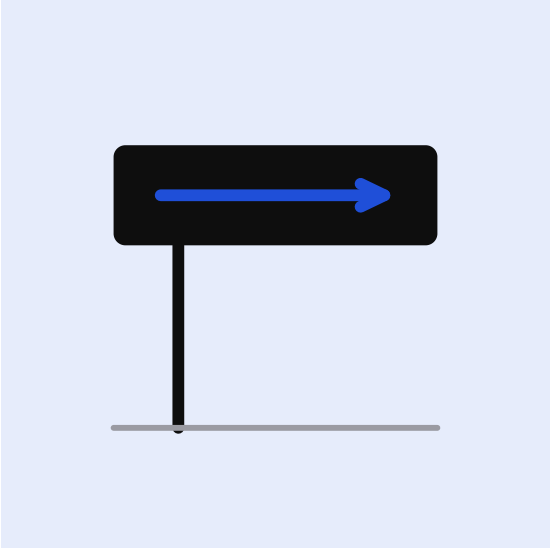
Discipline

Environmental graphic design

Designs the graphic communication of a built place (signs, lettering, graphics and themed décor) as a coherent system.



In Spanish

Diseño gráfico ambiental

Origin

An established professional practice; reference handbook by Calori and Vanden-Eynden (2nd ed., 2015)

What it deals with

In a hospital, an airport or a museum, people need to find their way and understand the place while moving through it.

Principles

One system

Every piece in the place speaks the same language.

In space

It is read standing up, on the move and from a distance.

Safety and well-being

It helps people move around with confidence.

Applications in design

✓ Use it like this

Walk through the place as someone arriving for the first time would.

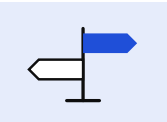
✗ Avoid

Adding one-off signs every time someone gets lost.

Don't fall for it

Read the signs at the real distance and speed, not on a screen.

Especialidad

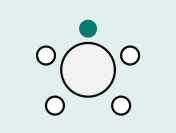


Specialty

Wayfinding design

Helps people orient themselves and find their way in a place.

Methods and tools



Approach

Participatory design

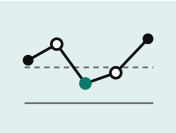
Designing with the people affected as full partners, not just as informants.



Method

In-depth interview

A long, open conversation with one person to understand their experiences and motives.



Method

Journey map

A map of a person's path through a service, with what they do, use and feel at each step.



Method

Role playing

Acting out a future situation with simple objects to come up with and test a product or service.



Method

Prototyping

Building quick, incomplete versions of an idea to test it before developing it.

Connections

Related to

- Exhibition design
- Spatial design
- Pictograms and iconography

Authors and works

2015	**Chris Calori and David Vanden-Eynden**	Described how to create environmental graphics and signage systems for a place.

Sources

Original sources

- Short, E. J., Reay, S., & Gilderdale, P. (2017). Wayfinding for health seeking: Exploring how hospital wayfinding can employ communication design to improve the outpatient experience. The Design Journal, 20(sup1), S2551–S2568. https://doi.org/10.1080/14606925.2017.1352767 View source (https://doi.org/10.1080/14606925.2017.1352767)

Secondary sources

- Calori, C., & Vanden-Eynden, D. (2015). Signage and wayfinding design: A complete guide to creating environmental graphic design systems (2nd ed.). Wiley.
- McNeil, T. (2018). Introduction to EGD: Prototyping [Módulo formativo, SEGD Academic Task Force]. Society for Experiential Graphic Design. View source (https://timmcneil.faculty.ucdavis.edu/wp-content/uploads/sites/783/2023/09/TMc_segd-prototyping-workbook.pdf)

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