

wayfinding system for
the stamps school of art
& design



leading the way

project definition	3
characters	5
map	9
directory	13
directional signage	18
room signage	21
large marker signage	24

table of contents

The goal of this project was to come up with a proposal for a wayfinding system for the Stamps School of Art and Design. The school faces many challenges in terms of wayfinding. Stamps shares a building with Architecture, the building is always changing, the spatiality of the building is disjointed, and there are a myriad of different users in the building at any given moment. Aesthetically, the building is quite dark and the existing signage system is easily missed and incomplete.

For this project I want to stick to a couple major themes to guide my process. Choose a design language that evokes light, playfulness, and curiosity. Signage needs to act as both a signal for visitors but also a delightful experience for students.

project definition

Universal

On any given day the building is used by a variety of groups with different needs: students, staff/ faculty and visitors including alumni, donors and prospective students.

Simple and Functional

The building floorplan can seem quite complicated, especially to first time users. I wanted the wayfinding system to simplify the building and make it less intimidating to visitors and regulars.

adaptable

Since the building is always changing I wanted to make sure the system I designed was easily adaptable to account for the changes.

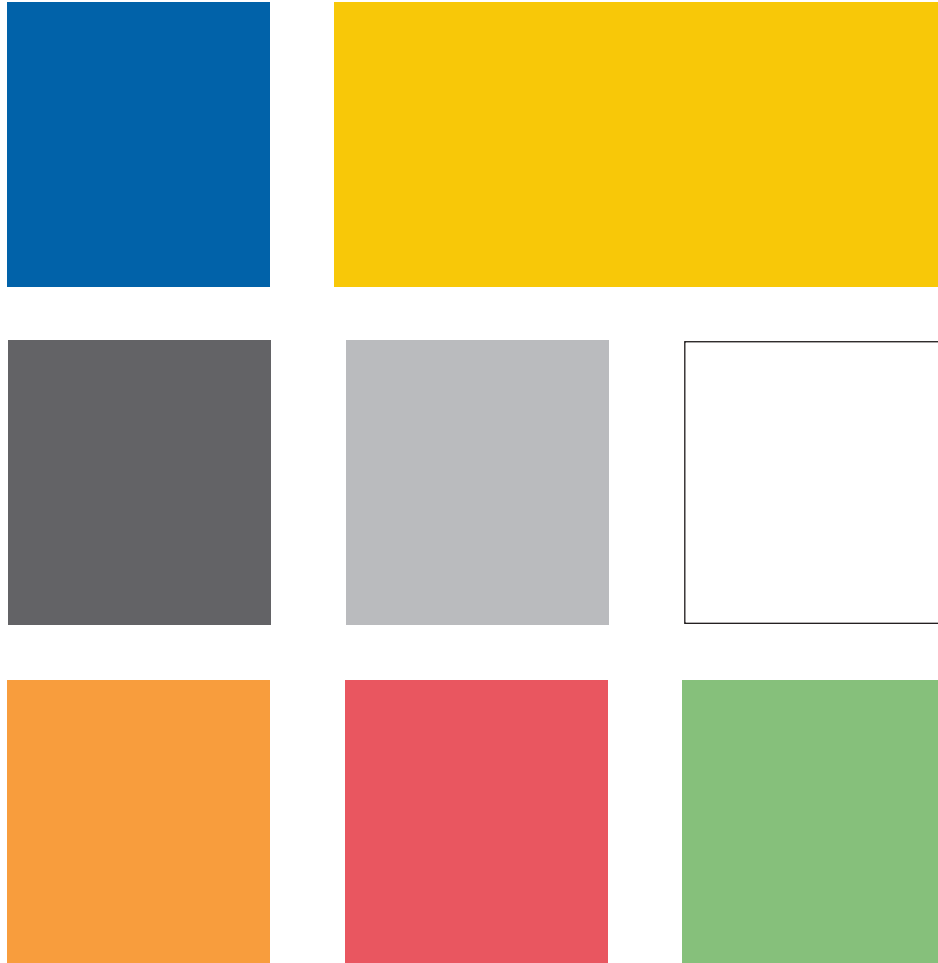
approach

color

type

symbols

characters



In choosing my colors I wanted hues that were bold and evoked a lightness. The building is currently quite dark due to structural elements: cement and brick the colors theme of the signage then had to be bright to bring more light to the space. Further I wanted to use color to be able to code the space for the user.

