



# Intertwining Communities

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DES 186: Environmental Graphics - Winter 2025

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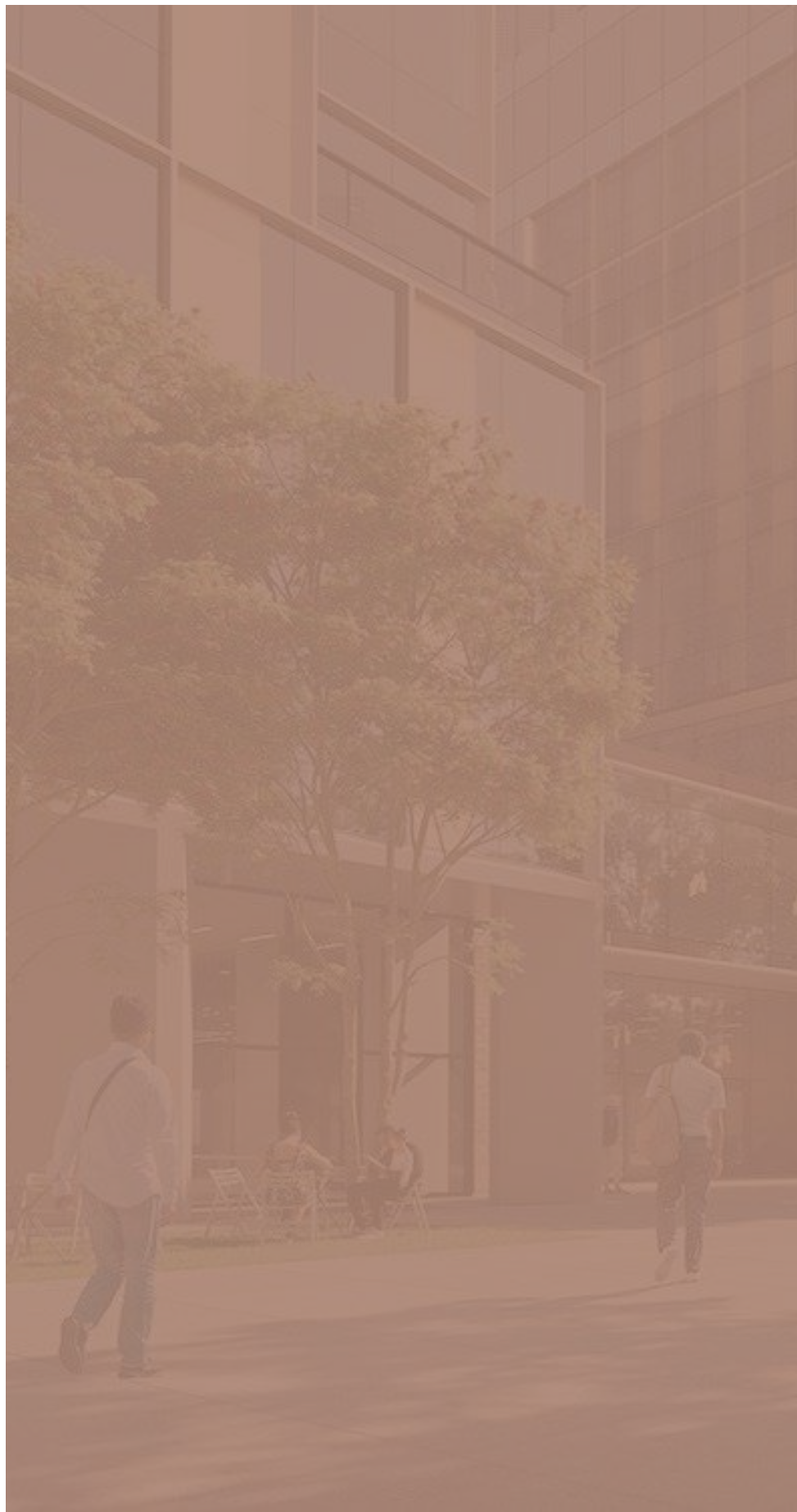
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PHASE 01

# Design Research & Visual Language

# Project Introduction

*grounded, collective, symbiotic, intertwine, holistic*

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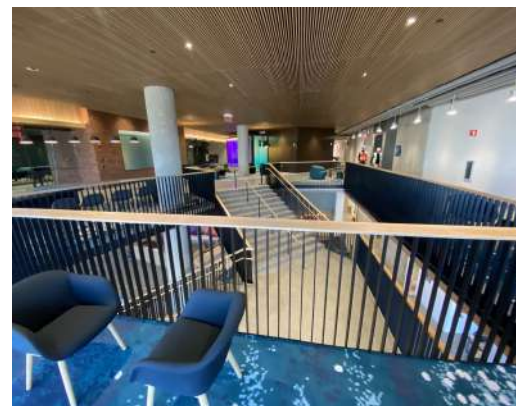
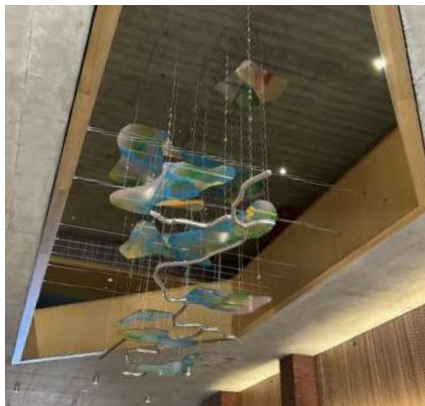
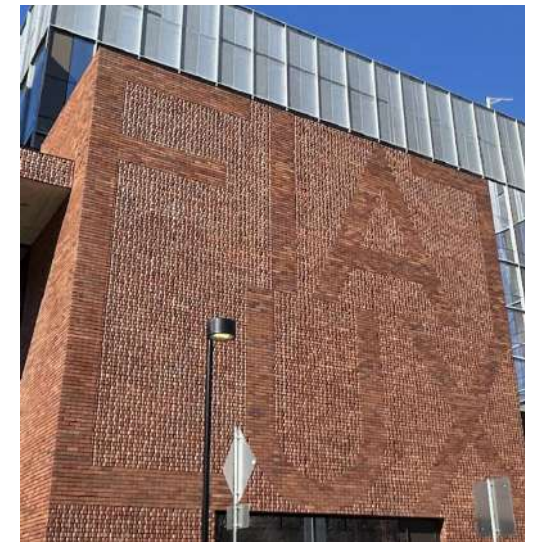
In collaboration with Wexford Science & Technology, UC Davis, Sacramento residents, and the City of Sacramento, Aggie Square is designed to serve students, community members, researchers, entrepreneurs, staff, medical campus visitors, and more. The project aims to enhance and play with wayfinding by creating a welcoming atmosphere that encourages individuals to pause and engage with their surroundings, opposed to navigating with a singular narrowed goal/focus. In creating opportunities for stillness, the design grounds and honors to the community's rich history through images and historical motifs reflecting the region's identity. Through form, color, historical motifs, and typography, the signage incorporates skewed and offset structures to add intrigue and interest. Ultimately, creating an inviting space for the collective to feel comfortable collaborating.

