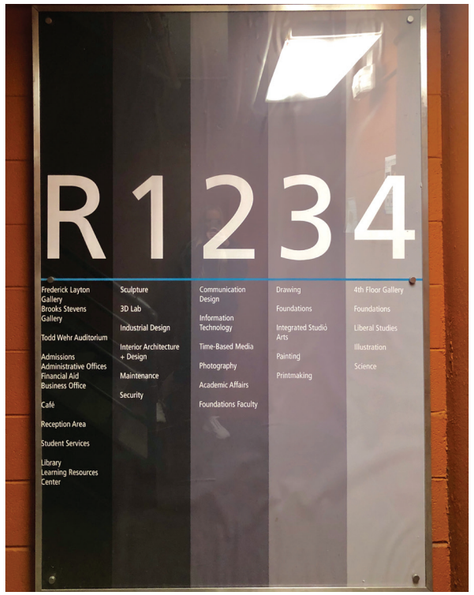
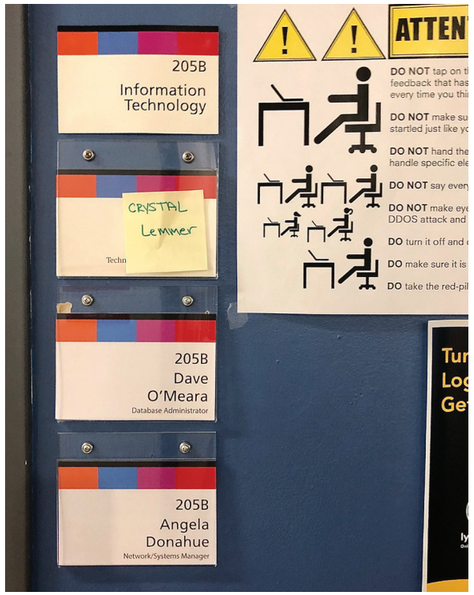
NEW SYSTEM OF WAYFINDING

12/12/19

McKenzie Carter





EXISTING SIGNS
NEW SYSTEM OF WAYFINDING
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Name: MacKenzie Lindmeyer
Group: Concordia Student

Q1: Is it easy to get from class to class at MIAD?
A1: At first it was difficult being new, I feel like it could've been easier. I knew I was on the right floor but it took a few walks up and down the hallway to find the right class. Within my first semester I didn't really go anywhere else but class because I felt like the building was overwhelming.

Q2: How do you identify what floor you're on in the building?
A2: I knew I was on the right floor when I got off the stairs and the general look on the walls was graphic design and didn't look like a painting studio or illustrations or architecture.

Q3: Is the current wayfinding recognizable or forgettable?
A3: I definitely noticed it and used it when I needed to get to the library or cafeteria. But I didn't use it when I needed to get to my class because I knew my room number would relate to the floor the class was on.

Q4: Do you think that there are locations in the building that are hard to find or go unnoticed? If so, what are they?
A4: I think anything on the river level is hard to find. There's a sign that says the cafeteria, financial aid office, and library are on river level, but there's nothing that tells you what direction to go in once you're there.

Q5: Are the current number systems for classroom wayfinding effective?
A5: Yes, I feel like they could be bigger though. Like maybe telling you what way the typography class would be or the photography classes, or design.

Q6: Are the wayfinding systems consistent on each floor?
A6: I don't entirely pay that much attention to them but they don't all feel the same.

Name: Mario Marcari
Group: Professor

Q1: Is it easy to get from class to class at MIAD?
A1: The classes I teach are really on one floor. All I have to do is walk down a hallway to get to my next class, so I would say yes.

Q2: How do you identify what floor you're on in the building?
A2: I identify what floor of the building I am on by the number that is on the windows in the staircase. I am not sure if that is consistent, though I cannot speak for the other floors.