color

stamps school of art and design

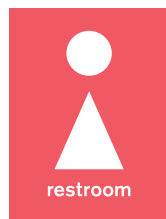
dean's office

Berthold Akzidenz Grotesk

For system's typeface I wanted something that was easily read from a distance, and maintained its form. Berthold Akzidenz Grotesk had a large x height, that read well from a distance. For the numbering I used univers because of its simplicity in form.

univers 1 2 3 4 5 6 7 8 9 10

type exploration



exit

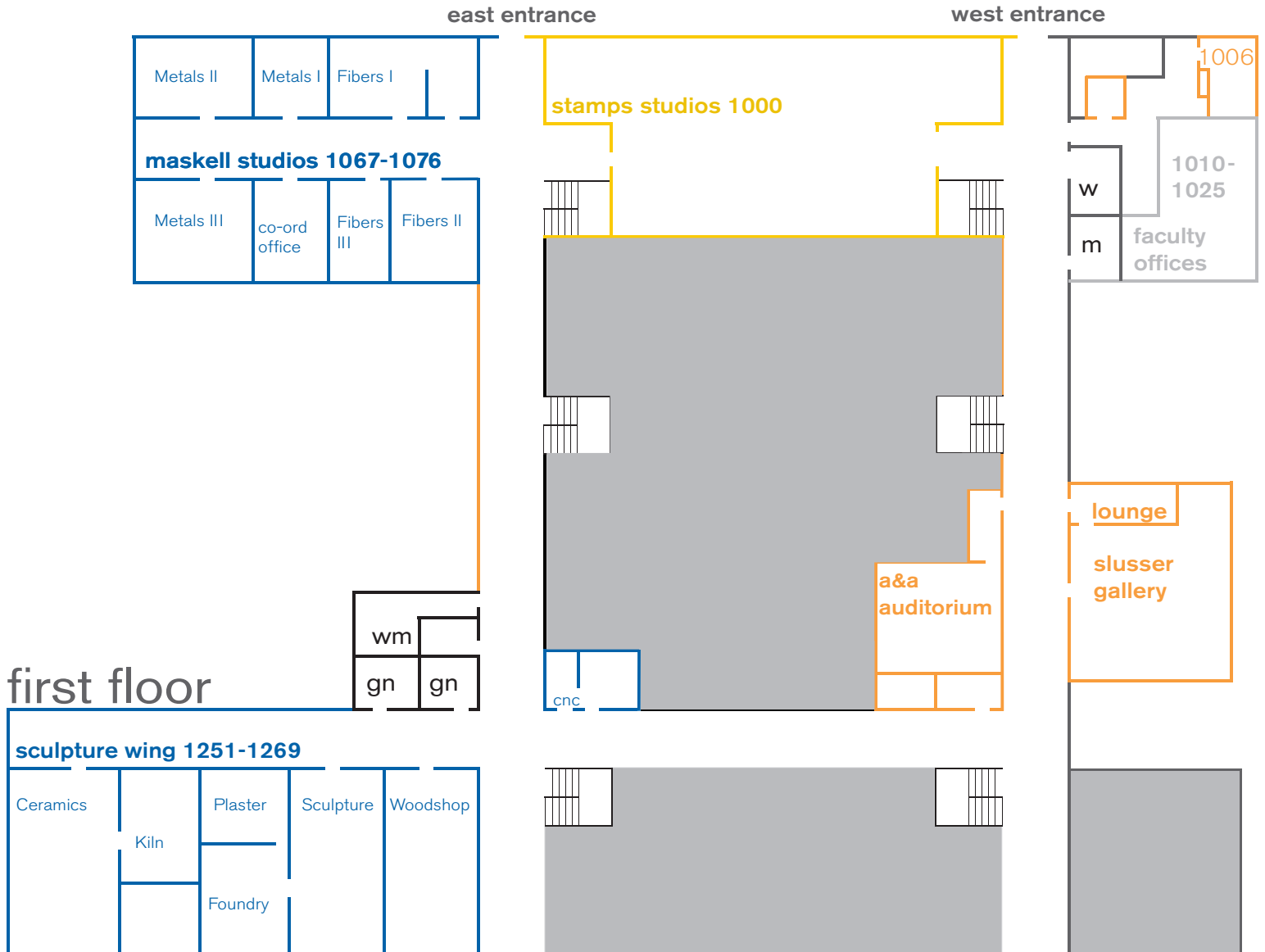


The symbols are based on simple geometry, square, circles, and triangles. I wanted the symbols to be easily identified. Further I chose to make symbols based on the different functionality of the building. For example a printer symbol was created since its frequently used and searched for by students, and the lock signs denote whether access is needed for a room.

symbols

map





- 1000 stamps senior studios
- 1004 meeting room
- 1006 spray booth
- 1006b student lounge
- 1010-1025 faculty offices
- 1067-1068 fibers I: Dye Room
- 1069 /1072 metals I: Classroom
- 1071 metals II: Hotshop
- 1074 metals III: Cold Shop
- 1075 material studio coordinator
- 1075B fibers II: sewing Room
- 107 fibers III: weaving Room

- 1102-1103 Slusser Gallery
- 1108 cnc/electromagnetic studio
- 1251 Woodshop
- 1258 Sculpture/Plaster/Foundry
- 1269 Ceramics/Kiln

