

The Davisville Spoke 'O Motive

WAYFINDING SYSTEM FOR THE DAVIS TRAIN STATION

PROJECT DESCRIPTION

The Davisville Bicycle Station communicates movement and stillness by drawing inspiration from two main vehicles of transportation that relate to the city's foundation: the steam train and the bicycle.

Lines, blurred imagery, and track-like signage systems are informed by themes of movement, while focused imagery, material, and placement dictate stillness. Combining the two themes allows the audience to understand that motion can be safely slowed by a simple bike lock.



SITE EVALUATION/EXISTING CONDITIONS:

The Davis train station has various opportunities to activate the space while travelers wait for their train to arrive. As visitors enter the space, they are greeted with a large concrete island filled with palm trees and bike racks placed in close proximity to the train's main point of arrival. Activating this space was a prime consideration, as there is opportunity to engage, educate, and positively impact waiting passengers.



AUDIENCE PERSONAS:



Alana: 49 years old
Lives in Davis and commutes to Sacramento
Locks bike to rack in the morning at 7:30am
Returns in the late afternoon at 5:45pm
Commutes four times a week and works from one once a week

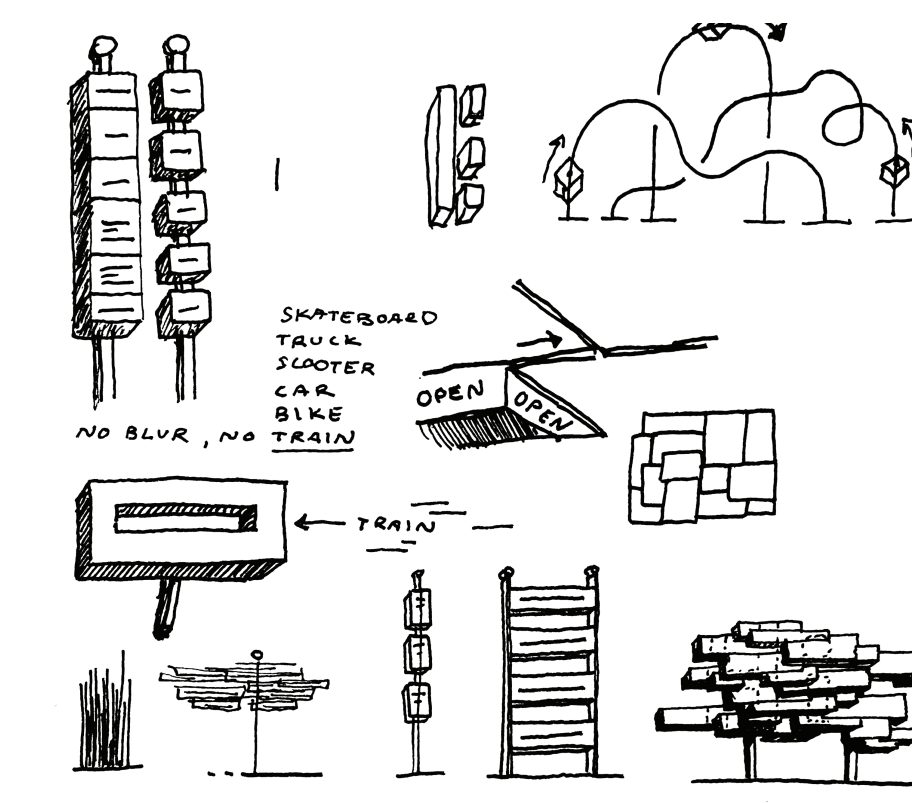


Albert: 58 years old
Professors that live in Sacramento and works at UC Davis
Leaves cheap commuter bike at the bike rack over night
Unlocks bike in the morning to bike to campus at 7:45 am
Returns in the evening to bike rack to leave bike at 4:30 pm
Takes the train back home at 4:45 pm



Hank: 35 years old
Works at the train station in the safety department
He leaves his bike there for his 9 am - 5 pm shift
Monday - Friday