Q3: Is the current wayfinding recognizable or forgettable?
A3: There are some black and orange signs on the 1st, 2nd, 3rd, and 4th floor that are easy to use. But the signs that have every class or program listed on a specific floor are always in that tight hallway before the stairs and right next to a door with a lot of traffic that is very inconvenient.

Q4: Do you think that there are locations in the building that are hard to find or go unnoticed? If so, what are they?
A4: I would say the river level is dicey. I would not be able to find my way around if I was new. Even after teaching for a few years I forget locations of places on the river level that I do not go to often.

Q5: Are the current number systems for classroom wayfinding effective?
A5: I would say yes, but I believe it would be helpful if there was some wayfinding that indicated where classes are on that floor.

Q6: Are the wayfinding systems consistent on each floor?
A6: The wayfinding systems are definitely not consistent on each floor. While they are always recognizable to what they stand for, signs like stairs and bathroom aren't consistent.

Name: Nick Ward
Group: Guest

Q1: Is it easy to get from class to class at MIAD?
A1: I figured that the class number related to the floor but there was some weird classrooms that were inside of other classrooms and the labels there were confusing.

Q2: How do you identify what floor you're on in the building?
A2: When I got to the bottom of the staircase there was a number in the window which I felt like I could've easily ignored and I'm surprised I noticed it. I expected to get out of the staircase and have something tell me where I was but it didn't so I kept going and just figured it out.

Q3: Is the current wayfinding recognizable or forgettable?
A3: I was purposefully looking for it so it was recognizable but some signs were awkwardly placed and felt too high when I was close up.

Q4: Do you think that there are locations in the building that are hard to find or go unnoticed? If so, what are they?
A4: The photography area, any of the offices and professors offices, and a help desk (not the security desk). I didn't see anything that told me where to find a professor's office and maybe that's not necessary because they're all over but it is inconvenient. And the help desk had no sign and why was it at the bottom of the staircase?

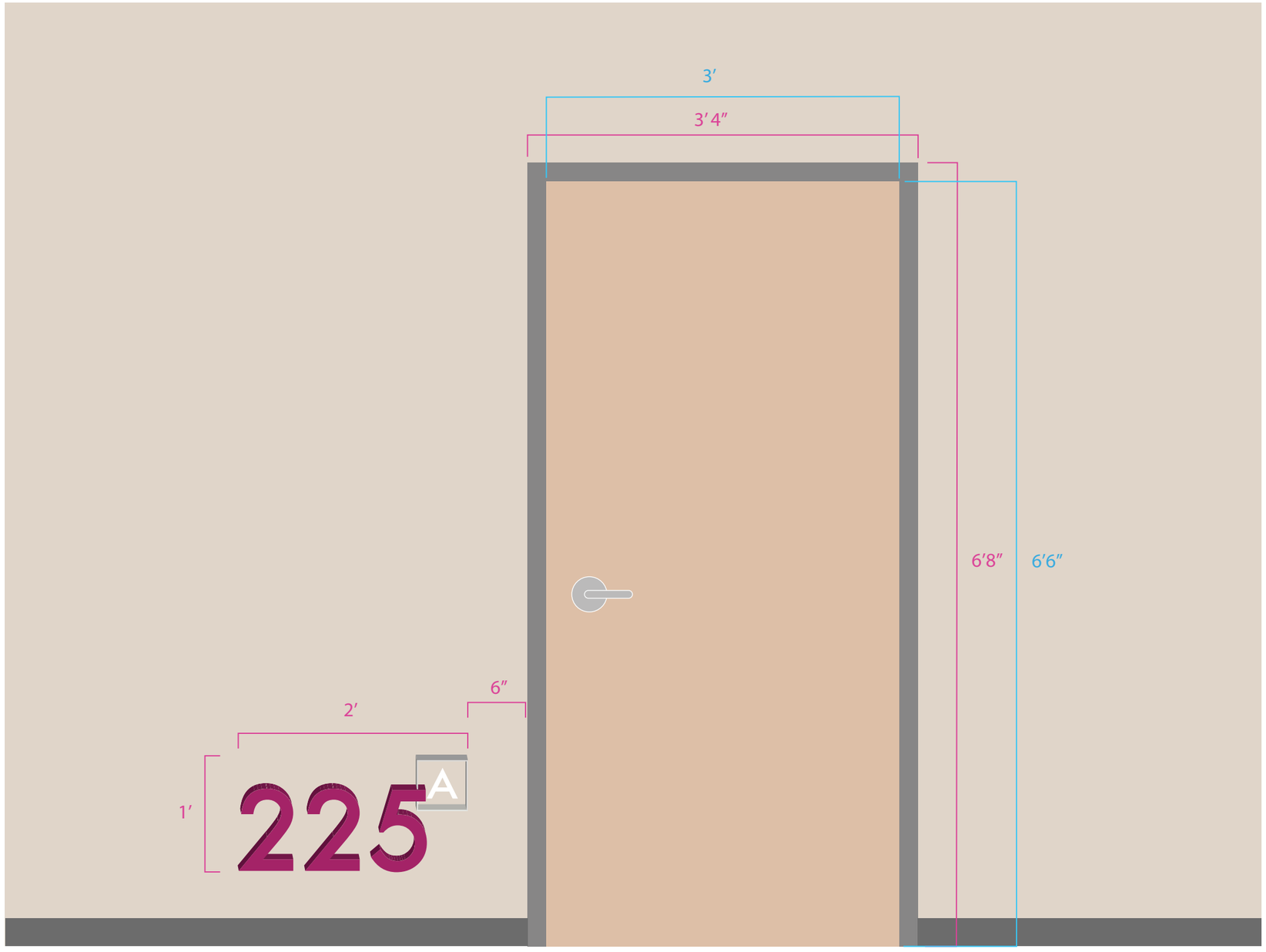
Q5: Are the current number systems for classroom wayfinding effective?
A5: Yeah kinda. But I didn't know what direction to go in.