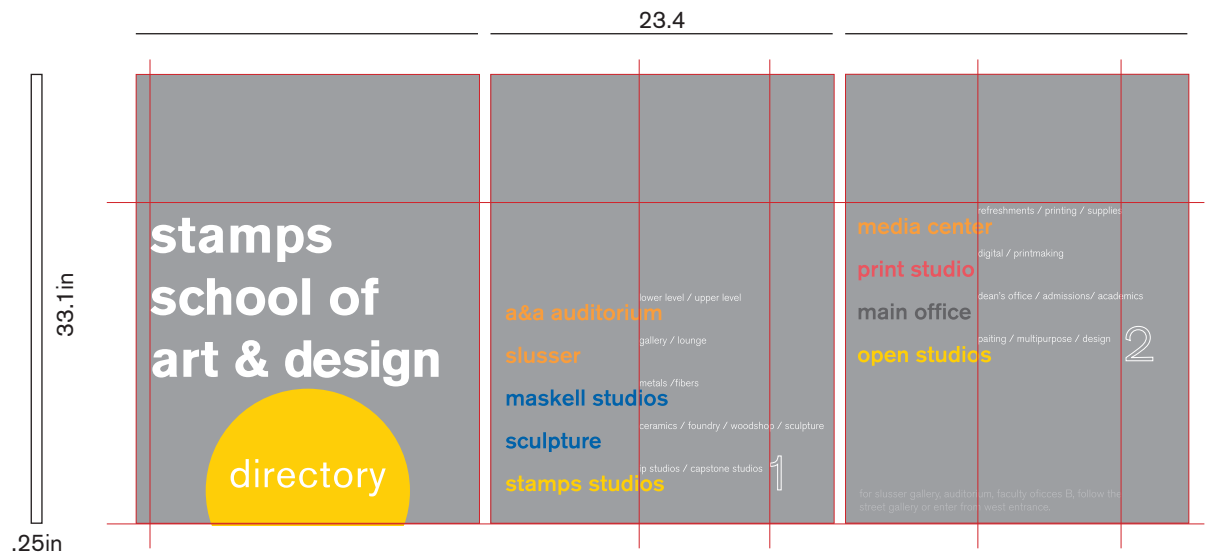


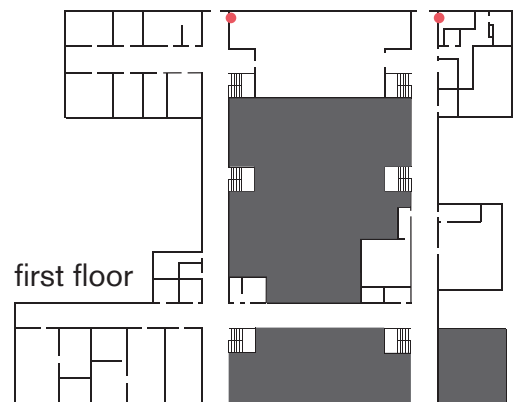
2000-2003	admin offices	2104	a&a auditorium
2006	photo studio	2114	video lab
2023	multipurpose studio	2125	digital print lab
2029-2055	main office	2126	meeting/classroom
2030	design room I	2135-2143	printmaking
2040	design room II	2147	meeting/classroom
2044-2043	multipurpose studio		
2057-2058	multipurpose studio	2216	meeting/classroom
2063	painting studio	2230	woodshop
2065-2089	faculty offices		
2094	painting studio		
	courtyard		

directory

