

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

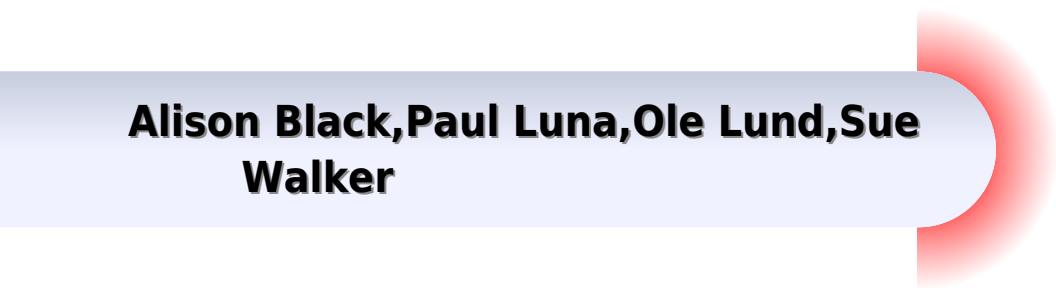
The structure of the book is based on two sections dealing with "Principles" and "Practices" respectively. In "Principles", Möllerup presents a general framework for wayshowing design including key concepts and basic theories, as well more specific design guidelines and recommendations. In the "Practices" 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

**Alison Black,Paul Luna,Ole Lund,Sue
Walker**



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

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 Art and Design in 1960s New York Amanda Gluibizzi,2021-02-26 Art and Design in 1960s New York explores the mutual influence between fine art and graphic design in New York City during the long decade of the 1960s Beginning with advertising s creative revolution and its relationship to pop artists the book traces design and art s developing interest in responses to civic problems such as the proliferation of billboards navigation through the city s streets and subways and issues of deteriorating infrastructure The strategies exploited by these artists and designers resulted in similar approaches to visual imagery and shared techniques for thinking about and responding to the city in which they lived Advances in Design, Music and Arts III Daniel Raposo,João Neves,Ricardo Silva,Luís Correia Castilho,Rui Dias,2024-12-01 This book presents cutting edge methods and findings that are expected to contribute to significant advances in the areas of communication design fashion design interior design and product design as well as musicology and other related areas It especially focuses on the role of digital technologies and on strategies fostering creativity collaboration education as well as sustainability and accessibility in the broadly intended field of design Gathering the first volume of the proceedings of the 9th EIMAD conference held in hybrid format from 27 to 29 June 2024 and organized by the School of Applied Arts of the Polytechnic Institute of Castelo Branco in Portugal this book offers a timely guide and a source of inspiration for designers of all kinds advertisers artists and entrepreneurs as well as educators and communication managers **Advances in Ergonomics In Design, Usability & Special Populations: Part I** Marcelo Soares,Francisco Rebelo,2022-07-19 Successful interaction with products tools and technologies depends on usable designs and accommodating the needs of potential users without requiring costly training In this context this book is concerned with emerging ergonomics in design concepts theories and applications of human factors knowledge focusing on the discovery design and understanding of human interaction and usability issues with products and systems for their

improvement This book will be of special value to a large variety of professionals researchers and students in the broad field of human modeling and performance who are interested in feedback of devices interfaces visual and haptic user centered design and design for special populations particularly the elderly We hope this book is informative but even more that it is thought provoking We hope it inspires leading the reader to contemplate other questions applications and potential solutions in creating good designs for all

Architecture Today ,2006 **Arkitekten** ,2006 **Detail** ,2006 Signage and Wayfinding Design Chris Calori,David Vanden-Eynden,2015-05-18 A new edition of the market leading guide to signage and wayfinding design This new edition of Signage and Wayfinding Design A Complete Guide to Creating Environmental Graphic Design Systems has been fully updated to offer you the latest most comprehensive coverage of the environmental design process from research and design development to project execution Utilizing a cross disciplinary approach that makes the information relevant to architects interior designers landscape architects graphic designers and industrial designers alike the book arms you with the skills needed to apply a standard proven design process to large and small projects in an efficient and systematic manner Environmental graphic design is the development of a visually cohesive graphic communication system for a given site within the built environment Increasingly recognized as a contributor to well being safety and security EGD also extends and reinforces the brand experience Signage and Wayfinding Design provides you with Chris Calori s proven Signage Pyramid method which makes solving complex design problems in a comprehensive signage program easier than ever before Features full color design throughout with 100 new images from real world projects Provides an in depth view of design thinking applied to the EGD process Explains the holistic development of sign information graphic and hardware systems Outlines the latest sign material lighting graphic application and digital communication technologies Highlights code and updated ADA considerations If you re a design professional tasked with communicating meaningful information in the built environment this vital resource has you covered

Designing Interpretive Signs Gianna Moscardo,Roy Ballantyne,Karen Hughes,2007 A guide to creating helpful user friendly signs for visitors

Signage Guidance for Outdoor Access Paths for All Partnership,Scottish Natural Heritage (Agency),2009*

Sign Design Guide Peter Barker,2000

Electric Signs and Our Environment National Electric Sign Association,197?

Environmental Graphics: Projects & Process Wayne Hunt,2004-01-01 This important approach to signs provides a completely illustrated behind the scenes process of over thirty interesting assignments Included are projects in the areas of Wayfinding Placemaking and Interpretive Design Each project is shown from sketch concept to final installation and includes a detailed design analysis

Guide for Wayfinding Signage in Public Areas ,2014 Outdoor advertisements and signs Great Britain. Department of the Environment,1990

Environmental Standards and Practices User Guide Clark P. Gunter,Ontario. Ministry of Transportation,Ontario. Ministry of Transportation. Provincial and Environmental Planning Office,Ecoplans Limited,2006

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 needs to be grasped by everyone, from students and scholars to the general public. The 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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Wayshowing A Guide To Environmental Signage Principles Practices Introduction

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