# Look Book / Part 1

Existing site analysis and observations



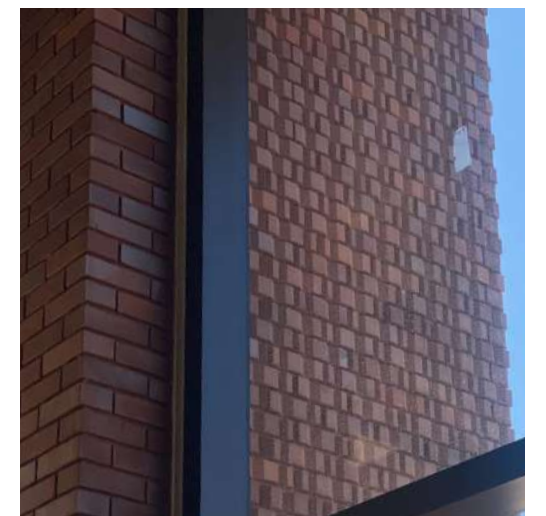
Gradient/diffused lighting + natural/earthy materials (concrete, wood, brick)



Themes of visibility (inter-floor, into research/lab work, into classrooms, etc.) - constant connection and witnessing of the activities occurring



Existing uses of color



Playful brickwork and patterning

# Look Book / Part 2

Early Inspiration and references for the direction of our signage system



Working with block-like forms and playing with more inconsistent/playful organizations

Working with the lighting techniques in the building (such as uplit materials and layered hidden light sources), mimicking that look with warm toned gradients



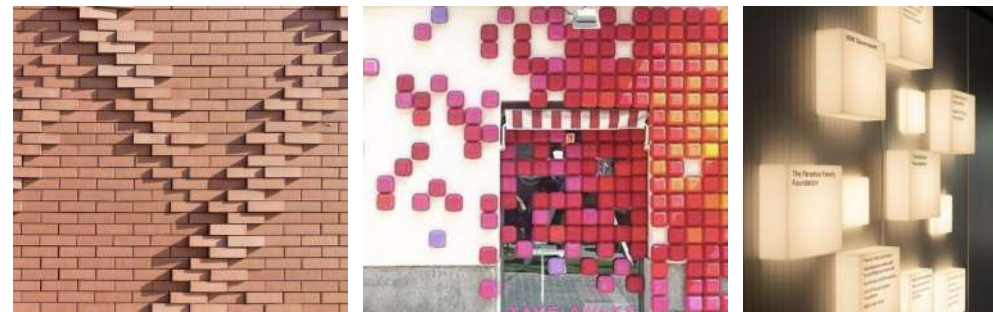
Elements of negative space/porosity consistent with the themes of visibility within the architecture



Dual use signage, signage that also acts as furniture, shade, etc.

# Look Book / Part 3

Updated lookbook building off preliminary sketches and continual group ideation



Expanded strategies for the brickwork



Expanding form to maintain themes of dual usage and playful inconsistencies



Continued themes of a "mosaic of perspectives" and communities through patchwork and woven motifs

Leaning into the history of the site - the fairgrounds background through the use of ticket forms and the history of Oak Park through photos and honorary bricks

# Audience Analysis

How our sign system can cater to key audiences

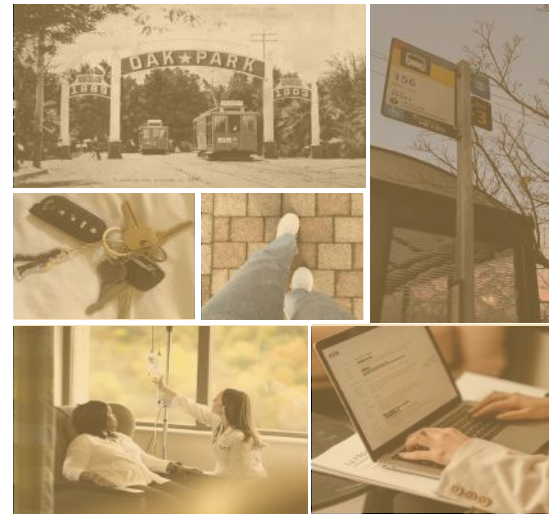
## The Student



Students at Aggie Square include both UC Davis students, local students, and other Graduate students. Most students are focused in on assignments and or projects when not commuting to class.

Goal: Create a space where students can feel welcome in the classrooms and study spaces, rather than feeling purely corporate/research.

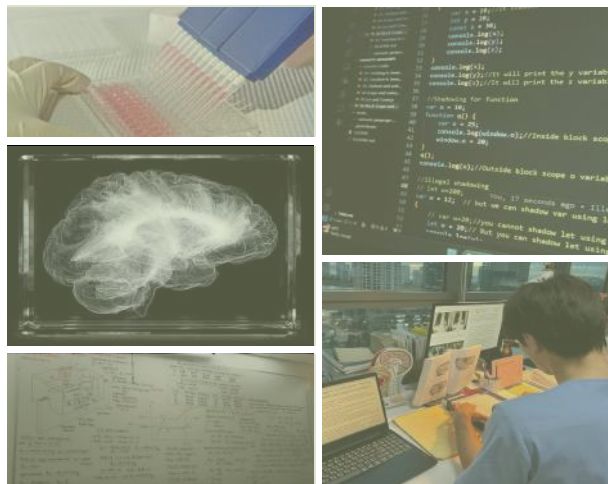
## The Community Member



Local community includes the surrounding Sacramento neighborhoods like Oak Park residents, those that drive down Stockton Blvd., Tahoe Park, East Sacramento. They may stop by to have lunch, participate in social aid events (resume building and hiring), participating in a study, and or getting health assistance.

Goal: Cater to the surrounding community by connecting the interior of the building to its surroundings. We want to make sure people recognize the Sacramento area while inside the building, making it feel more grounded and less separate.

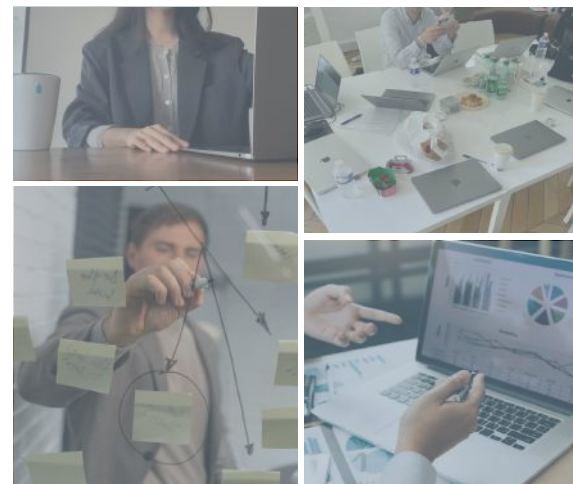
## The Researcher



Researchers at Aggie Square include students and professors from both UC Davis and other universities.

Goal: Contribute to Aggie Square's objective of fostering collaboration between researchers by creating open and inviting workspaces as well as clear navigation on and between floors.

