

BOOK REVIEW**Wayshowing – A Guide to Environmental Signage: Principles and Practices****PER MÖLLERUP (LARS MÖLLER PUBLISHERS, BADEN, SWITZERLAND, 2005)**

Review by Johan Redström, Danish Centre for Design Research

INTRODUCTION

Designing environmental signs that guide people as they try to find their way in an unknown environment is not about designing wayfinding as the literature often seems to suggest, states Möllerup. Rather, it is about designing wayshowing. Wayshowing relates to wayfinding as cooking relates to eating, or writing to reading – what the designer does is not to solve the problem of finding the way; what he/she does is to facilitate people's own problem-solving.

With the central distinction between wayshowing and wayfinding, Möllerup positions himself perhaps not so much in relation to our everyday use of what it means to show and find the way, but to previous work on the subject, perhaps most notably the work on wayfinding and architecture by Arthur and Passini during the 1970s and '80s (cf. Passini, 1984; Arthur & Passini, 1992). That this relation is of some importance here can also, for instance, be seen in that we find other ideas from their line of inquiry in Wayshowing, such as the notion of wayfinding as a "spatial problem solving process" that can be understood as a combination of "planning" and "execution".

In terms of the overall design of the book, a striking feature is the elaborate balance between written and visual content. Though the book certainly can be 'read' like most textbased books, the many illustrations and photographs, often by the author himself, also allow for a more visually driven approach to the content, which leads to some interesting reading experiences. In itself an illustration of some of the ideas presented, Wayshowing is indeed a very beautiful book.

CONTENT OVERVIEW

The structure of the book is based on two sections dealing with "Principles" and "Practices" respectively. In "Principles", Möllerup presents a general framework for wayshowing design including key concepts and basic theories, as well more specific design guidelines and recommendations. In the "Practices" section, the book presents a series of case studies as illustrations of how wayshowing design may work out in practice. Without going into a detailed description, let us consider some of the components of this rich picture of what wayshowing is all about.

As mentioned above, a key premise of this work is that wayfinding can be understood as a spatial problem-solving process composed of elements of planning and execution, or of decision-making and decision execution. To facilitate wayfinding, wayshowing design therefore needs to be based on an understanding of what this process looks like. To this end, Möllerup among other things presents nine strategies that people use to find their way: track following, route following, educated seeking, inference, screening, aiming, map reading, compassing, and social navigation. Important here is that all of these are rational in one way or another, and that they therefore have a certain logic that wayshowing design needs to build on.

For it to be possible for someone to infer the right way to, say, a certain building on the basis of street name and number, there needs to be a comprehensible structure behind them.

Wayshowing A Guide To Environmental Signage Principles Practices

**Rebecca H. Hunter, Lynda A.
Anderson, Basia L. Belza**



Wayshowing A Guide To Environmental Signage Principles Practices:

Per Mollerup Per Mollerup,2005 Riffing on the techie term wayfinding which designers and manufacturers use when talking about the function of signs and signage systems as they are used by the viewer this book seeks to find a more precise visual language for what sign designers actually do which is to show the way Unfortunately as Mollerup points out many designers never master the art of wayshowing themselves For wayshowing relates to wayfinding as writing relates to reading and as talking relates to hearing The purpose of wayshowing is to facilitate wayfinding In this accessible but invigorating investigation Mollerup examines international sign systems and architectural landmarks in detail with his trademark candor and good humor His analysis is at once pithy scholarly and historical The Wayfinding Handbook David Gibson,2009-02-04 Principles of environmental graphic design P 1 of cover **Community Wayfinding: Pathways to Understanding**

