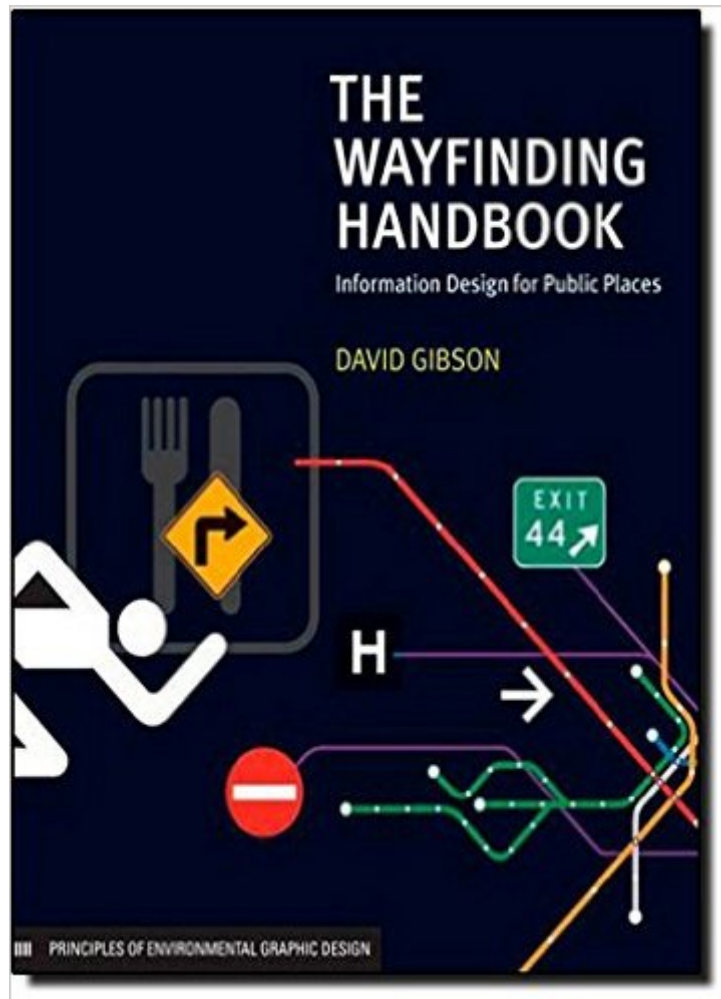


The book was found

# The Wayfinding Handbook: Information Design For Public Places



## Synopsis

Where am I? What can I do here? Where can I go from here? How do I get out of here? Consciously or not, we ask such questions every day as we navigate the places and spaces of our lives. Whether we find ourselves in a museum, hospital, airport, mall, or street in an unfamiliar city, we depend on systems of visual, audible, and tactile cues not only to lead the way, but also to keep us safe. They are the fundamental questions of wayfinding a process that encompasses both the experience of choosing a path within a built environment and the set of design elements that aid in such a decision. A decade ago, the professional practice of wayfinding design simply involved devising sign systems. Today, the field is much broader and continues to expand to address technological developments kinetic media, GPS systems, web connectivity, smart materials as well as cultural changes in areas such as branding and environmental awareness. Similarly, a cross-disciplinary familiarity with graphic, architectural, landscape, interior, industrial, and information design has become an essential requirement of twenty-first-century wayfinding design. The Wayfinding Handbook is an exciting new volume in our acclaimed Design Briefs series. Professional wayfinding designer David Gibson draws on more than thirty years of experience collaborating with architects, planners, developers, managers, and civic leaders to offer an insider's view of this rapidly evolving discipline. Using real-life examples, Gibson illustrates the way type, color, mapmaking, dimensional forms, material selection, and new media are used to create effective wayfinding systems. The Wayfinding Handbook is a complete guide to the discipline, from planning and design to practical considerations, such as setting up teams and managing projects. "Other Voices" sidebars, presented throughout the book, reveal the opinions of experts who plan, manage, and shape wayfinding projects. A comprehensive bibliography and gallery of resources round out what is likely to become the go-to resource for students, professionals, or anyone charged with designing people-friendly, universally accessible environments.

## Book Information

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## Customer Reviews

There has been a half dozen high level books on wayfinding published in the last four years. This book is a great addition to that collection. Focused on being a cheaper, simpler handbook for designers interested in wayfinding in environmental graphic design the book is clear in its focus and still maintains a high degree of quality. The author wisely keeps to the key issues and the book is extremely well edited. This book would make a great addition to a design classroom or a design firm.

In my country, material for Wayfinding systems and EGD is so poor that once I locked my hands on this book, I knew how rich is this area and how many possibilities can be done in it. I recommend for clients too, because they need to understand all facets to a really good development. OBS: Sorry for my english, i'm a little rusty.

If you are at all interested in signs or Environmental Graphic Design this book is for you. The categories and chapters are so great with the person quotes from people in different fields are great. This book is a great resource and perfect introduction to Environmental Graphic Design.

Good for students and lecturers on general graphic design subjects. However, it might be considered excessively superficial by advanced readers.

This is packed with terrific information. Well written, well organized. I will be able to use it to find new solutions as I design.

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