The directory will act as a welcome for visitors giving a general picture of where things are. There will be two directories at the front entrances of the building to serve as marker.

Material: Vinyl on Silver Acrylic





stamps school of art & design



directory

lower level / upper level
a&a auditorium

gallery / lounge
slusser

metals / fibers
maskell studios

ceramics / foundry / woodshop / sculpture
sculpture

ip studios / capstone studios
stamps studios

1

refreshments / printing / supplies
media center

digital / printmaking
print studio

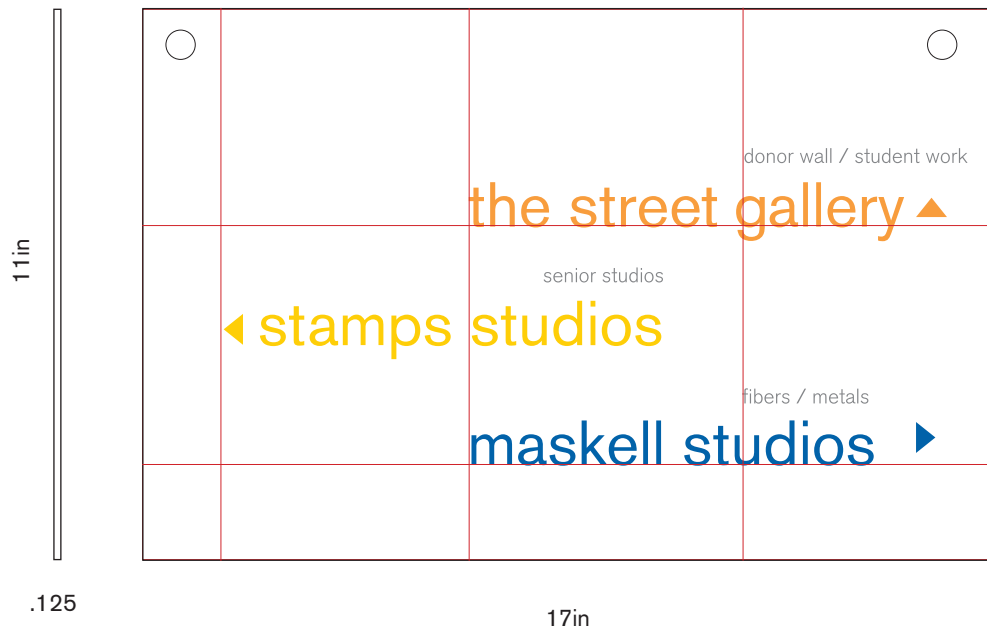
dean's office / admissions/ academics
main office

