

Designer: Gabrielle Hsia Winter 2006 DES 186

Project Summary



Location:

UC Davis Campus

Audience:

All ages & demographics

Size of Site:

100 acres

Purpose:

Design a cohesive signage system for wayfinding that fits the surroundings of the Arboretum. This project focuses mainly in the eastern end of the Arboretum. Signage system should improve visitors' experiences and improve visitor orientation.

The Arboretum:

The Arboretum is a living museum, an outdoor classroom, a public garden with over 4000 kinds of trees and plants, and a beautiful place for active recreation or peaceful contemplation.

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PHASE 1 Resarch & Analysis

- 1.1 Similar Sites
- 1.2 Visitor Profiles
- 1.3 Audit of Existing Signs1.4 Preliminary Sign Location Plan
- 1.5 Message Hierarchy

1.1 Similar Sites







The University of Texas Cancer Center



Northhampton Community College



River College



BCN Fashion Week



ACS Signs



Vista System Signage

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ARBORETUM VISITORS

college students
joggers/runners
dog-walkers
surrounding residents
campus community
staff/faculty
tourists
families/couples
recreational users

ENTRY POINTS FOR JOGGERS

- South Davis East end tunnel
- B St. (bikepath entry)
- D St. (bikepath entry) a minor entry point; not commonly used
- old firehouse (service road) Mrak Hall / grounds department
- desert section service road
- Putah Creek Lodge service road (interior crossover)
- closed old Davis Road (Foothill) service road
- gravel road from old Route 40 California Ave. to Equestrian Center
- Arboretum Drive (service road) Solano Park
- Aggie Village (bikeway section)
- TB32 (service road gravel)

There are many ways joggers could enter the Arboretum, but not a sufficient amount of clear signage to welcome them in. There is the large wooden sign for the Arboretum at the Mrak Hall entrance, but not many other clear identification signs.

An important symbol that should be acknowledged on some of the directional signage seems to be missing - water fountains. For joggers, a sense of where the nearest water fountain is, would be most helpful, especially on those hot summer days in Davis.

Also, certain areas appear to be ambiguous of whether they are actual paths that joggers can proceed on or not. There are a few dirt paths that appear to have been traveled on, but look as if they are not part of a designated path for users.

VISITOR PROFILE

NAME: Camille Kidd

AGE: 21

OCCUPATION: UC Davis student

YEAR IN SCHOOL: 4th

MAJOR: Biological Science/NPB

INTERESTS: horror movies, jogging, reading, snow boarding, and hanging out with friends.

Camille is usually on campus most of the day, attending classes or studying at the library. Because of her rigorous academic schedule she does not have much time to go to the gym. She does not like to go to the Arc to jog because she says she's already couped up in a building all day long and would rather be outside jogging.

Camille enjoys jogging at the Arboretum. Because it is located right off of campus, it is convenient for her. She also enjoys watching the ducks and looking at the plants during the Spring.



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Phase 1. Research & Analysis

1.3a Audit of Existing Signage

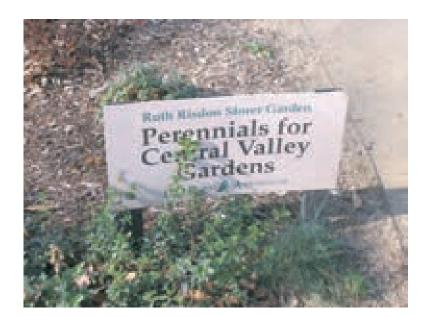
Old Signage Temporary Signs

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White Flower Garden







1.3b Audit of Existing Signage

Arboretum system Campus system

Overlapping of systems. Inconsistencies.

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1.3c Audit of Existing Signage

Maps

Maps are dull and hard to read.

Too much information is crammed into small space.

Symbols aren't innate, so viewers have to continually cross-reference symbols on the map with the key.

Directional Signs

Needs more organization with symbols and arrows

Not a very flexible design.

