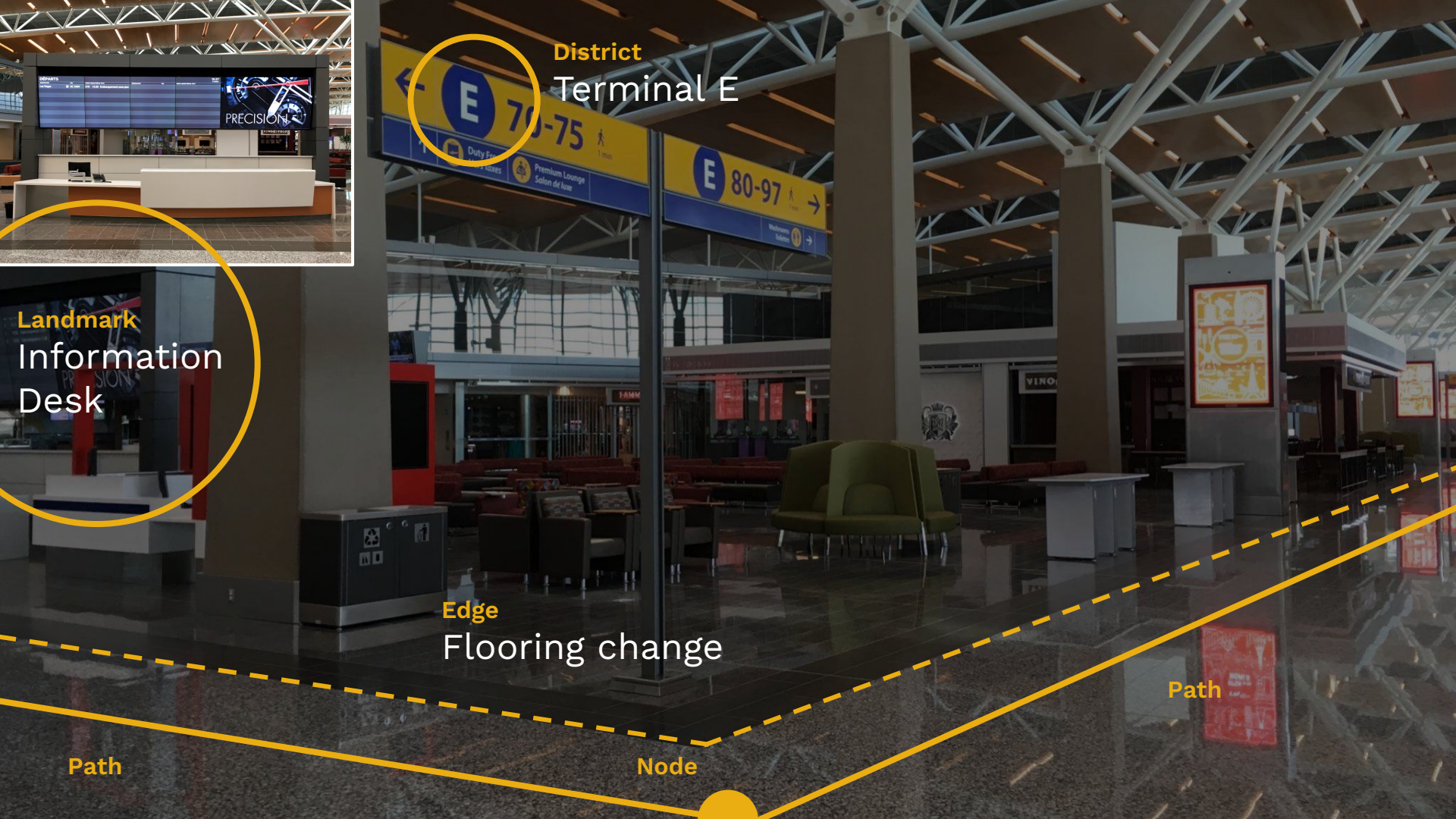

Landmark
CN Tower
Edge
Harbour /
Lake Ontario

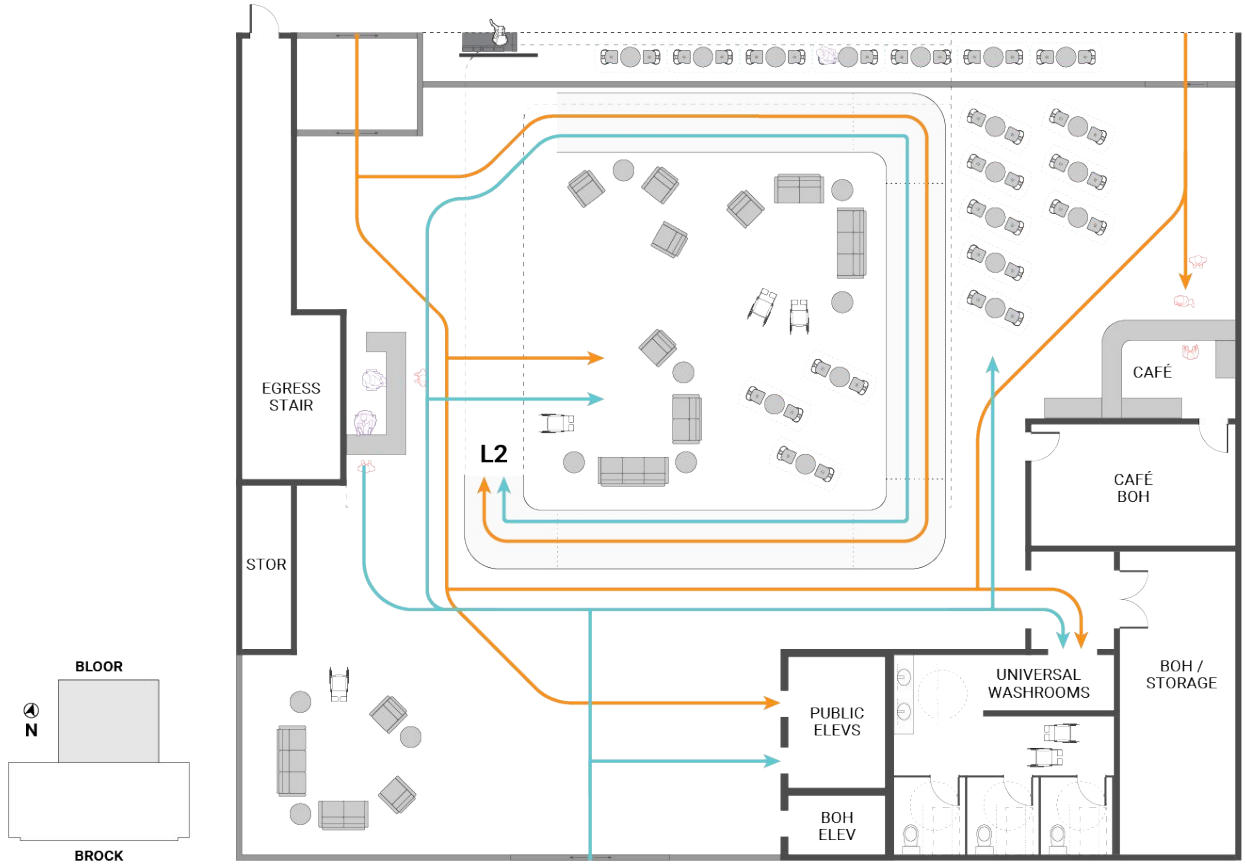

Path
Yonge Street
Landmark
CN Tower
Edge
Harbour /
Lake Ontario

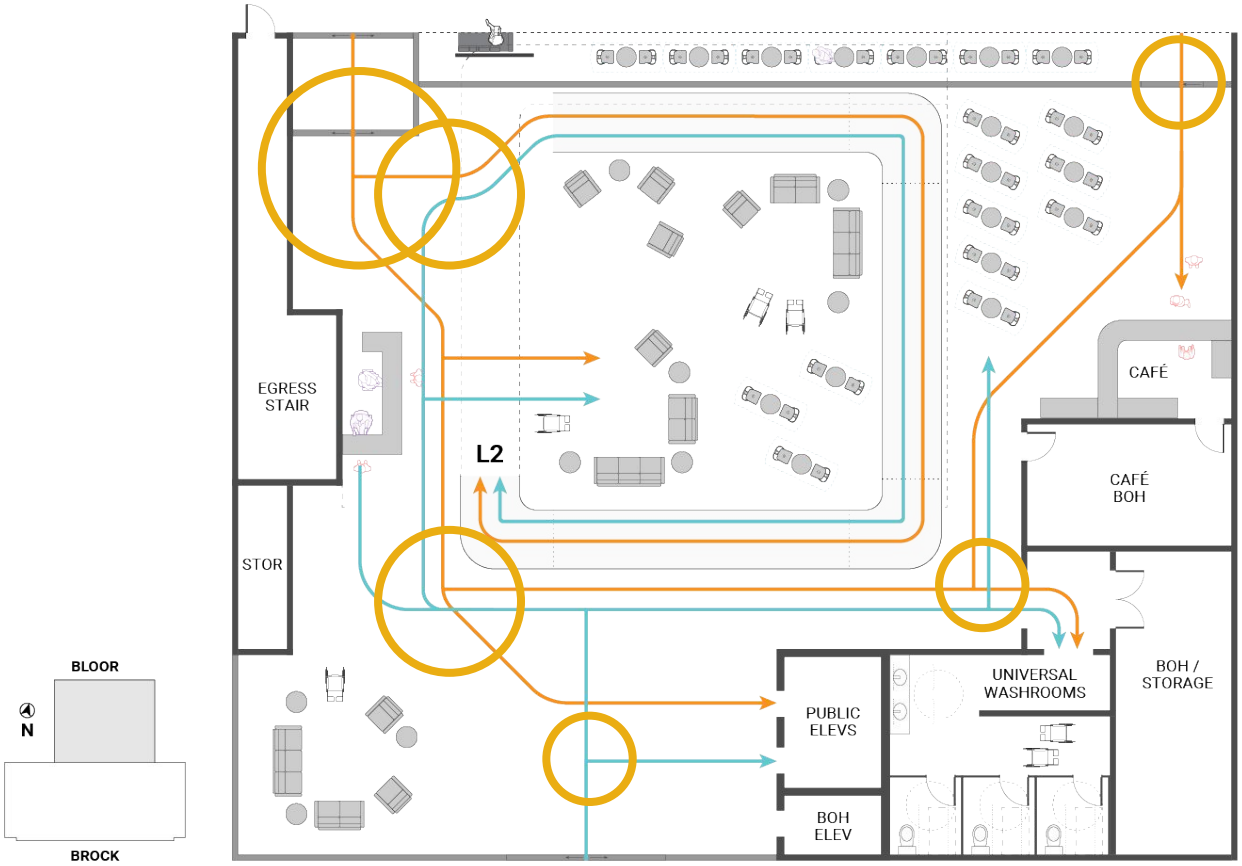

Node
Yonge &
Dundas
Path
Yonge Street
Landmark
CN Tower
Edge
Harbour /
Lake Ontario


Node
Yonge &
Dundas
District
Distillery
District
Path
Yonge Street
Landmark
CN Tower
Edge
Harbour /
Lake Ontario

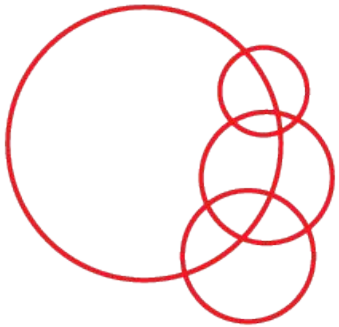
E 70-75
Duty Free
Hors taxes
Premium Lounge
Salon de luxe
E 80-97


District
Terminal E
E 70-75
E 80-97
Premium Lounge
Salon de luxe
Landmark
Information
Desk
Edge
Flooring change
Path
Path
Node