Rebecca H. Hunter,Lynda A. Anderson,Basia L. Belza,2016-05-11 This book examines wayfinding from a broad public health perspective and articulates what needs to be done to create better wayfinding for all people regardless of age ability or mode of transportation Addressing both science and the human experience the book brings together a group of international experts to examine community wayfinding from a variety of viewpoints It first presents a critical foundation for understanding wayfinding from an individual perspective Next it describes relevant design principles and practices by drawing upon architecture environmental graphic design universal design UD and urban planning The book then goes on to examine wayfinding tools and innovative technologies ranging from maps to apps to complex systems In addition coverage includes case studies lessons from wayfinding improvement initiatives and recommendations for future research practice and policy div Overall the book focuses on the economic and commercial benefits of good wayfinding its potential impact on the health of individuals and communities as well as strategies for the journey ahead It will appeal to numerous professionals across many disciplines from architecture and cartography to public health and urban planning Additionally the book can help advance a dialogue among those interested in enhancing the livability of their communities *The Emerald Handbook of Multi-Stakeholder Communication* Pantea Foroudi,Bang Nguyen,T. C. Melewar,2022-10-21 The Emerald Handbook of Multi Stakeholder Communication gathers an international multidisciplinary team of experts to explore effective brand messaging for multiple stakeholders utilizing a diverse array of theoretical and methodological approaches that cumulatively present an up to date overview of the whole field *Transforming the Doctor's Office* Ann Sloan Devlin,2014-04-24 From the parking lot to the exam room doctors can improve the physical surroundings for their patients yet often they do not Given the numerous and varied duties doctors must perform it may fall to the design profession to implement changes many based on research to improve healthcare experiences From location and layout to furnishings and positive distractions this book provides evidence based information about the physical environment to help doctors and those who design medical workspaces improve the experience of health care Along with its research base a special aspect of this book is the integration

of relevant historical material about the office practice of physicians at the beginning of the twentieth century Many of their design solutions are viable today In addition to improving the physical design of healthcare facilities author Ann Sloan Devlin is the granddaughter daughter and niece of physicians as well as the granddaughter and daughter of nurses She worked in a hospital during college and has visited a good many practitioners offices in medical office buildings and ambulatory care settings This book addresses an overlooked location of care the doctor s office suite

Research for Designers Gjoko Muratovski, 2015-12-26 Today designers design services processes and organizations craft skills no longer suffice We need to discover define and solve problems based upon evidence We need to demonstrate the validity of our claims We need a guide to design research that can educate students and be a reference for professionals And here it is a masterful book for 21st century designers Don Norman Professor and Director of Design Lab University of California San Diego and former Vice President Advanced Technologies Apple Muratovski provides a structured approach to introducing students and researchers to design research and takes the reader through the research process from defining the research problem to the literature review on to data collection and analysis With such practical and useful chapters this book should prove to be essential reading in design schools across the world Tracy Bhamra Professor of Sustainable Design and Pro Vice Chancellor of Enterprise Loughborough University Design is everywhere it influences how we live what we wear how we communicate what we buy and how we behave In order for designers to design for the real world defining strategies rather than just implementing them they need to learn how to understand and solve complex intricate and often unexpected problems This book is a guide to this new creative process With this book in hand students of design will understand and apply the vocabulary and strategies of research methods learn how to adapt themselves to unfamiliar situations develop techniques for collaborating with non designers find and use facts from diverse sources in order to prove or disprove their ideas make informed decisions in a systematic and insightful way use research tools to find new and unexpected design solutions Research for Designers is an essential toolkit for a design education and a must have for every design student who is getting ready to tackle their own research

Graphic Design in Urban Environments Robert Harland, 2016-10-20 Graphic Design in Urban Environments introduces the idea of a category of designed graphic objects that significantly contribute to the functioning of urban systems These elements smaller than buildings are generally understood by urban designers to comprise such phenomena as sculpture clock towers banners signs large screens the portrayal of images on buildings through smart screens and other examples of what urban designers call urban objects The graphic object as it is defined here also refers to a range of familiar things invariably named in the literature as maps street numbers route signs bus placards signs architectural communication commercial vernacular outdoor publicity lettering banners screens traffic and direction signs and street furniture One can also add markings of a sports pitch lighting bollards even red carpets or well dressings By looking at the environment and design and deconstructing form and context relationships the defining properties and