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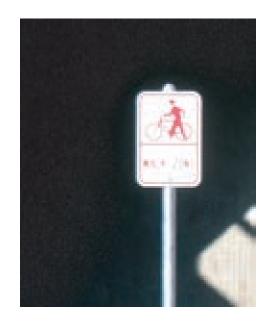
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1.3d Audit of Existing Signage

Signs in the East End

No cohesive system.

Very scattered.

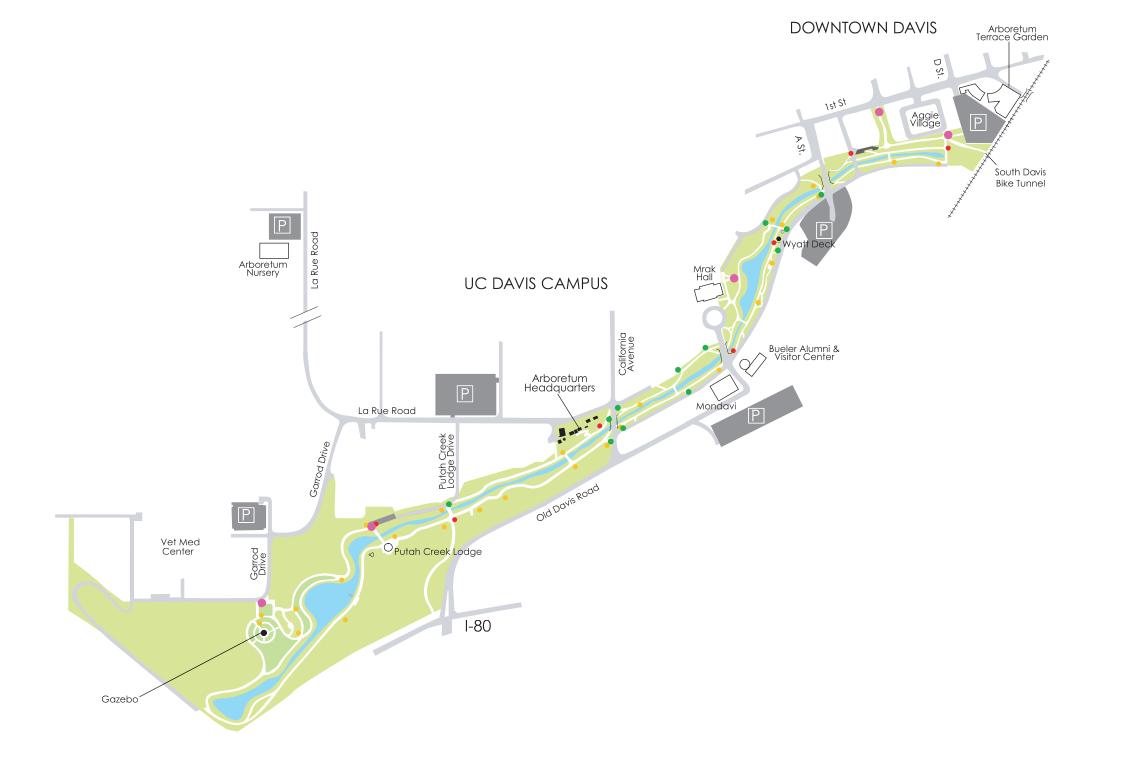
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1.4 Preliminary Sign Location Plan

- Main Entrances
- Small Entrances
- Map DirectoryCollection ID



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1.5 Message Hierarchy

ARRIVAL TO UCD

IDENTIFYING SIGNAGE welcome to UCD

LOCATE ENTRY POINT

IDENTIFYING SIGNAGE entrance to arboretum



DIRECT TO DESTINATION

locate directions by:

DIRECTIONAL SIGNAGE paths for joggers

INFORMATIONAL SIGNAGE information booth

ORIENTATIONAL SIGNAGE campus map / visitor map



ARRIVAL TO DESTINATION

IDENTIFICATION SIGNAGE

- signage to indicate
- arrival of destination

INFORMATIONAL SIGNAGE

- information concerning
- destination



DEPARTURE

DIRECTIONAL SIGNAGE direct to:

- car
- bike
- off-campus

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PHASE 2 Vocabulary of Sign Types