Q6: Are the wayfinding systems consistent on each floor?
A6: No, there are different symbols or looks for some stuff like stairs and bathrooms.

Bathroom signage is not consistent.

Different graphics are used for the stair signage.

Signage for stairs, room numbers, cafeteria, and bathroom are all styled the same and are too high when standing next to.



Signage would be 3D and come off of wall
about two or three inches.

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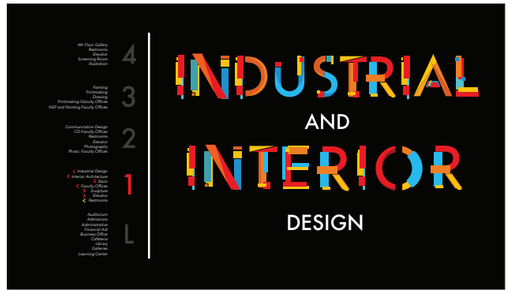

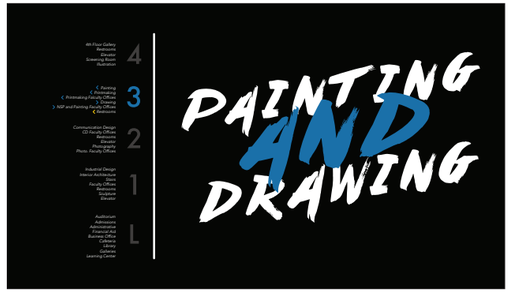

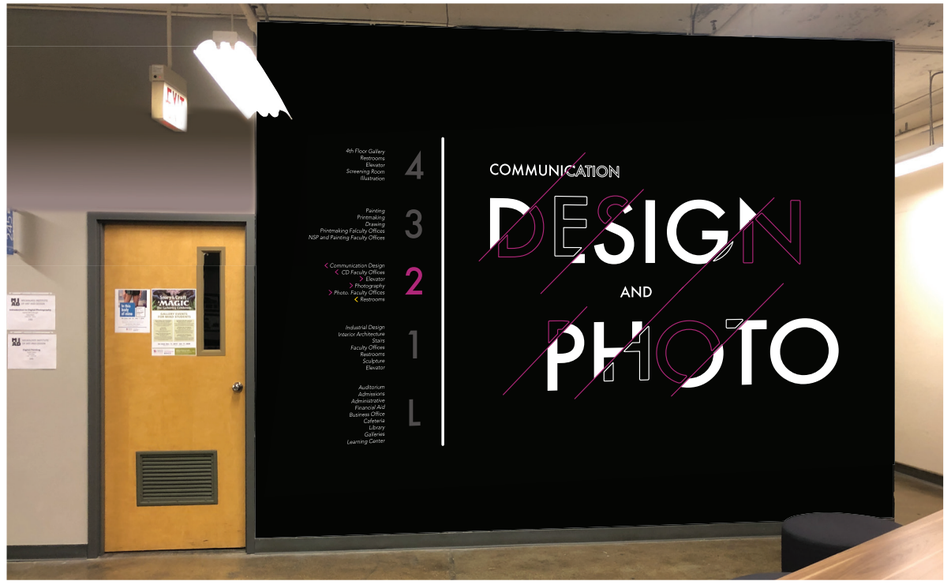

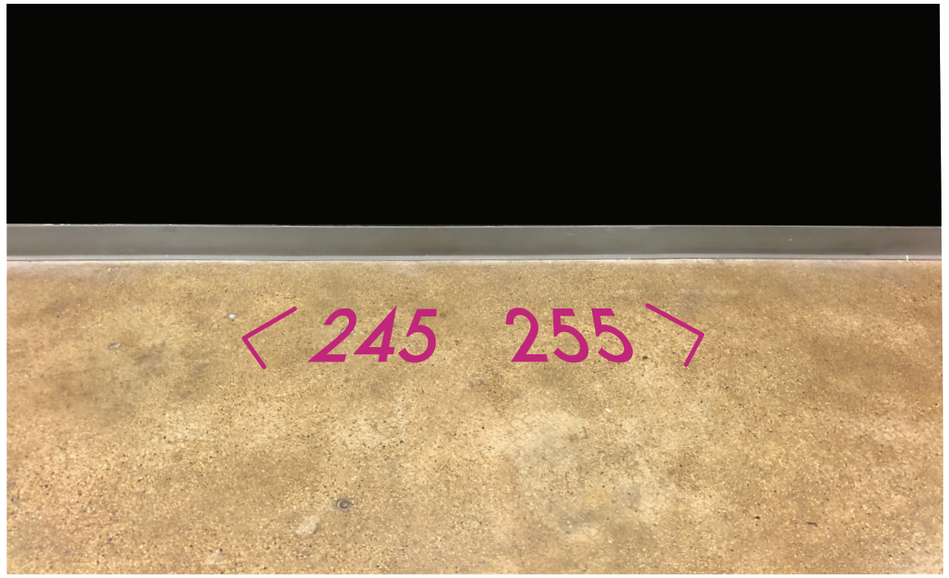

Splash walls are meant to draw the viewer into the room and to the directory.
This is an improvement from MIAD'S current system which results in stair traffic by the directory.