BLOOR
N
BROCK
EGRESS STAIR
STOR
L2
CAFÉ
CAFÉ BOH
PUBLIC ELEVS
BOH ELEV
UNIVERSAL WASHROOMS
BOH / STORAGE

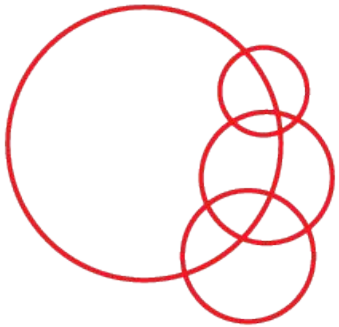

BLOOR
N
BROCK
EGRESS STAIR
L2
STOR
CAFÉ
CAFÉ BOH
PUBLIC ELEVS
BOH ELEV
UNIVERSAL WASHROOMS
BOH / STORAGE

The **3** Cs



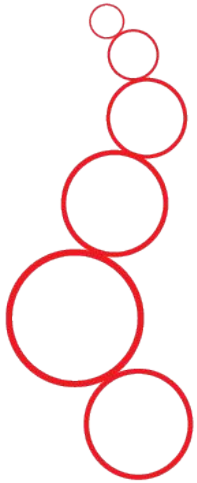
Connectivity

Does the wayfinding system deliver the right message at the right location at the right time?



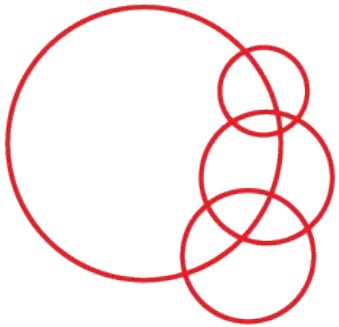
Connectivity

Does the wayfinding system deliver the right message at the right location at the right time?



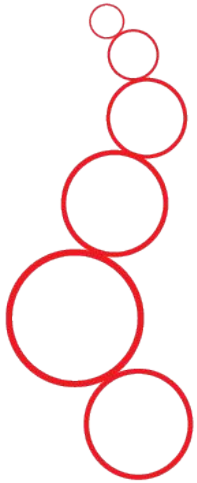
Continuity

Does the wayfinding system provide continuity in a diverse architectural environment as people navigate from one space to another?



Connectivity

Does the wayfinding system deliver the right message at the right location at the right time?