- 2.1 Signage Location Plan
 2.2 Preliminary Vocabulary of Sign Types
 2.3 Sign Contents
 2.4 Sign Form
 2.5 Vocabulary of Sign Types

8. Street Entrance Title: Arboretum ontent: Arboretum logo 7. Lot Sign 7. To 1st St. 9. Lot Entrance identificationdirectionalregulatory Directional Content: → Ist St. orientational 12. Arboretum Introduction 11. Dog & Duck 7. Lot Sign Title: Introduction Content: "Keep Dogs on Leash" "Don't Feed the Ducks" ntent: Map "Our Collections" "Activities & Wildlife" 3. Bicycle Yield Title: Slow Content: Watch for Pedestrians First First 2. Arboretum Description Title: Come Inside Content: UCDavis' Arboretum grows all species of trees found in Northern California. Visit our collections of various plants and experience, learn, and explore the different wildlife inside. P 1. Main Entrance ontent: Arboretum logo 6. Small Directions 3. Bicycle Yield 4. Map & Directions 5. Collection ID rientational & Directional Identification Regulatory Australian Collection Redwood Grove UCD Campus Bike Path to Campus Davis Commons Title: Australian Collection Content: Australian Collection Graphic Title: Slow Content: Watch for Pedestrians 6. Small Directions 6. Small Directions Study Center To Campus To Arboretum Content: To Parking Lot To 1st St. To Campus To Redwood Grove To Australian Collection 4. Map & Directions 10. Walking Zone ← Redwood Grive → Australian Collection ⊅ Davis Commons Title: Walking Zone

2.1 Location Plan & Preliminary Messages

Location Plan for the East End of the Arboretum

Included:

- Number
- Sign Type
- Sign Type - Sign Title
- Sign Content

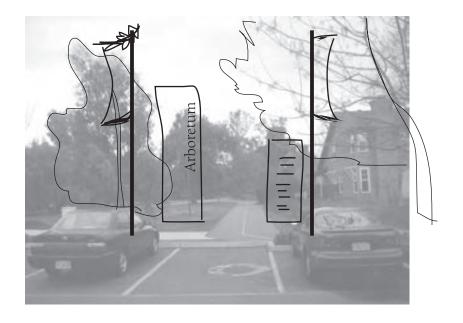
CLIENT

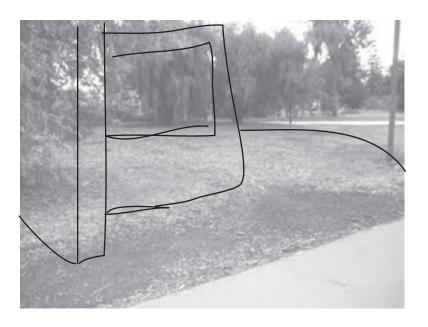
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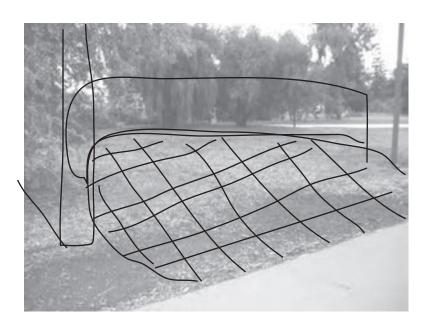
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Phase 2. Vocabulary of Sign Types

2.2a Preliminary Vocabulary of Sign Types

Sketches

main entrance:

Banners in Parking Lot Large pylon Small pylon with description

map:Behind large pylon

large wall: Info about collections, activities. Map. Stone paved area.

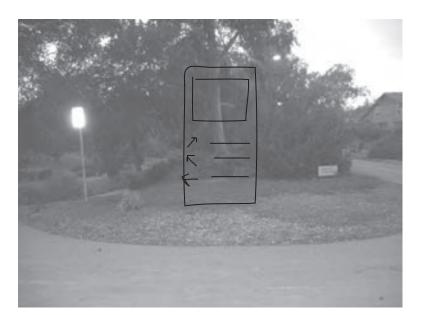
street entrance:Sign to attract people from the street.

