



Art 497 Wayfinding

How design gets you from here to there

Instructor: Lee Whitmarsh
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wayfinding

Wayfinding, in the context of this course, can be defined as the signs, maps and graphics that people use to navigate from one place to another. We will focus on the design and layout of street signs, museum maps, architectural type, street art, and even pub signs—visuals that help us find our way. We study and document typography, the success of the colors chosen, placement, scale and visual hierarchy as well as how those factors affect the user. Class conversations address the

definition of design, its relevance to wayfinding, architecture, art and the role it plays in today's society. In other words, we explore, look, experience, explore some more and occasionally get completely lost and use wayfinding to help us to navigate through unfamiliar territory. This course will broaden our understanding of other cultures. The experiences, both in and out of class, provide such an opportunity for expanding a your personal research and be a source for inspiration.

view with a design eye.

When visiting any site, conducting group or personal research during your scholastic adventure view with a design eye. Ask yourself questions, such as the following examples, make notes and be able to speak using a visually driven language.

What attracted you to that particular example of typography?

What type of font was used?

Did I use posted signage or was a provided/purchased map needed to navigate the location?

Was color used in the delineation of spaces or directions?

Were spaces broken into logical groups visually?

Did I need to ask for help/directions?

Was it easy to tell which information went with which piece?

Syllabook

This contains your complete day to day log of your activities.

Time lapse Videos

Student will produce three time lapse videos pertaining to wayfinding.

Facebook

Collect the following photos and post to our face book page while on the trip. All photography should be documented in your syllabook to make sure you meet the requirement.

10 examples of successful wayfinding in London and 10 examples of successful wayfinding in Paris

10 examples of unsuccessful wayfinding in London and 10 examples of unsuccessful wayfinding in Paris

Comparison/Contrast Research Paper/Presentation

1 comparison contrast of related to the course subject between London and Paris, i.e., womens bathroom signage, visually comparing show busking areas, etc.

Provide at least of 10 visual examples from each country.

Write a minimum of 750 to a maximum of 1500 words addressing the comparison/contrast subject chosen and approved.

Present findings using 20 comparison/contrast images.

Three Free Choices in London

While we will see a myriad of sites while in London, there are so many opportunities that we will not experience as an organized class. The course has incorporated time for you to explore destinations that cater to your personal preferences and degree emphasis. Please pick three from London to add to your adventure. Chronicle your experience at each site with either a time lapse video a or a minimum of 10 photographs. Your choice should on our course objectives of wayfinding. Your three choices will be posted on the facebook page.

British Museum

Tate Modern

Tate Britain

Natural History Museum

London Eye

Science Museum

Tower of London

Royal Museums

Greenwich

Sir John Soane's Museum

HMS Belfast

Additional options with Instructor approval

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Regents' Scholars Program Friday, June 17-Sunday, July 3

	Class Day
	Travel Day
	Non-Academic

June		AM	PM	Notes	
Fri.	17	Leave			
Sat	18	Arrive in London-check in	Navigating the Southbank		
Sun	19	Personal Research	British Library		
Mon	20	Dr. Cowlard—Aldgate Station/ Spitalfields			
Tues	21	Transportation Museum	Covent Garden		
Wed	22	Individual research topic meetings/research	St. Paul's Cathedral/Imperial War Museum		
Thurs	23	Individual research topic meetings/research	Street Art Walk 2:00		
Fri	24	Dr. Tutt—Westminster room—Session one	Dr. Tutt— Westminster room—Session two		
Sat	25	Tour of Parliament	Personal Research	Jennifer/Ricky switch	
Sun	26	Non Academic Day			
Mon	27	National Gallery/St. Martins in the Fields	Personal Research		
Tues	28	Victoria & Albert	Personal Research		
Wed	29	Leave for Paris	Eiffel Tower		
Thurs	30	Montmartre Walking Tour	Musee d'Orsay		
July		AM	PM	Notes	
Fri	1	Louvre	Personal Research		
Sat	2	Non Academic Day			
Sun	3	Depart			

Schedule is subject to change