painting / multipurpose / design
open studios

2

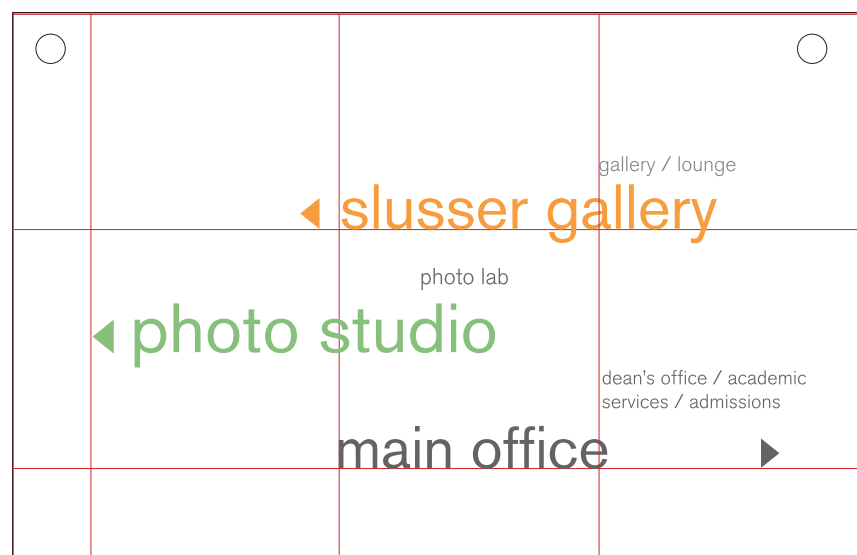
for slusser gallery, auditorium, faculty offices B, follow the street gallery