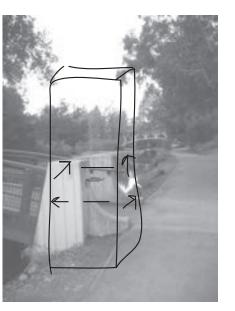
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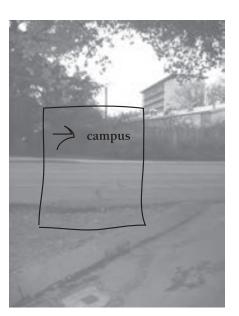
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Phase 2. Vocabulary of Sign Types

2.2b Preliminary Vocabulary of Sign Types

Sketches

directional sign:Pylons.
Directions.
Map of east end.

collection:

Graphic identifying collection

campus:

Direct pedestrians to campus

bridge: Cube? Directions for all sides. Cirecting to Campus and to rest of arboretum.

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original logo



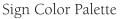
new logo



Berkeley Oldstyle Bold abcdefghijklmn opqrstuvwxyz ABCDEFGHIJKLMN OPQRSTUVWXYZ











Sign structure color

Sign background color

Franklin Gothic Medium

abcdefghijklmn opqrstuvwxyz ABCDEFGHIJKLMN OPQRSTUVWXYZ



2.3a Sign Contents

logo

Changed the Arboretum's logo. Took out the brush stroke & gradient. Changed the colors to color

Changed the colors to colo scheme.

colors:

brown 4C2904 gold FFB300 green 154D1A blue 050828

sign stucture color:

bronze

sign background color:

FFFAE4

type:

Primary font: Berkeley Oldstyle Bold

Secondary font: Franklin Gothic Medium

pictograms:

arrows, toilets, drinking fountain, collections

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P Child & Family Study Center You Are Here Australian Collection

2.3b Sign Contents

- **maps:** 1. Whole Arboretum 2. Regional Map East End

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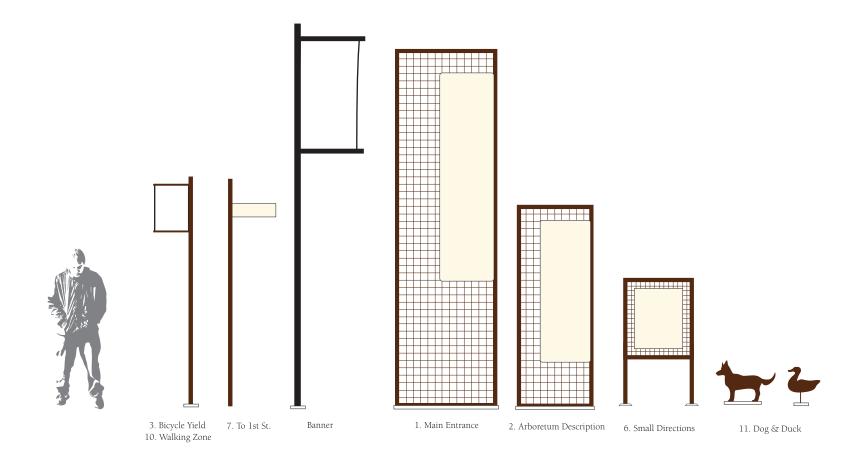
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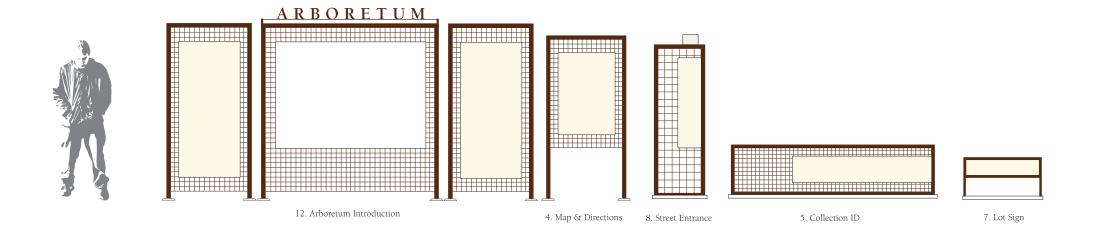
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2.4 Sign Form

materials:

- bronze frame
- wire mesh
- aluminum signanchored by concrete





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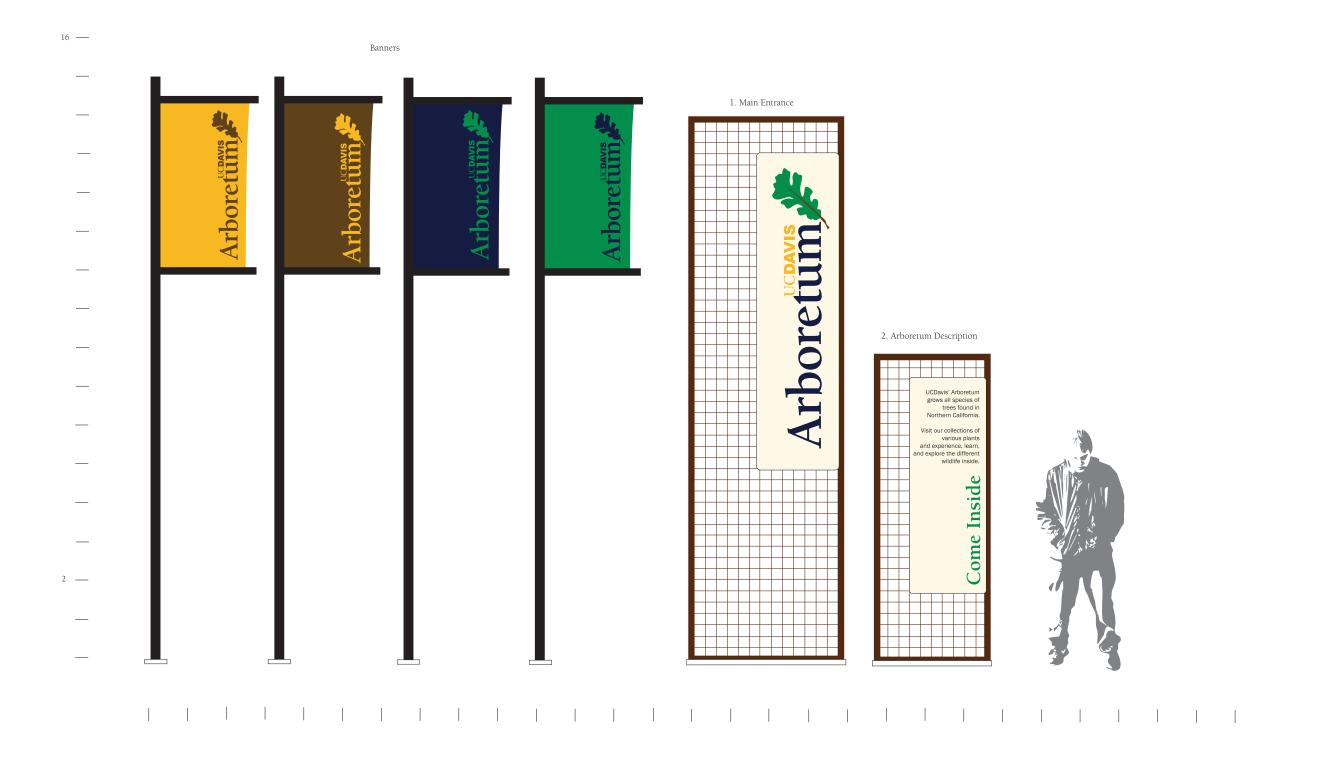
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2.5a Vocabulary of Sign Types