## The Entrepreneur



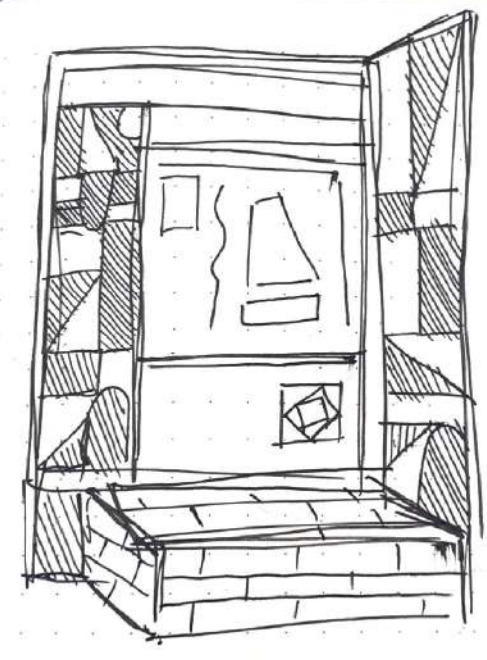
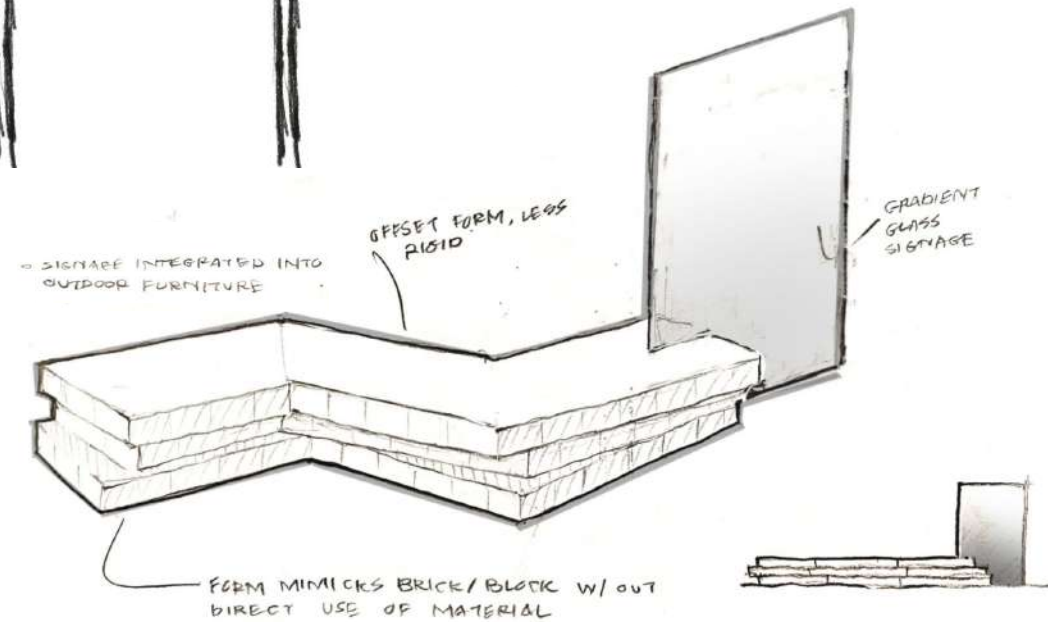
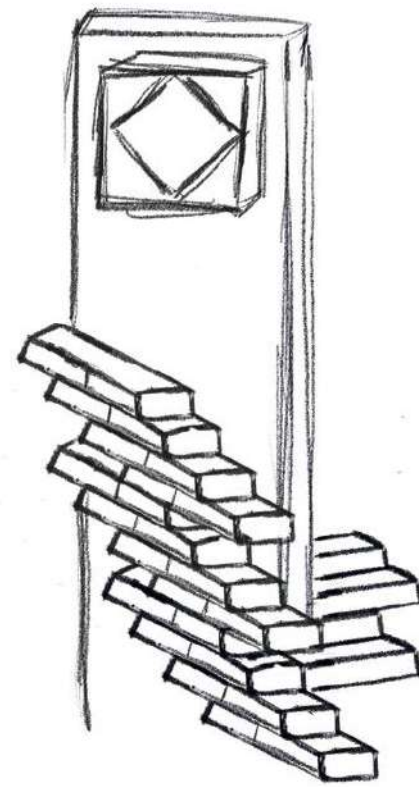
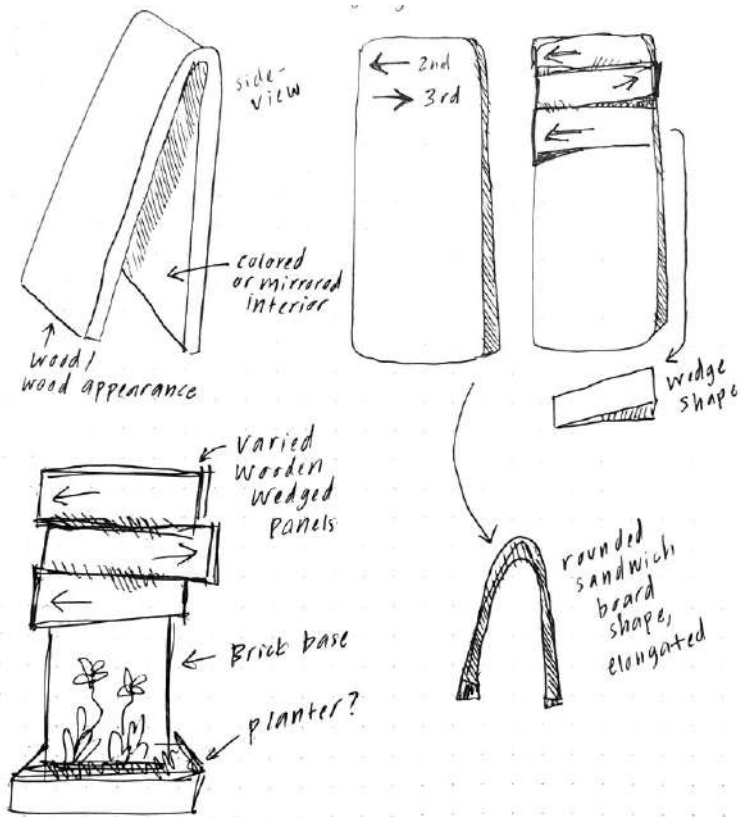
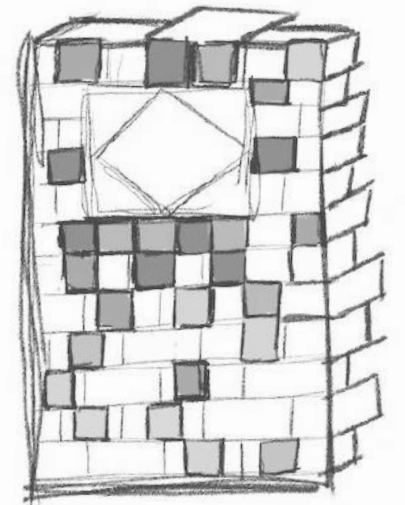
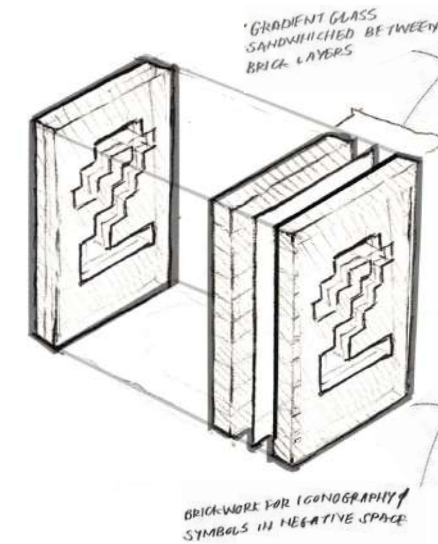
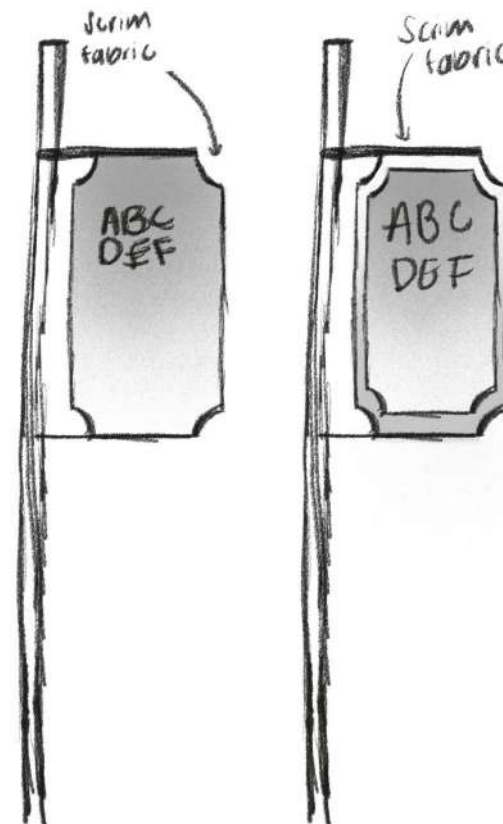
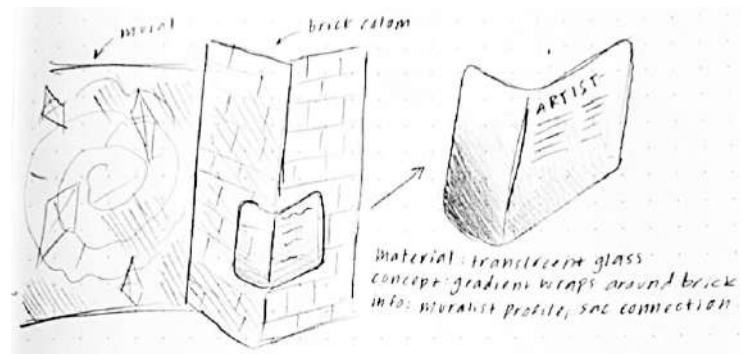
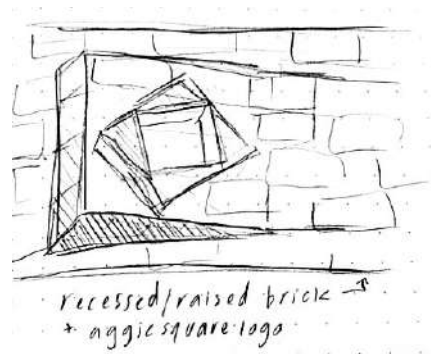
Aggie Square invites new entrepreneurs, including local community members, to rent out office space.