or enter from west entrance.

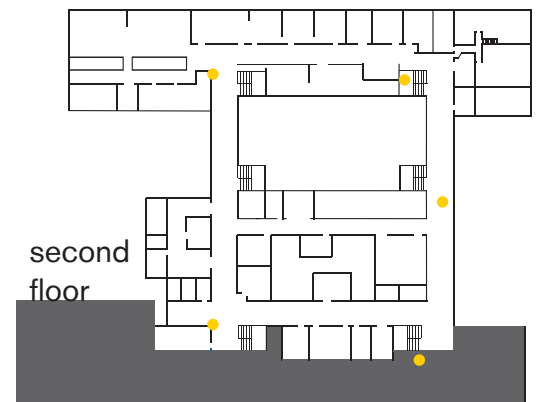
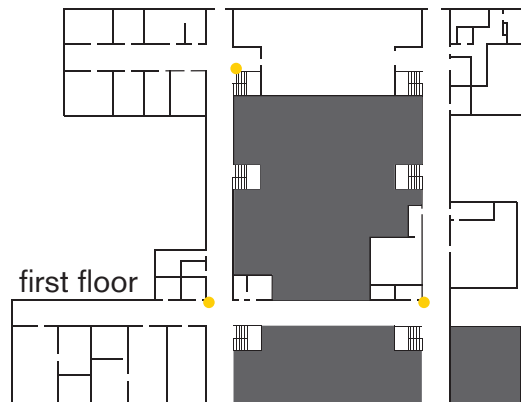
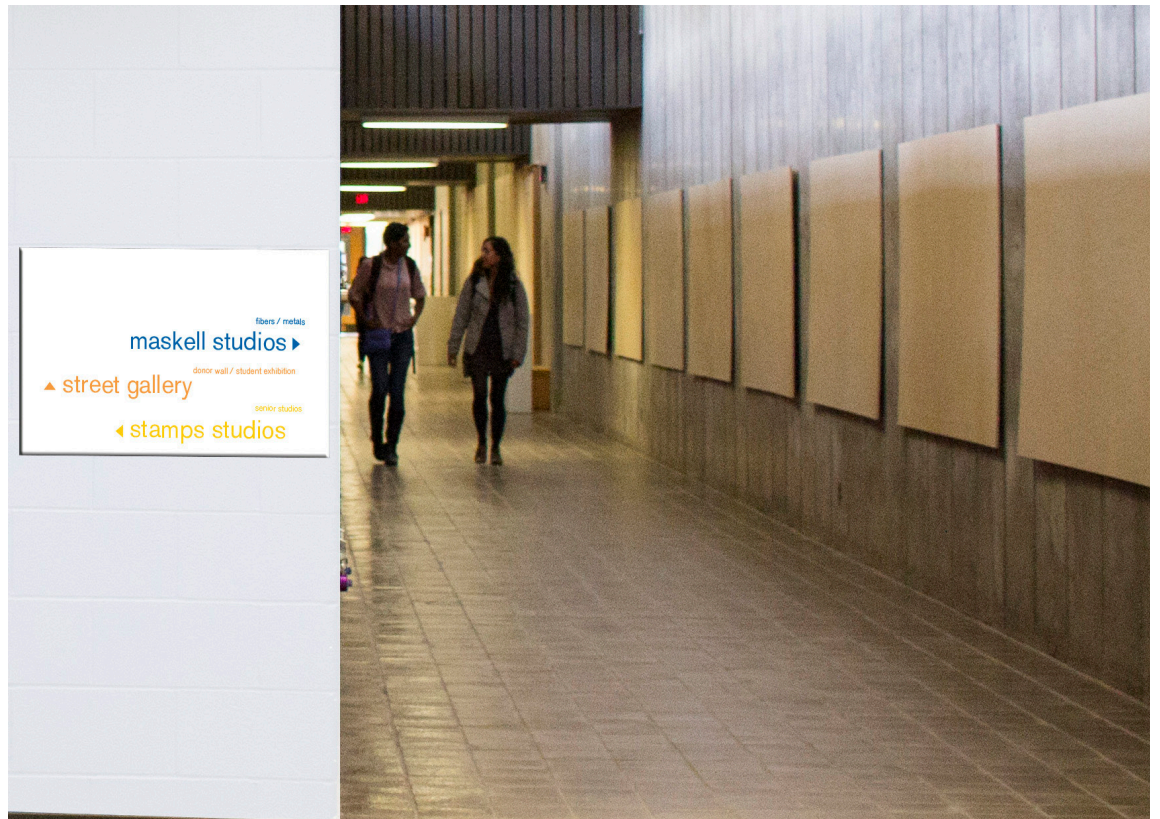
directional