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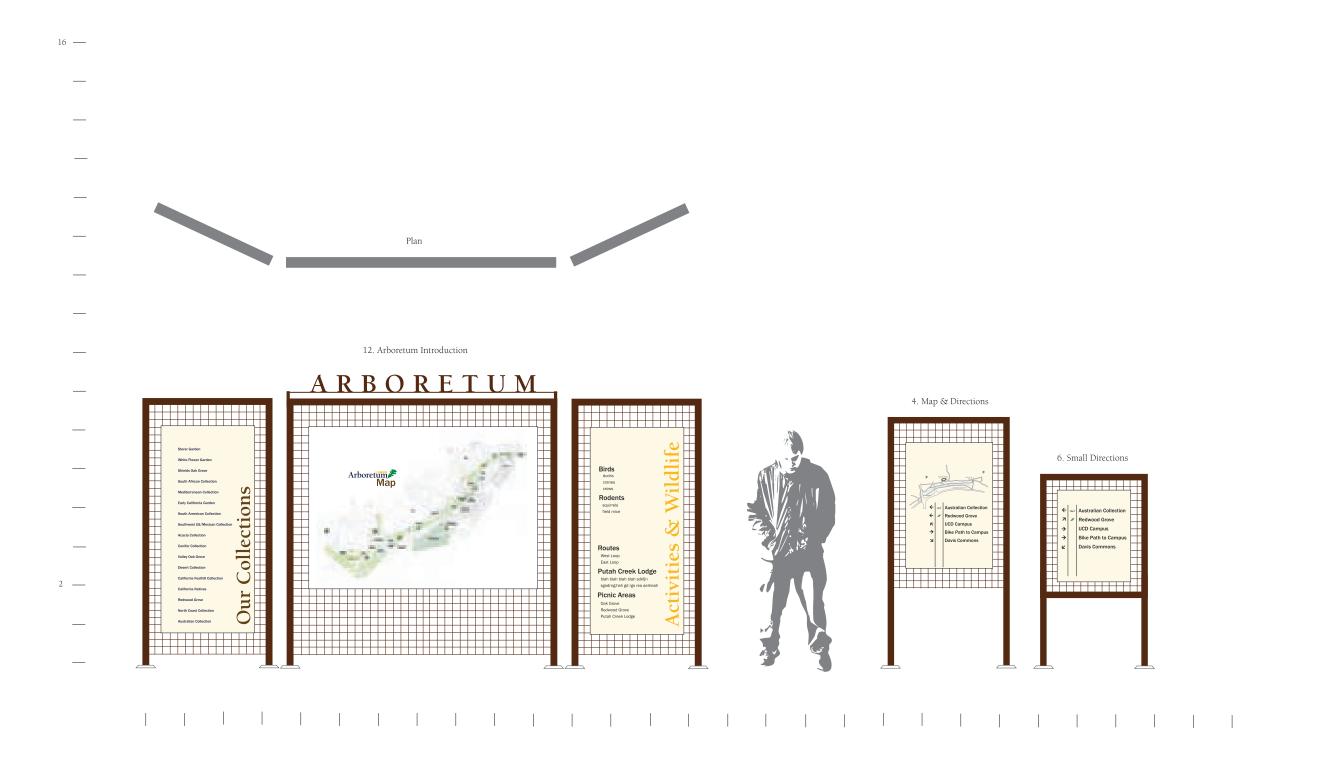
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2.5b Vocabulary of Sign Types