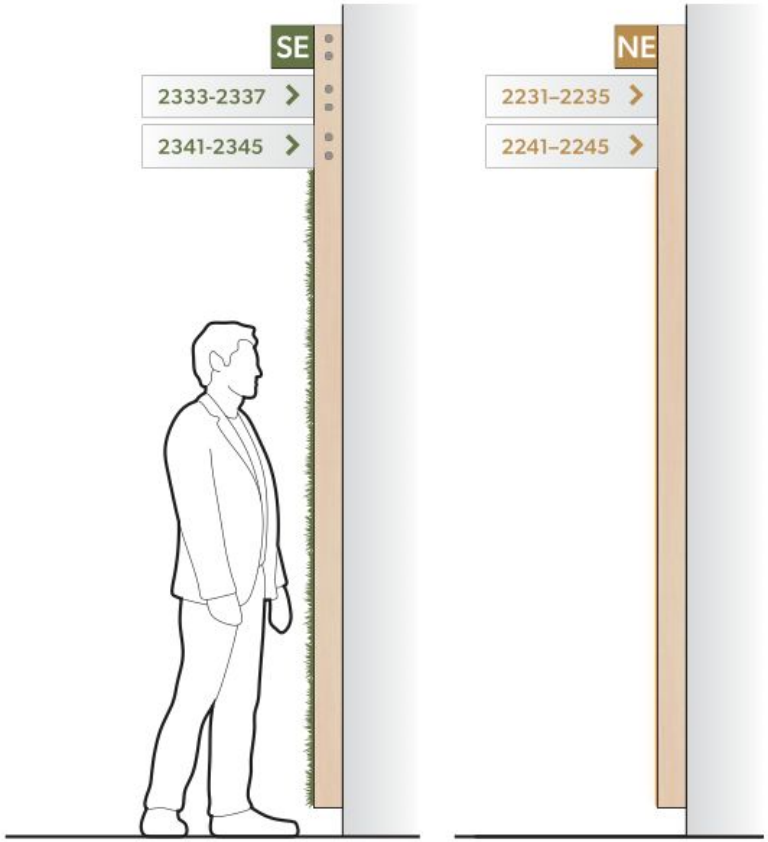


Continuity

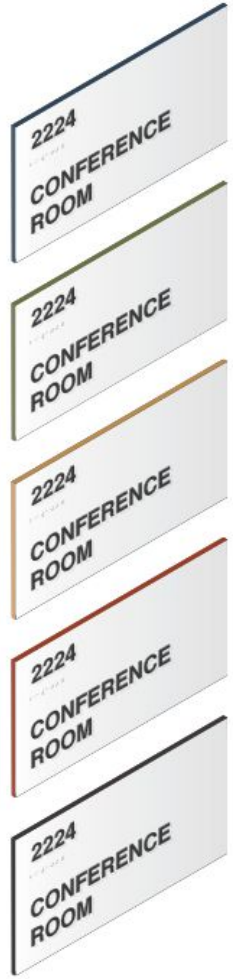
Does the wayfinding system provide continuity in a diverse architectural environment as people navigate from one space to another?

Consistency

Does the wayfinding system communicate information in a consistent manner throughout the journey?



SE 2333–2375
SW 2300–2332
Wellness
Restrooms
Training Rooms
West Entrance
Parking
NW 2169–2175
NE 2201–2276
East Entrance
Campus Amenities