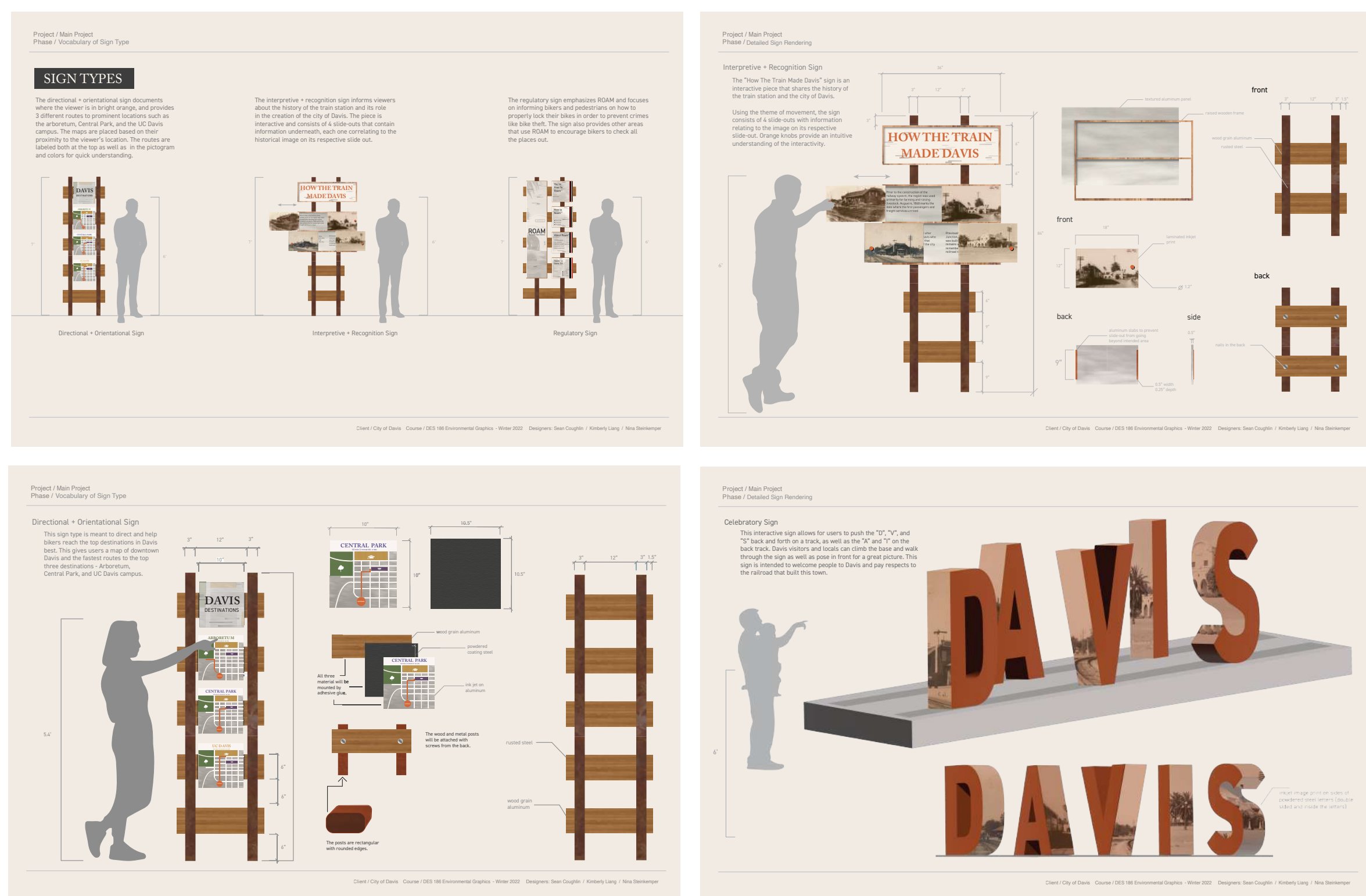
PRELIMINARY SKETCHES



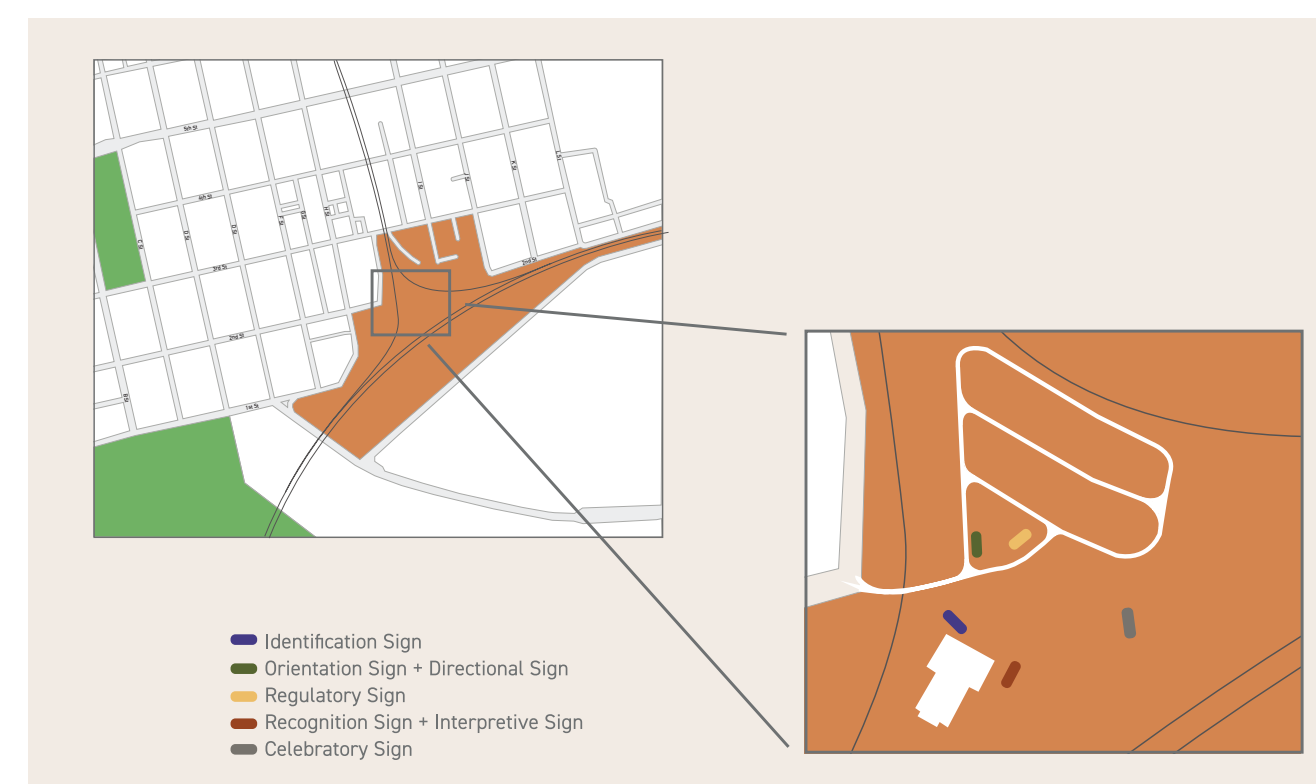
Initial sketches consider various forms relating to transportation as the structural foundation. Broken and solid road lines, hollow frames, corner intersections, train tracks, and lines implying motion were all considered before deciding on a final direction.

APPLY RELATION TO BIKES AND TRAINS!
"Bike lock" connect. dot, "Spoke" of movement
"Pictorial, Bike, Train"
"History of Station, Guest Lines"

VOCABULARY OF SIGNS:



SIGN LOCATION PLAN:



LOOK BOOK:



Images of stillness and motion blur were used as inspiration for textural elements used throughout this signage system. Traditional signage posts were considered, as well as traditional typography associated with railroads. Interactivity was explored with the concept of the doctor's office moveable toy, replacing the circular blocks with letters spelling out "Davis". All ideas were necessary to consider before moving forward with the final iteration.