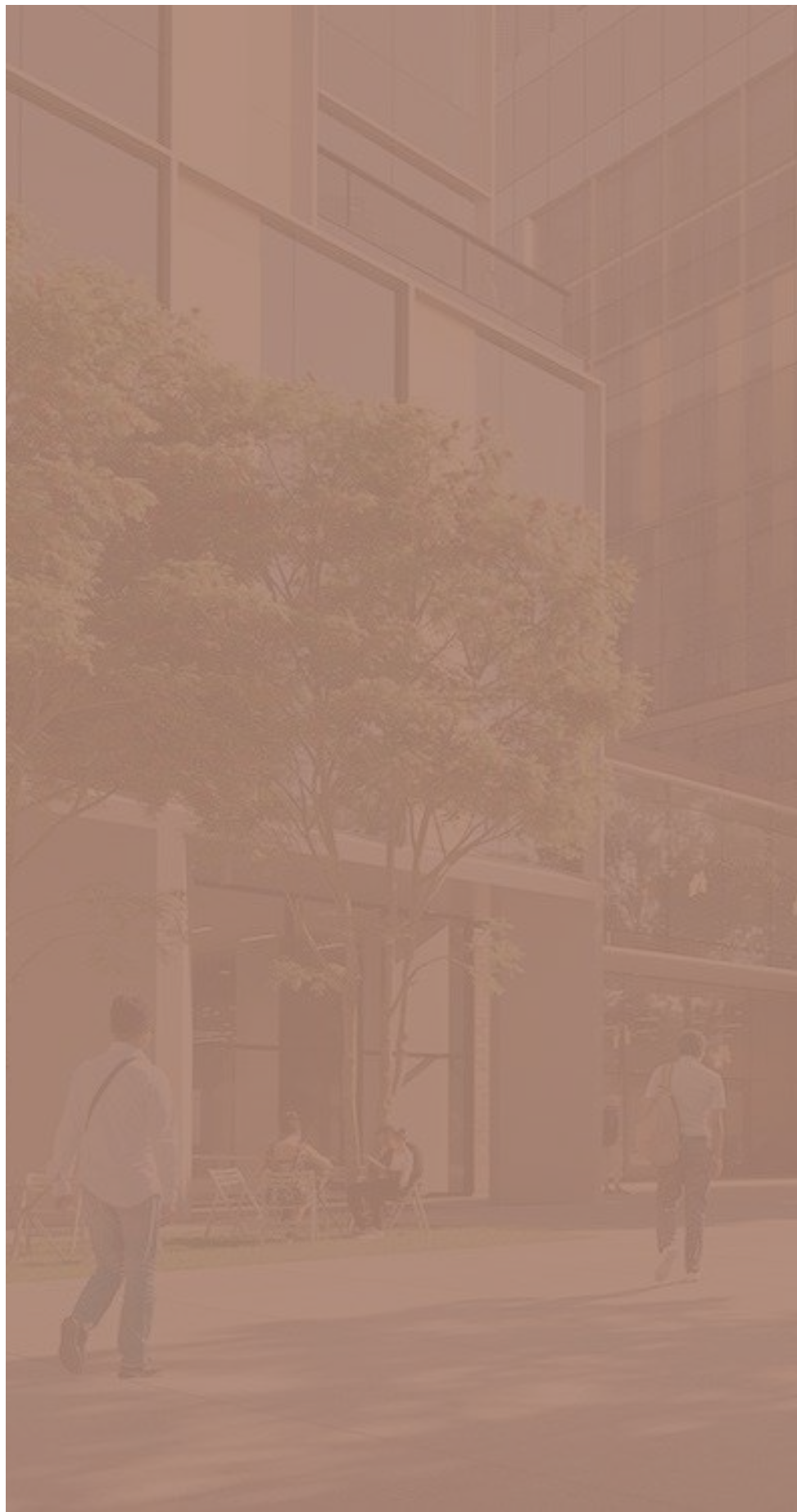
Goals: Create areas between office spaces and research labs where tenants can collaborate and form new partnerships. Unconventional and welcoming signage will help to nurture a creative workspace.