configurational patterns that make up graphic objects are shown in this book to link the smallest graphic detail e g the number 16 to larger symbolic statements e g the Empire State Building From a professional design practice perspective a cross section through type typographic graphic and urban design will provide a framework for considering the design transition between alphabets writing systems images in the broadest sense and environments *Information Design* Alison Black,Paul Luna,Ole Lund,Sue Walker,2017-01-12 Information Design provides citizens business and government with a means of presenting and interacting with complex information It embraces applications from wayfinding and map reading to forms design from website and screen layout to instruction Done well it can communicate across languages and cultures convey complicated instructions even change behaviours Information Design offers an authoritative guide to this important multidisciplinary subject The book weaves design theory and methods with case studies of professional practice from leading information designers across the world The heavily illustrated text is rigorous yet readable and offers a single must have reference to anyone interested in information design or any of its related disciplines such as interaction design and information architecture information graphics document design universal design service design map making and wayfinding

Perspectives on Design IV Daniel Raposo,João Neves,Ricardo Silva,2025-10-26 This book reports on interdisciplinary research and practices in communication fashion product and interior design highlighting strategies for systematizing the design approach in a global and digital world It gathers a selection of chapters written by the authors of the best articles presented at the 9th EIMAD conference on June 27 29 2024 Portugal Chapters were chosen considering their particular link to contemporary concerns and challenges considering the design contribution to health and well being social inclusion sustainable development design education and environment among others They cover and bridges between important aspects of design education research and practice as well as creativity and emerging technologies offering a timely perspective and a source of inspiration to researchers professionals and educators in design product development and related fields Chapter A Project to create value with local wool in fashion design products a social environment and economic sustainable model of this book is available open access under a CC BY 4 0 license at link.springer.com **Creative**

Workshop David Sherwin,2010-10-28 Have you ever struggled to complete a design project on time Or felt that having a tight deadline stifled your capacity for maximum creativity If so then this book is for you Within these pages you ll find 80 creative challenges that will help you achieve a breadth of stronger design solutions in various media within any set time period Exercises range from creating a typeface in an hour to designing a paper robot in an afternoon to designing web pages and other interactive experiences Each exercise includes compelling visual solutions from other designers and background stories to help you increase your capacity to innovate Creative Workshop also includes useful brainstorming techniques and wisdom from some of today s top designers By road testing these techniques as you attempt each challenge you ll find new and more effective ways to solve tough design problems and bring your solutions to vibrant life

This book delves into Wayshowing A Guide To Environmental Signage Principles Practices. Wayshowing A Guide To Environmental Signage Principles Practices is a vital topic that must be grasped by everyone, ranging from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Wayshowing A Guide To Environmental Signage Principles Practices, encompassing both the fundamentals and more intricate discussions.

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 - Chapter 1: Introduction to Wayshowing A Guide To Environmental Signage Principles Practices
 - Chapter 2: Essential Elements of Wayshowing A Guide To Environmental Signage Principles Practices
 - Chapter 3: Wayshowing A Guide To Environmental Signage Principles Practices in Everyday Life
 - Chapter 4: Wayshowing A Guide To Environmental Signage Principles Practices in Specific Contexts
 - Chapter 5: Conclusion
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 5. In chapter 4, this book will scrutinize the relevance of Wayshowing A Guide To Environmental Signage Principles Practices in specific contexts. This chapter will explore how Wayshowing A Guide To Environmental Signage Principles Practices is applied in specialized fields, such as education, business, and technology.
 6. In chapter 5, the author will draw a conclusion about Wayshowing A Guide To Environmental Signage Principles Practices. This chapter will summarize the key points that have been discussed throughout the book.
- This book is crafted in an easy-to-understand language and is complemented by engaging illustrations. It is highly recommended for anyone seeking to gain a comprehensive understanding of Wayshowing A Guide To Environmental Signage Principles Practices.

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