Celebratory Sign: This interactive sign allows for users to push the "D", "V", and "S" back and forth on a track, as well as the "A" and "I" on the back track. Davis visitors and locals can climb the base and walk through the sign as well as pose in front for a great picture. This sign is intended to welcome people to Davis and pay respects to the railroad that built this town.

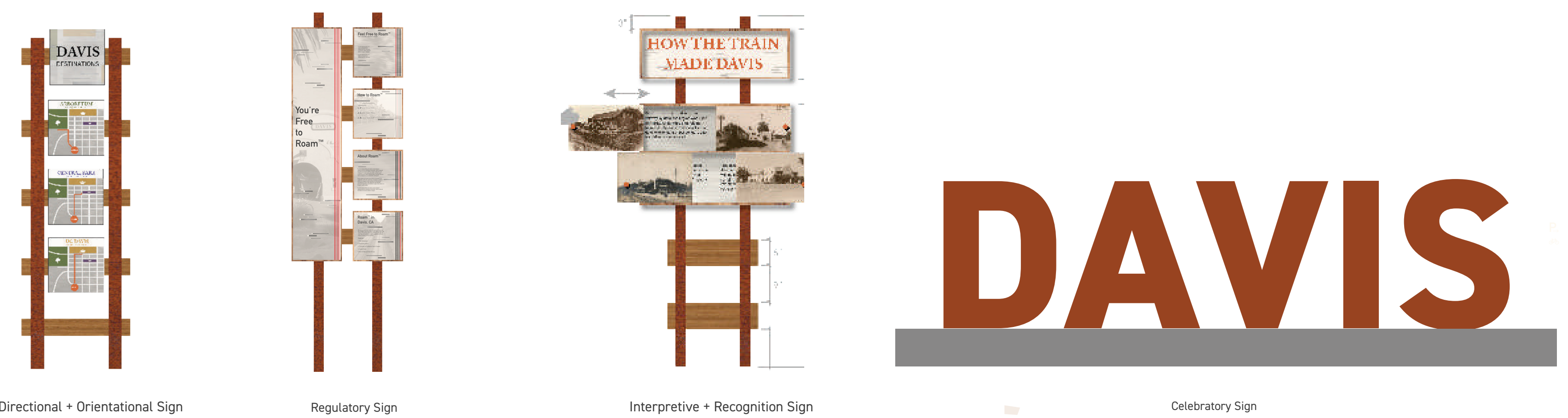
Interpretive / Recognition Sign: The "How The Train Made Davis" sign is an interactive and informative sign to share the history of the train station and the city of Davis.

Directional / Orientational Sign: This sign type is meant to direct and help bikers reach the top destinations in Davis best. This gives users a map of downtown Davis and the fastest routes to the top three destinations - Arboretum, Central Park, and UC Davis campus.

IN SITU RENDERINGS:



SIGN DETAIL:



FORM, PALETTE, AND MATERIALS:

PRIMARY COLORS	SECONDARY COLORS	TYPOGRAPHY
#D1683A	#D1683A	DISPLAY
#3D3D3D	#3D3D3D	ADOBE CASLON PRO BOLD
#FFF8EC	#FFF8EC	ADOBE CASLON PRO SEMIBOLD
		ADOBE CASLON PRO REGULAR
		BODY
		DIN 2014 EXTRA BOLD
		DIN 2014 REGULAR
		DIN 2014 EXTRA LIGHT
		DIN 2014 EXTRA LIGHT
PICTOGRAMS & SYMBOLS		MATERIALS
bicycle	farmer's market	sign pole connectors: rusted steel
arboretum	directional arrows	celebratory sign: powerd steel letters on concrete base
UCD campus		sign horizontal bands: wood grain aluminum
		individual signs: textured aluminum with printed images
		GRAPHIC ELEMENTS
		motion blurred textures for background depth
		alternating weights of lines representing movement