Graphic Design
Project 3

Project Title Airline Wayfinding

Project Description *"Wayfinding is something that's often taken for granted. At its best, you barely notice it, but at its worst, it becomes frustratingly obvious. This is especially true for museums and galleries, where visitor experience and visitor satisfaction ratings are often directly affected by the ability to navigate successfully around the space. For some, part of the appeal of visiting a gallery is in getting lost among the art and ephemera, but for others it can be intimidating and confusing.*

Wayfinding does not equal signage
There's a common misconception that wayfinding simply means signage; instead it should be a carefully considered combination of signage, maps, guides, front-of-house staff, apps, intuitive design and pre-acquired knowledge. Consider other ways of orientating your visitors. This could start pre-visit with downloadable maps and guides, which allow visitors to plan their trip, or an app that helps visitors navigate the space while also providing them with audio tours and additional content. Two of my favorite examples are Tate Britain's downloadable map and the National Portrait Gallery's app.

Curate experiences
There are many different reasons people visit galleries, museums and heritage sites – and there's no right or wrong way to explore them. By involving curatorial staff you can explore different ways in which visitors could experience the collections and exhibitions. There may be several key visitor routes that are plotted within the spaces and you could consider creating a set of trails tailored to different experiences. For example, when working with the Wellcome Collection earlier this year we created visitor trails: thematically composed maps that allowed visitors to navigate the space depending on their mood. Our aim was that with each visit, a new experience could be had.

Put the fun back in functional
Although functionality must always come first when creating a wayfinding system, it's also a great opportunity to engage visitors with your brand and inject a sense of personality. Admittedly, fun may not always be appropriate, but consider ways in which wayfinding can be used to bring your brand to life. The work that Cartlidge Levene did for the Guardian (http://cartlidgelevene.co.uk/work/wayfinding-and-signage/guardian-news-and-media) is a fine example of how a strong brand identity can bring your building to life." – Karen Hughes, theguardian.com/culture-professionals-network/2015/aug/25/museum-gallery-wayfinding-tips-signage-maps-apps

Project Goals

For your wayfinding you will be allowed to choose *(from the following)* the system you wish to create for project, as the article states there are many forms this can take: signage, maps, guides, and apps.

The most appropriate wayfinding for our project is that of signage or a mobile device app.

If you do signage you can produce a smaller scale size for presentation, but I would also encourage you to have a few mock ups where you have photoshopped your signage into images you have obtained of the approximate location.

If you choose to do an app you will show screenshots of how the app works (you do not need to know how to actually build the app but use photoshop to create the screenshots).

Final output will be printed in color and comped to boards for final presentation. These do not need to be mounted. The finals need also be saved in PDF format and uploaded to the Blackboard File Exchange for the project on the date the project is due. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname – Class – ProjectNumber >
FLastname-ART217-Project3.pdf