Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems (2nd Revised edition)

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SIGNAGE AND WAYFINDING DESIGN: A COMPLETE GUIDE TO CREATING ENVIRONMENTAL GRAPHIC DESIGN SYSTEMS (2ND REVISED EDITION)

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John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems (2nd Revised edition), Chris Calori, David Vanden-Eynden, This is 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 engineers 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 in unfamiliar and high-stress environments, EGD is also being used to extend and reinforce the brand experience. Signage and Wayfinding Design provides you with the author's proven "Signage Pyramid" method, which makes solving complex design problems in a comprehensive signage program easier than ever before. It features full-color design throughout. The updated material includes the latest ADA requirements, digital signage and wayfinding, and hardware systems, including mounting, finishes, and materials. It includes 100+ new images encompassing design concepts, working drawings, diagrams, and maps. It covers the development of room/space numbering systems, approaches to sign typing and numbering, and message schedule management. If you're a design professional tasked with communicating meaningful information in the built environment, this vital resource has you covered.

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