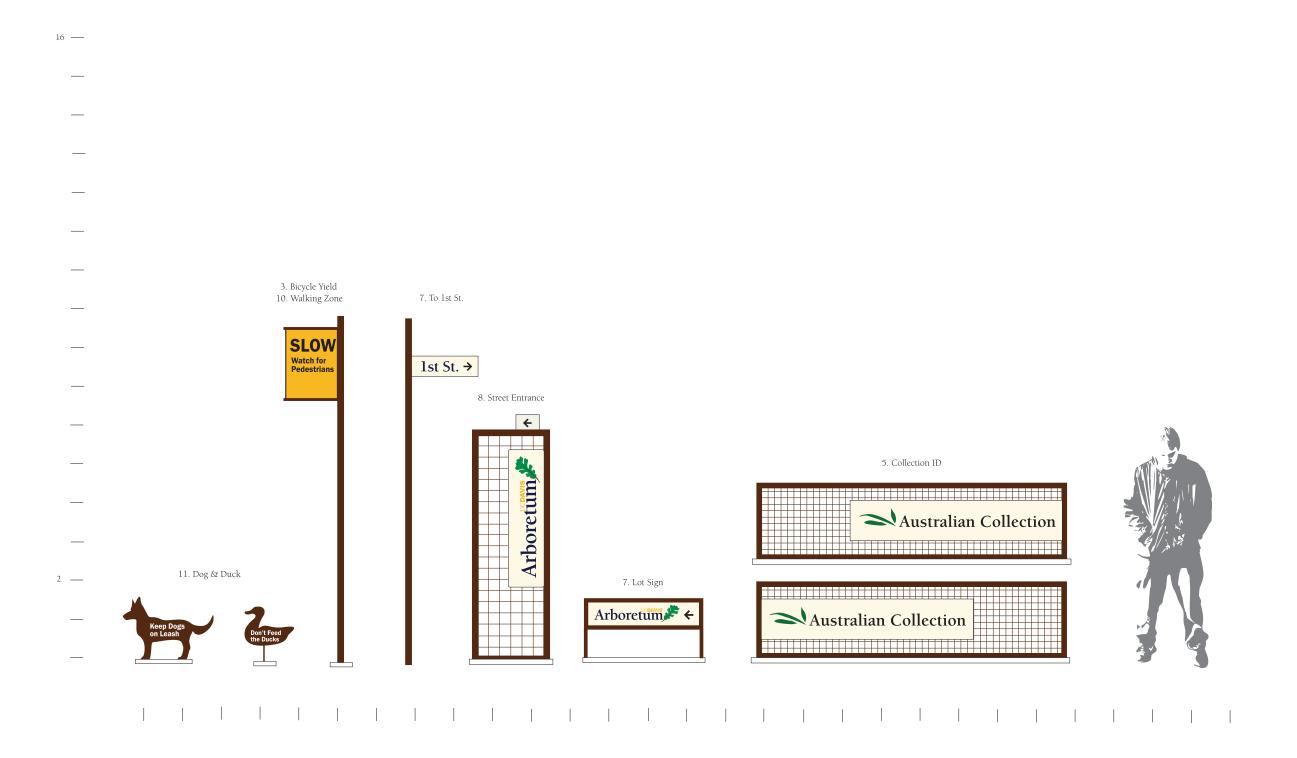
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2.5c Vocabulary of Sign Types



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1-0 20 2 1/2" -11-0 2-0-3-0-20 3-0-3 O – 1/16" rules 3-**C**-3' 3" 4' 5" Redwood Grove 3-0-UCD Campus 1 1/2"-Bike Path to Campus Bike Path to Campus-Davis Commons ↓↓ 1/2" DETAIL / SPECIFICATION 1 Steel 3 Computer cut applied vinyl graphics 4 Concrete COLOR / FINISH 2' 1" Bronze Powder Coating Cream G Forest Green d Light Blue 60% Gray Black

Phase 3. Integration into the Environment

3.1 Sign Specifications

SIGN TYPE: Site Orientational & Directional

A panel sign attached to wire mesh with bolted on brackets. Computer cut applied vinyl silk screen printed

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Phase 3. Integration into the Environment

3

3.2a Signs In-Situ

- Main Entrance
 Main Entrance with Banners
- 3. Lot Entrance
- 4. Lot Entrance with Banners

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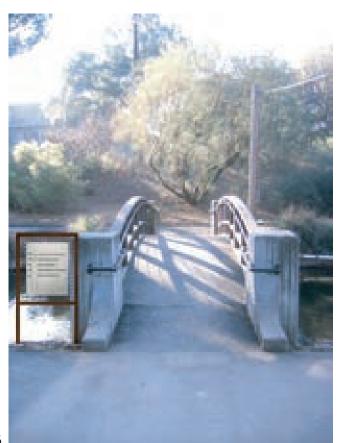
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Phase 3. Integration into the Environment

3.2b Signs In-Situ

- Arboretum Introduction
 Map & Directions
 Small Directions by Bridge
 Street Entrance

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Phase 3. Integration into the Environment

3.2c Signs In-Situ

- Australian Collection ID
 To 1st St.
 Bicycle Yield
 Dog & Duck Signs

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Phase 3. Integration into the Environment

3.2d Signs In-Situ

- Banners on street
 Parking Sign at Davis
 Commons
 Parking Lot Sign

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