The directional signage in the building aid in orientating visitors. The locations listed are “wings” of the building, with the specific facilities listed in grey.

Material: Vinyl on Acrylic

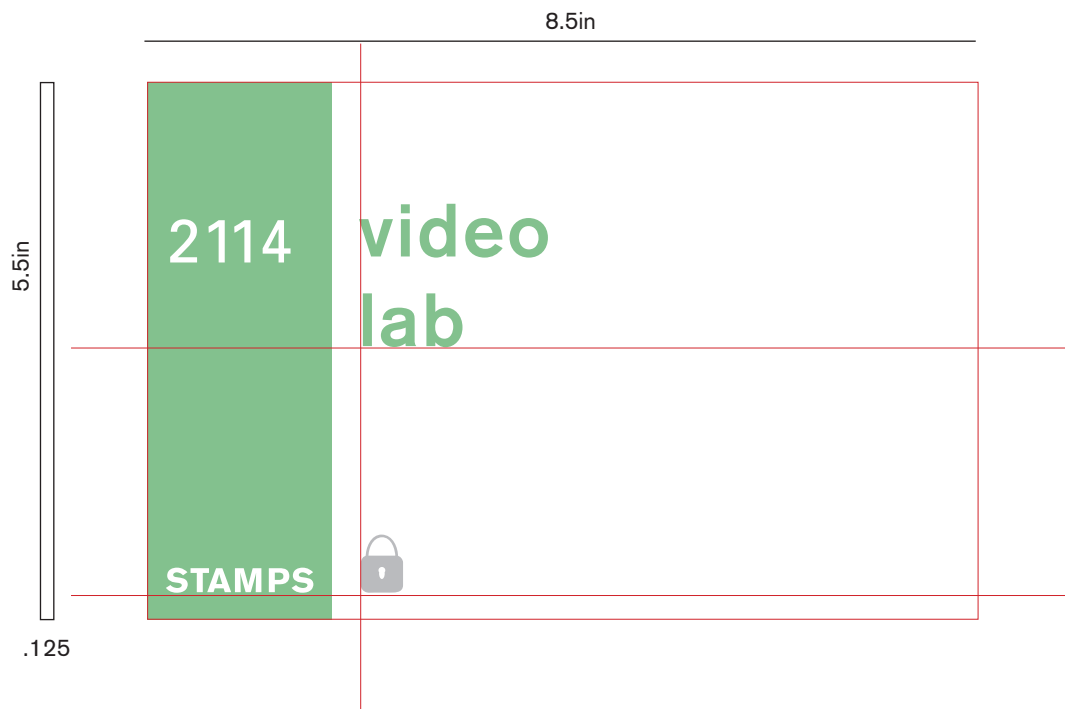




room signage

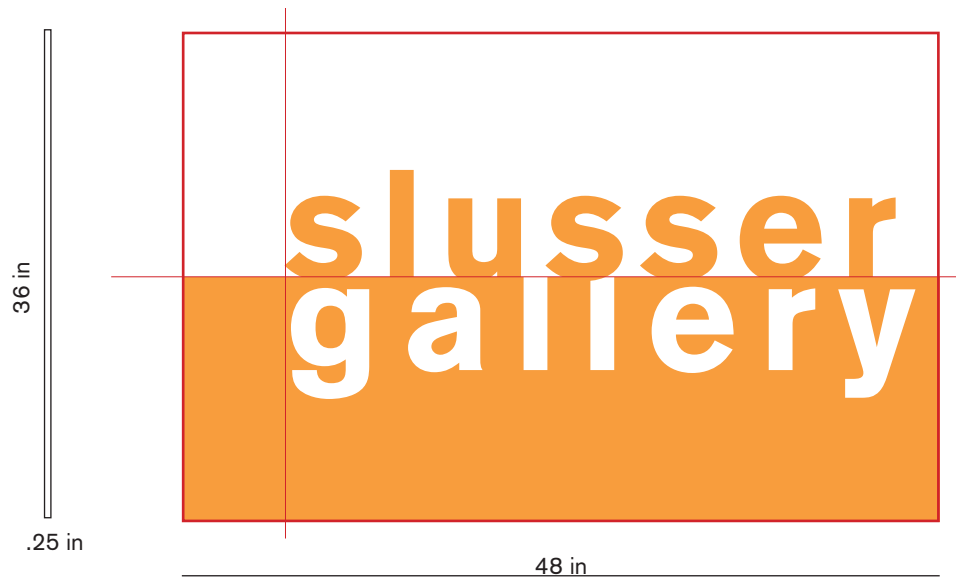


Material: Vinyl on Acrylic





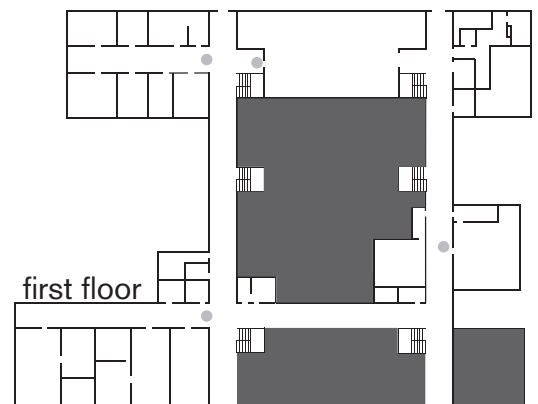
large markers



The large marker signs will be used for the wings of the building and central locations: maskell studios, sculpture wing, the stamps studios, slusser gallery, and the auditorium.

Material: Vinyl on Acrylic





Special thanks to:

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directional context photographs

the end