# Visual Language

Early independent sketches and rough concepts



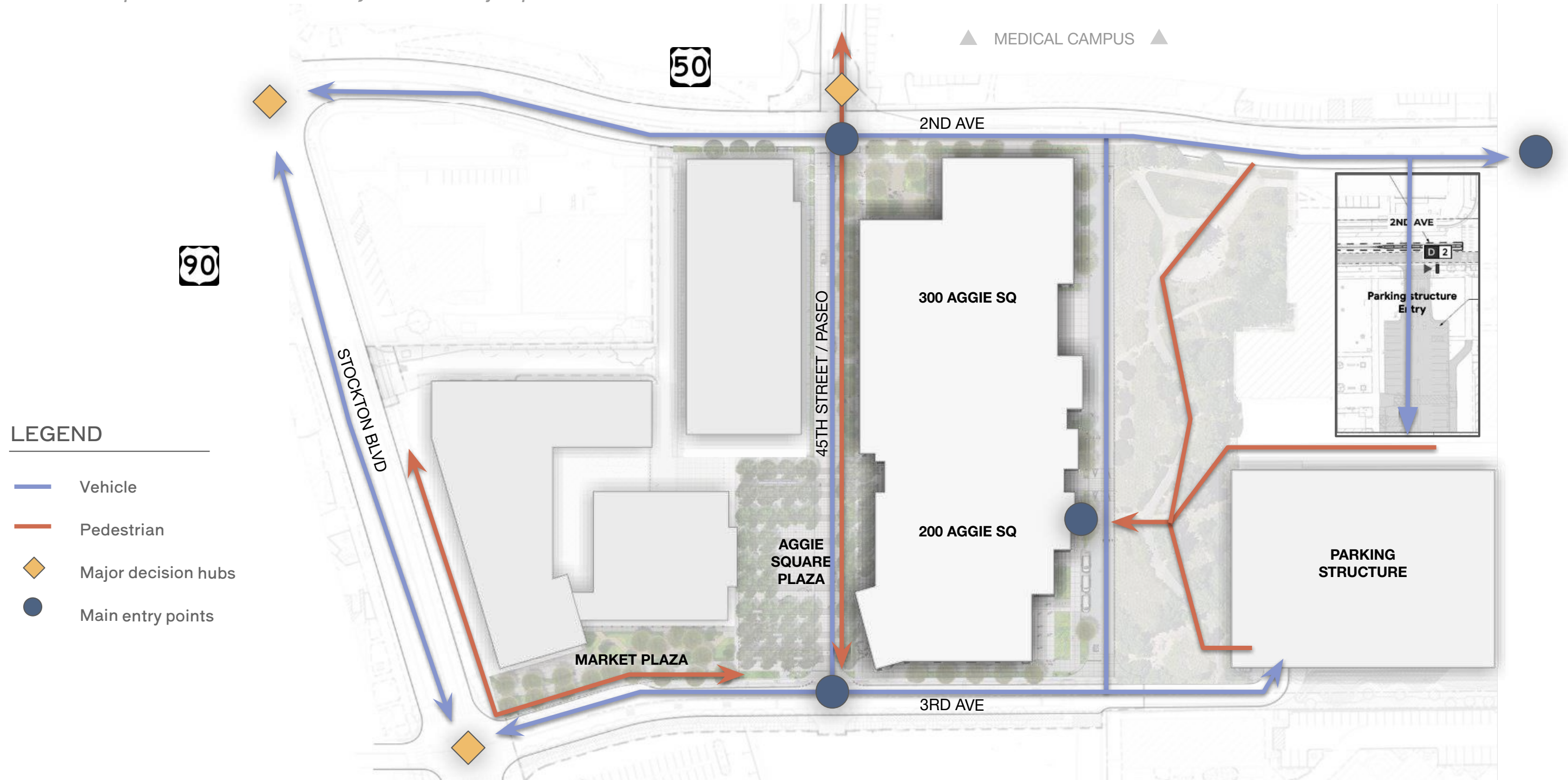


PHASE 02

# Site Analysis & Sign Typology

# Site Flow Analysis

Vehicular and pedestrian traffic analysis and major points of interest



# Sign Location Plan

Site map and sign locations

## LEGEND

- Interpretive
- ★ Celebratory
- ◆ Honorary
- ⊕ Directional
- Orientational
- ◇ Identification



# Design Palettes

A preliminary graphic palette for the project typography, images, pictograms, arrows, & color

## Typography

Welcoming, yet legible

Avoid super clean cut "google" type approach

Serif font for title text, Sans Serif for subtext

### Averia Serif Libre

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Shippori Antique

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

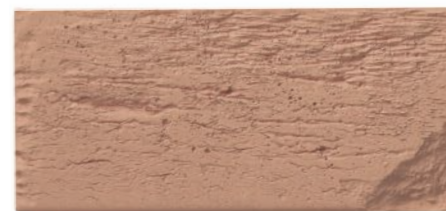
## Color Palette



Earthier tones, more grounded feel

Welcoming and tie into the unique materiality

## Materials



Custom local brick



White oak millwork wood



Painted aluminum

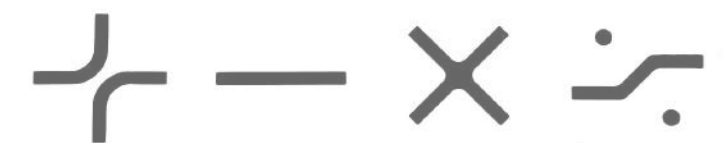
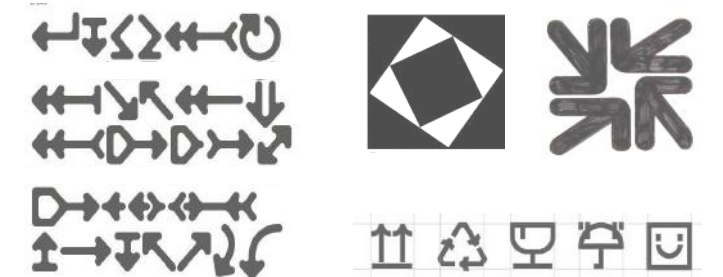


EcoVantage Fabric (eco friendly banner material)

## Graphics

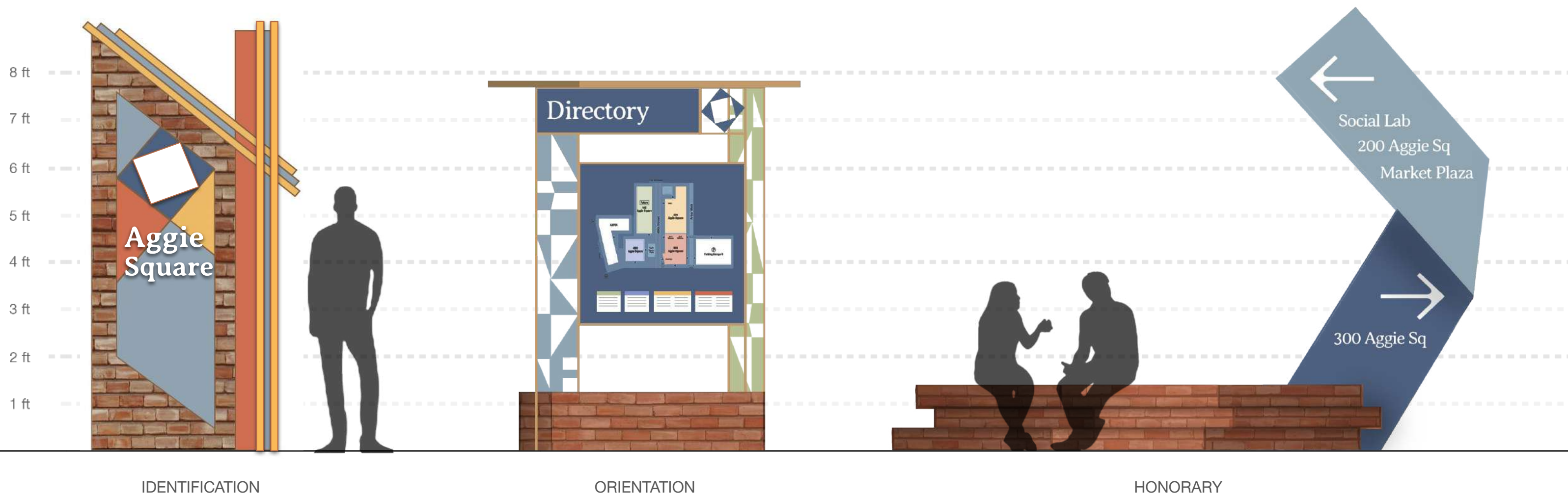
Sacramento/ identifying imagery

Pictograms with more playful/soft forms with more personality - less rigid/corporate