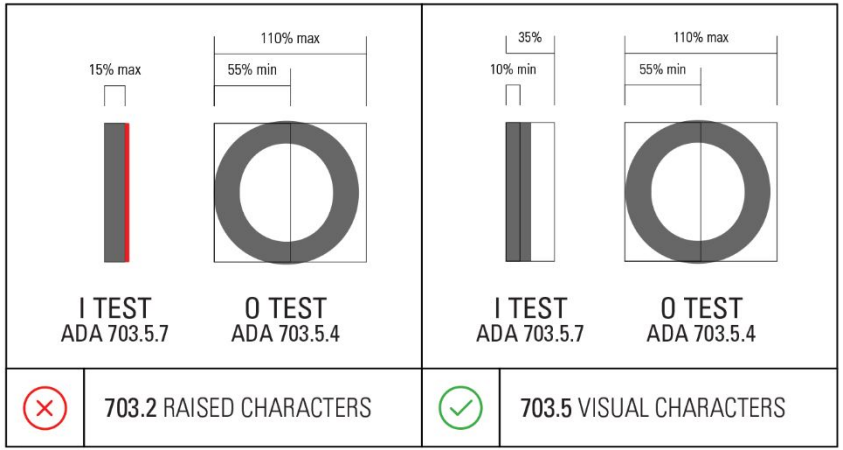


HOK

Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

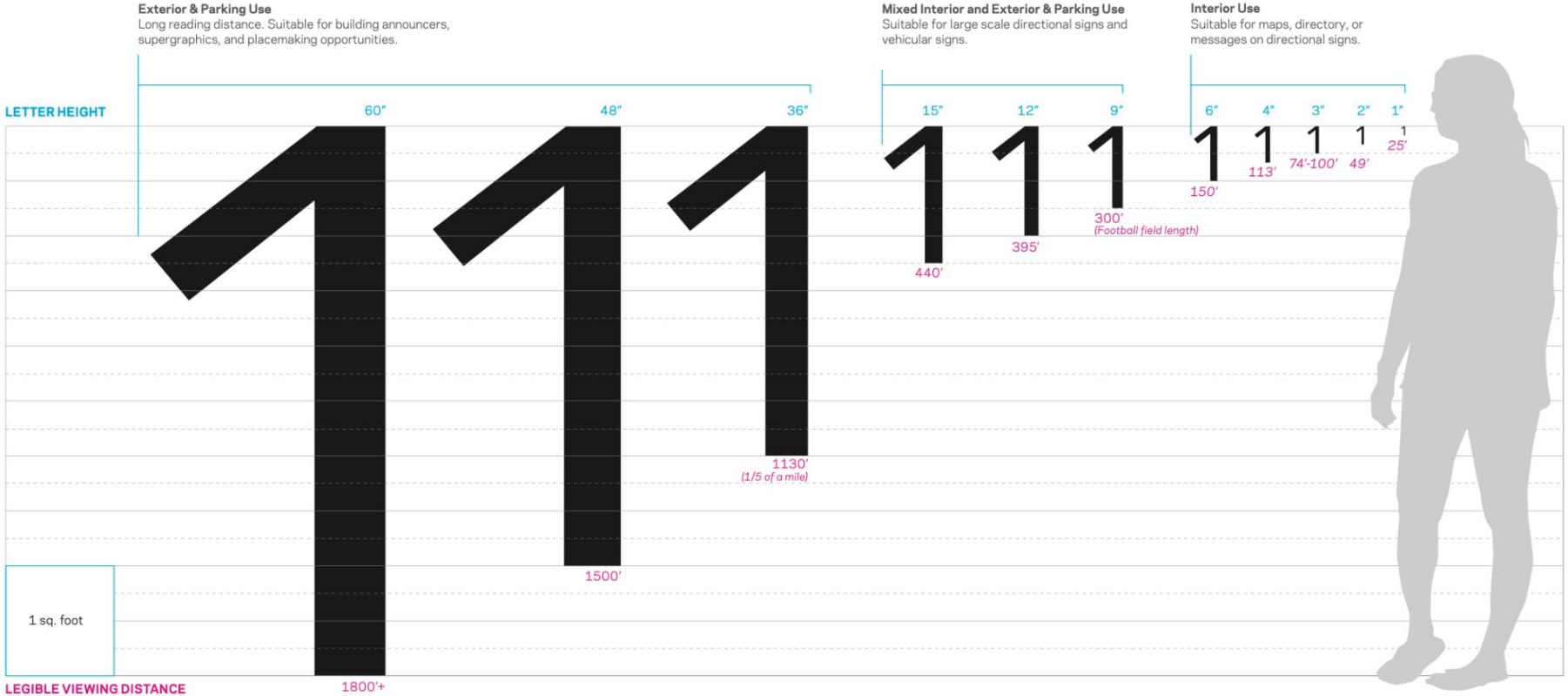
ADA COMPLIANCE GOTHAM MEDIUM



703.5.4 Character Proportions.
Characters shall be selected from fonts where the width of the uppercase letter "O" is 55 percent minimum and 110 percent maximum of the height of the uppercase letter "I".

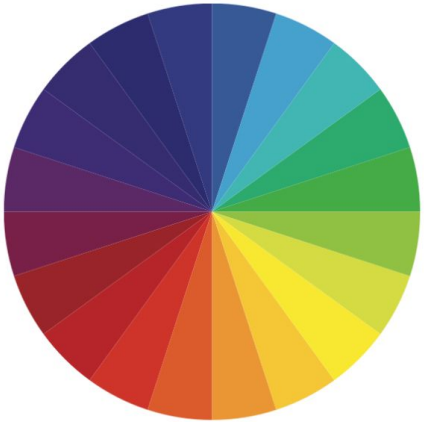
703.5.7 Stroke Thickness.
Stroke thickness of the uppercase letter "I" shall be 10 percent minimum and 30 percent maximum of the height of the character.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