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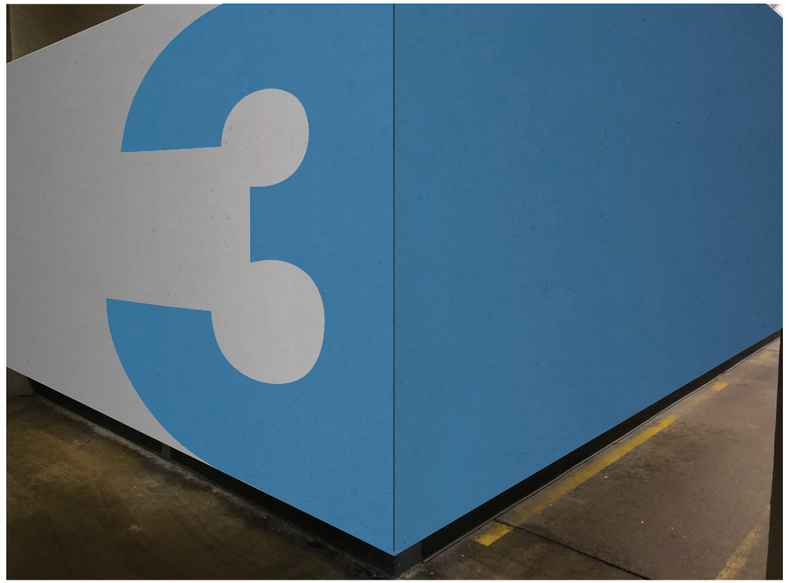
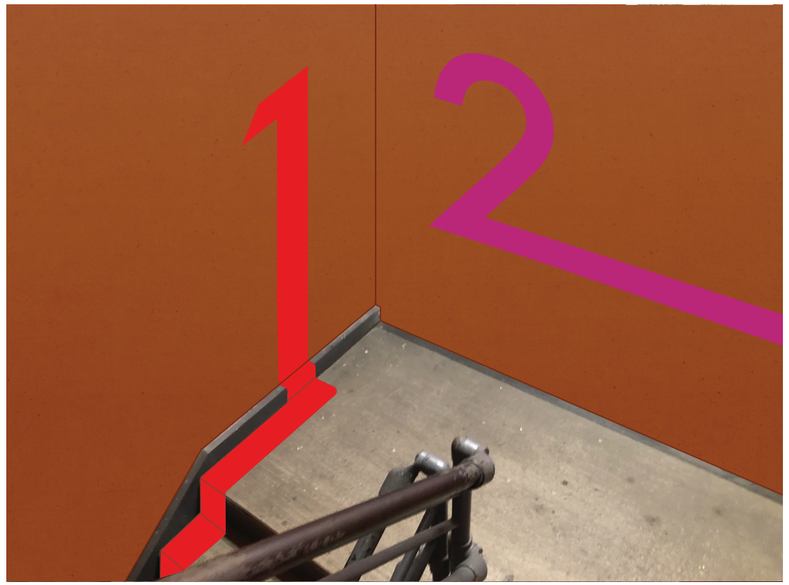
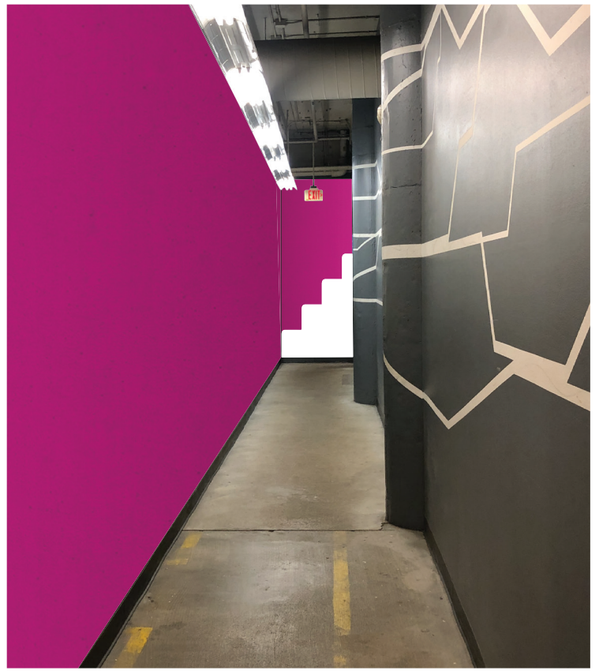




The number curves around the corner as the color continues down the hall and to the stairs.



The lines lead you up or down to the direction of the corresponding floor.

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Room number solution is different for awkward positioned rooms.

The mens bathroom would function the same way, with a different icon.

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