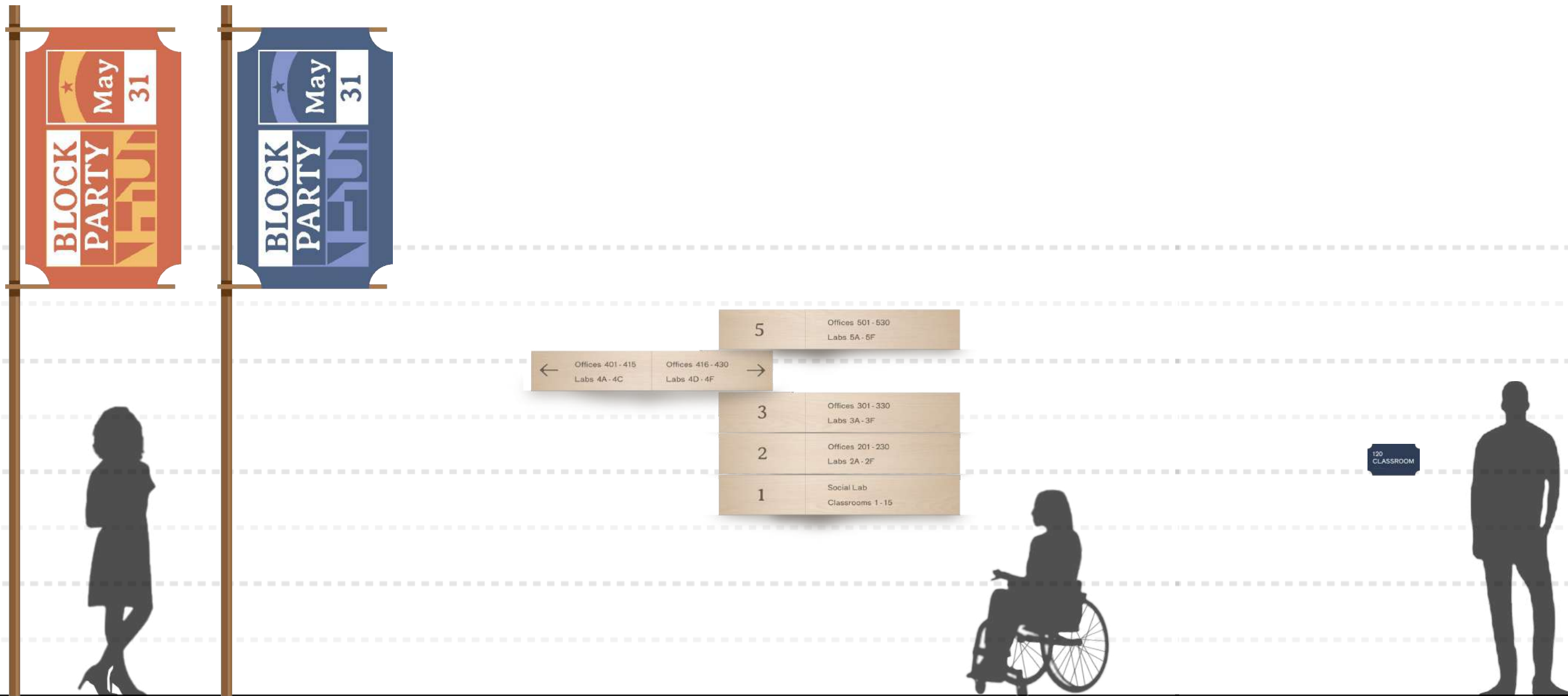
# Vocabulary of Sign Types / Part 1

Sign vocabulary as elevation



# Vocabulary of Sign Types / Part 2

Sign vocabulary as elevation



CELEBRATORY

DIRECTIONAL

REGULATORY

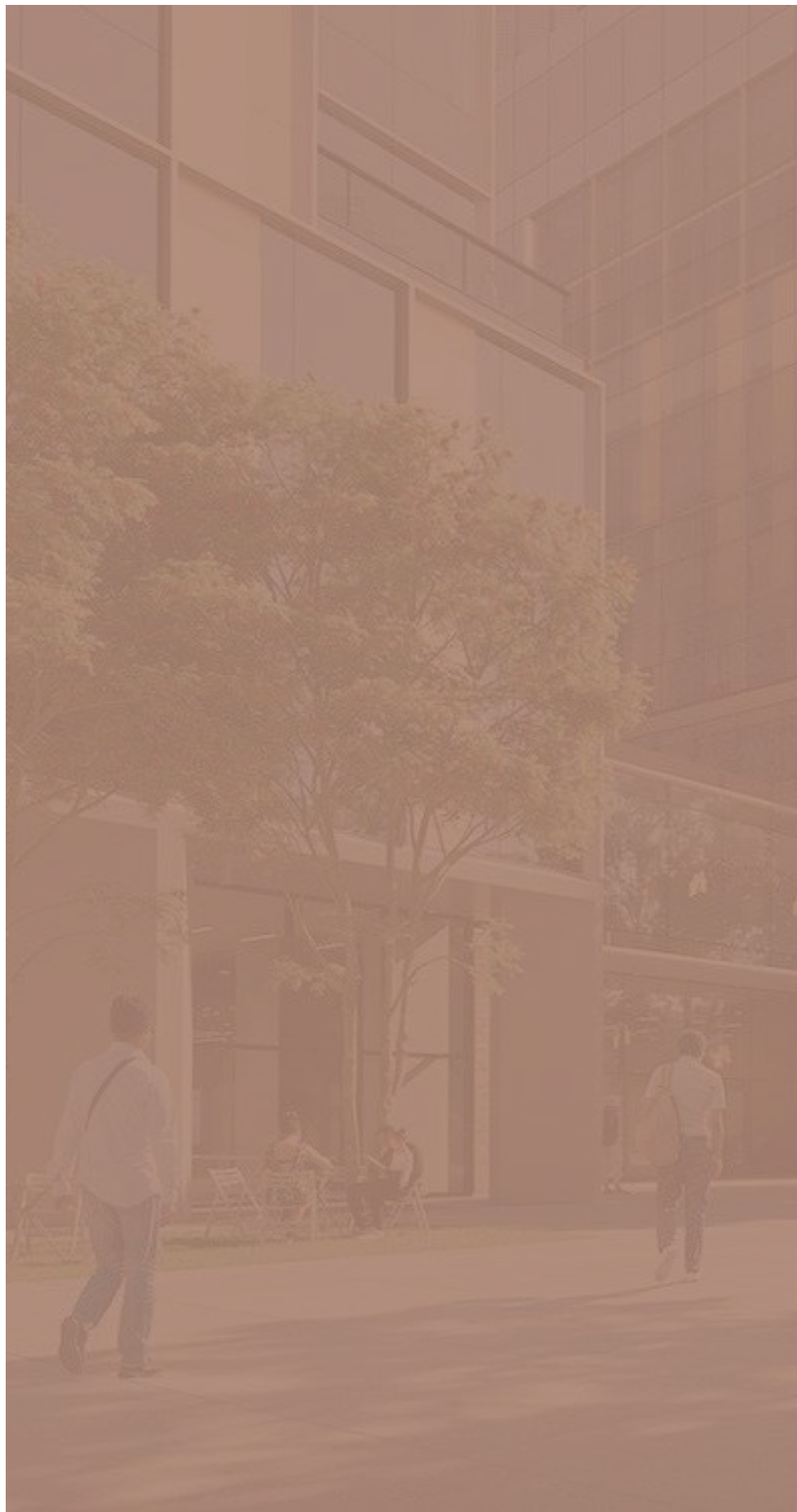
# Vocabulary of Sign Types / Part 3

*Sign vocabulary as elevation*



INTERPRETIVE





PHASE 03