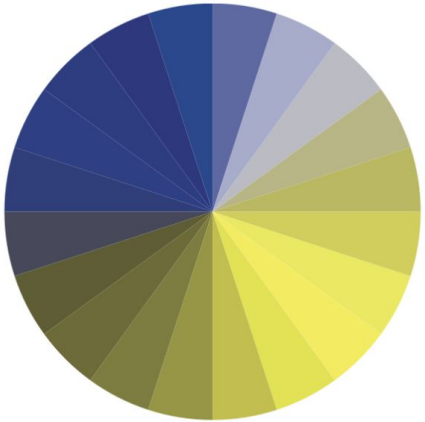


LEGIBLE VIEWING DISTANCE

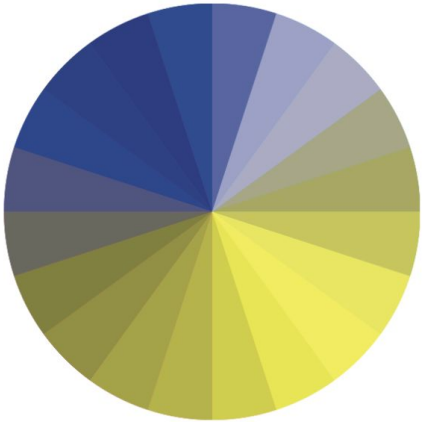
Based on Best Practices; legible distances may vary depending on lighting conditions, contrast, and viewer's visual acuity.



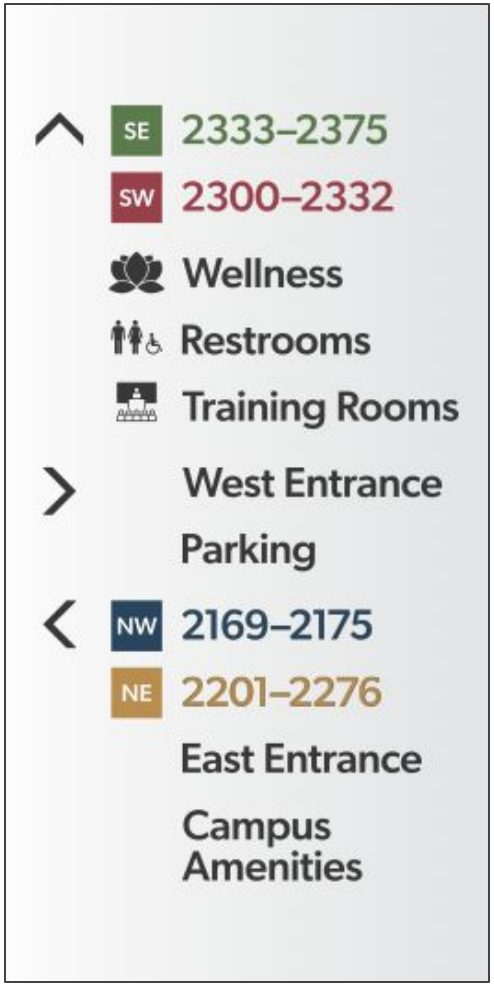
Typical color vision



Protanopia
simulated

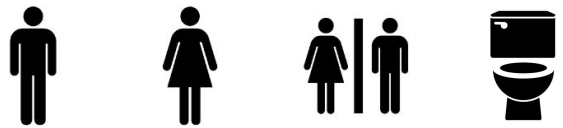


Deuteranopia
simulated


SE 2333–2375
SW 2300–2332
Wellness
Restrooms
Training Rooms
West Entrance
Parking
NW 2169–2175
NE 2201–2276
East Entrance
Campus Amenities

SE
SW
NW
NE
SE
SW
NW
NE

AIGA/DOT Symbols
for Transportation



Symbols have meaning and representation

Primary

Secondary

Content could be reduced upon exit from the restrooms. This would remove the need to change
Restrooms
Check in 5
Structural impact.
leave as is.
Check in 4
leave as is.
x 6' width
ceiling
messages will not fit
Repetition of messages should be removed to both reduce confusion and in order for messaging to fit.
Split ie from before
AirTrain Departures
as is
B1.4a
214 207
B5.4a
216 203
should be fine.
B5.4a
214 203
B5.3b
214 205
212 207
at max width
Discuss
major concerns
212 207
See markings slim AT
212 207
Side B
remove from gar.
meet & greet as 2nd lang
Info Desk
B1.10
214 201
Blanket
Remove Appo based rider
B15 = Levels Guide only
B5.4b
212 203
Check in 3
general concern about B5.3b along
210 209
max 12'

HOK