# Design Detailing & Sign Visualization

# Sign Specifications / Honorary

Detailed sign dimensions and materials

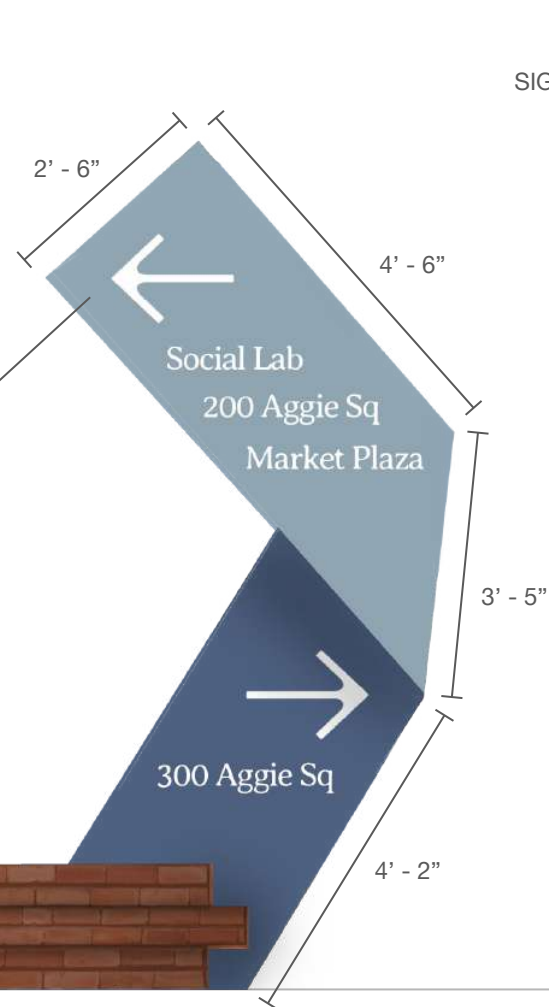


STAMPED HONORARY BRICKS  
Brick dimension:  
4" D x 2 1/2" H x 8" W



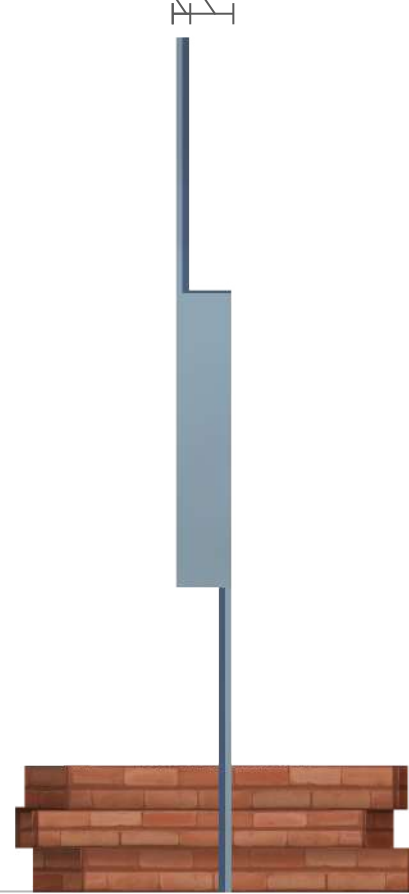
18"

VINYL  
LETTERING &  
GRAPHICS

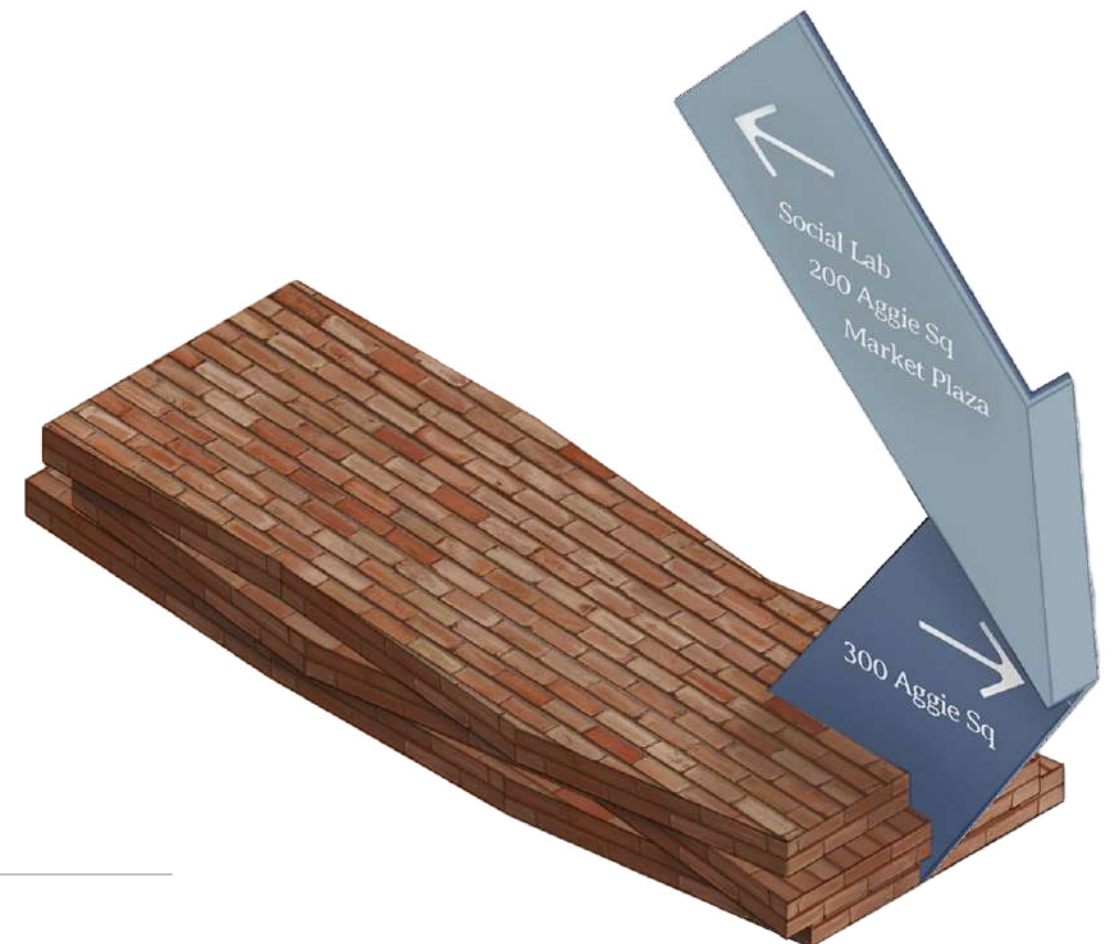


FRONT VIEW

SIGN DEPTH: 7"  
SIGN THICKNESS: 1/2"



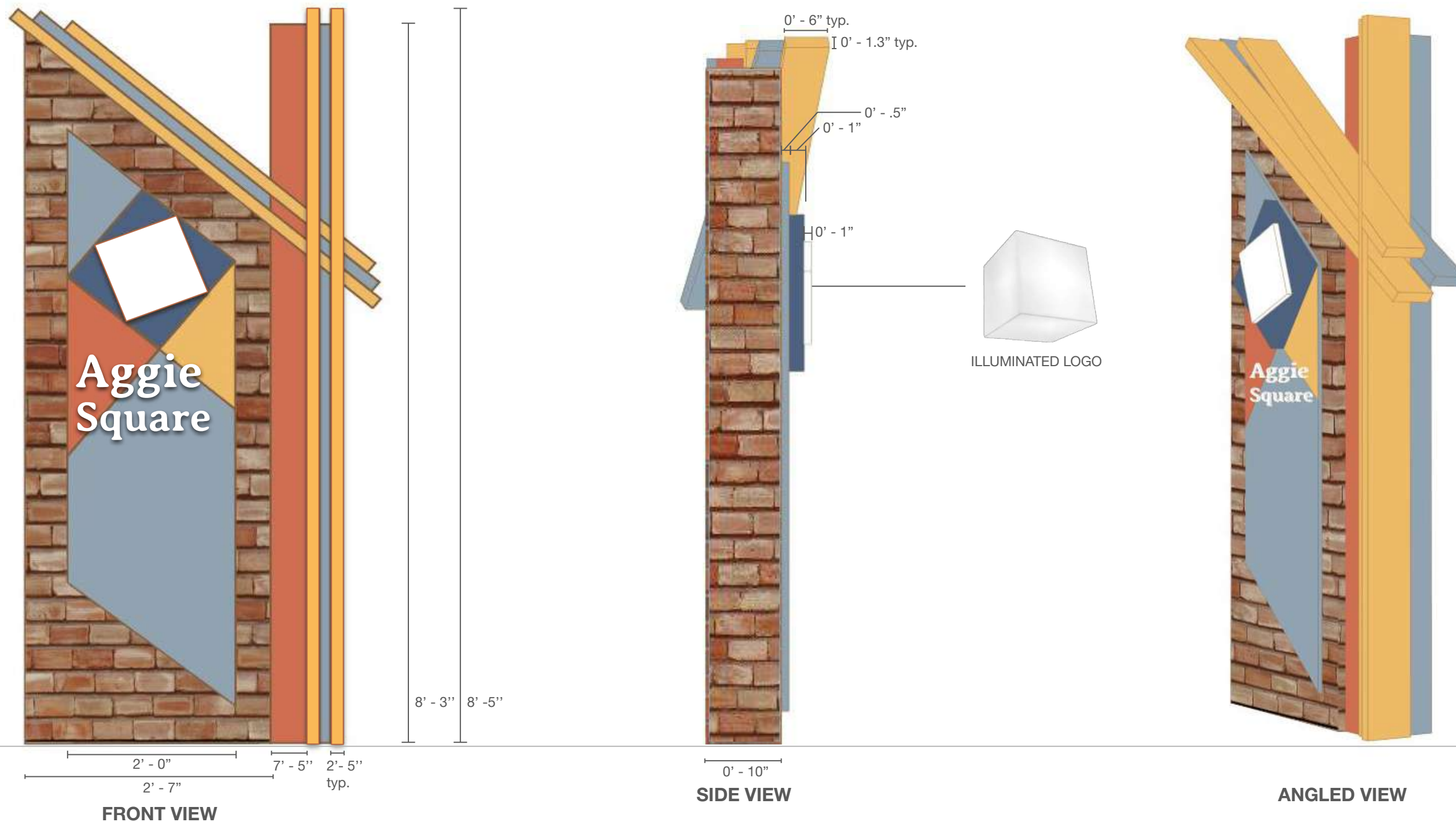
SIDE VIEW



AXON VIEW

# Sign Specifications / Identification

Detailed sign dimensions and materials



# In-Situ Renders / Part 1

*Renders of how the sign system will be implemented and integrated into the site*



# In-Situ Renders / Part 2

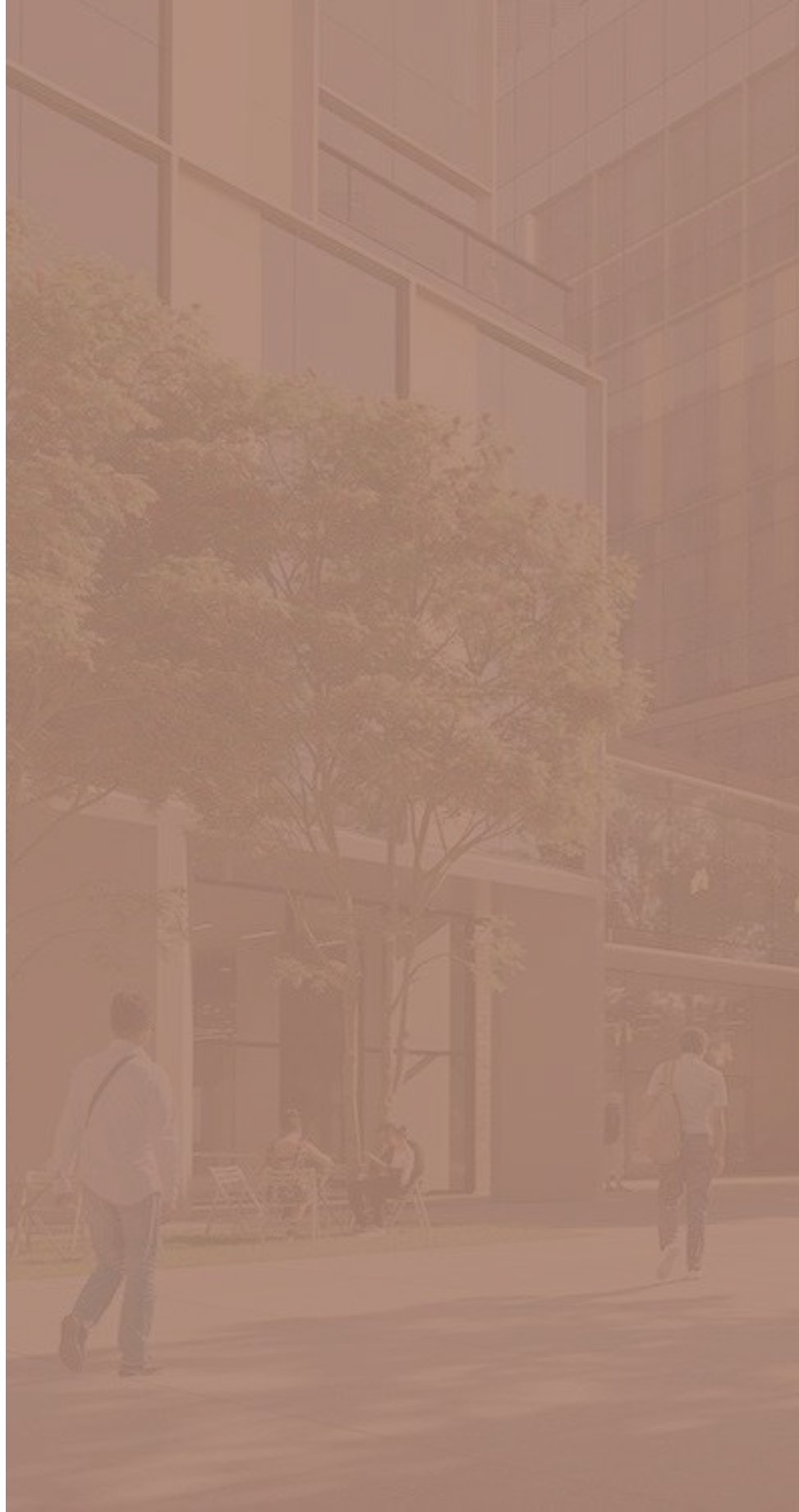
*Renders of how the sign system will be implemented and integrated into the site*



# In-Situ Renders / Part 3

*Renders of how the sign system will be implemented and integrated into the site*





# Team Introduction

# Design Team

*A little about us*



Jessica Rangel-Cruz  
4th Year  
Sustainable Environmental Design

I like learning about wayfinding as I have been interested in how elements in our environment that often go unnoticed play a large role in shaping behavior. It is interesting to note the ways in which design can influence movement and decision making.



Stella Barretto  
3rd Year  
Design and Cognitive Science

I enjoy thinking about design dimensionally and found it exciting to think about wayfinding in terms of materials, form, and scale! This course has helped me place more emphasis on people and the surrounding environment to inform design decisions.



Zoe Romine  
4th Year  
Design with Museum Studies minor

Having focused in architecture for nearly all of my undergraduate career, the ability to bring the built environment to life with wayfinding and environmental graphics has been such a wonderful experience. Signage has such a fascinating part to play in the creation and identity of spatial design.