

PROJECT 5
DEVELOPMENT PROCESS



UC DAVIS
DES 186: ENVIRONMENTAL GRAPHIC DESIGN
WINTER QUARTER 2026

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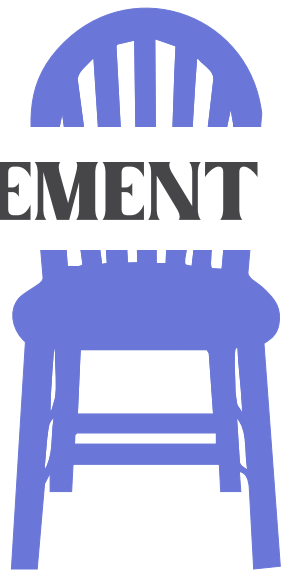
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MISSION STATEMENT

A Seat at Village Homes aims to **engage** residents and visitors of Davis, California neighborhood Village Homes through an **interactive sign system**.

The proposed **signage doubles as seating**, providing information to visitors, interaction for residents, and a chance for both groups to **reflect on their experience**.



DESIGN RESEARCH

Phase 1, Design Research and Visual Language, gathers inspiration for the development of a sign system for Village Homes. A lookbook of existing site conditions and inspiration photos were collected to drive the project's visual language. In addition, an audience study was conducted to understand how people would participate in the project's design solution. A preliminary design palette was developed to begin the project's process of ideation.

LOOK BOOK: VILLAGE HOMES

Exisiting Site Conditions

Architectural and landscape elements from the Village Homes site were captured. A range of existing spaces and signage were recorded.

SPACES



Resident Designed Spaces

Walkable Neighborhood Entry Points
+ Bikeable

Paths

SIGNAGE



Landmark Signage

Community Bulletin Boards

Prohibition Signs

LOOK BOOK: VILLAGE HOMES

Inspirational Images: Part 1

Taking models from parks and directional signage, inspiration from nature, and specifically wood, were collected to resemble the existing built environment of Village Homes.



PLACEMENT

Placed in an open area and highly visible, where people can approach and view.

GRAPHICS

The rustic, organic letter-forms help create a natural and whimsical style.

IDENTIFICATION & ORIENTATION SIGNS

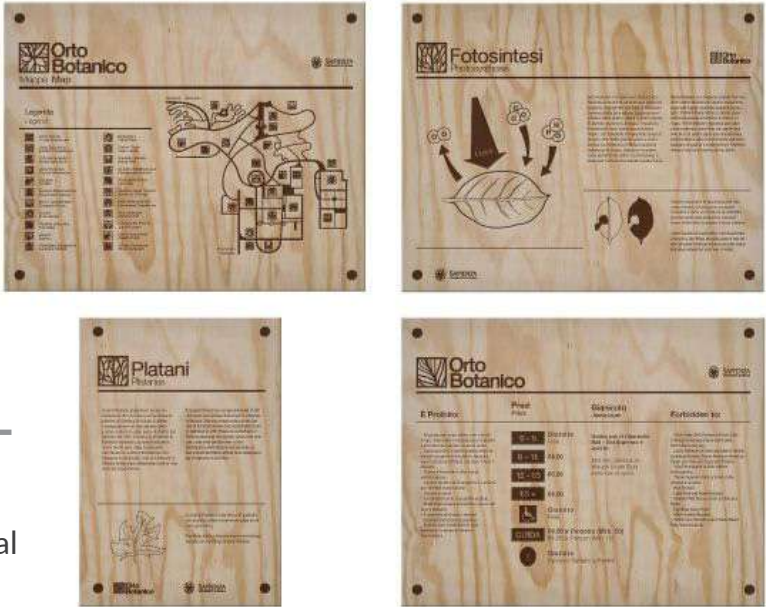


FORM

Repetition of materials creates an interesting shape and generates dynamic lighting.

MATERIAL

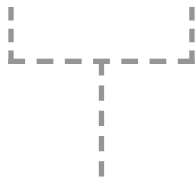
Pine wood and monochromatic color displays a natural sign system feel.



LOOK BOOK: VILLAGE HOMES

Inspirational Images: Part 2

The identification and directional signage inspiration reflect wood models, wood paneling, and by pops of color through paint.



FORM & MATERIAL

Using organically shaped material creates unique form.

Natural material offers a creative method of installation.



IDENTIFICATION & DIRECTIONAL SIGNS

GRAPHICS

Pictograms and arrows following one visual language to enhance wayfinding.



MATERIAL

Vibrant paint represents a lively and friendly community.



MESSAGE

A place is identified and the content of the place is hierarchically explained.

AUDIENCE STUDY: VILLAGE HOMES

Audience Personas

An audience of typical visitors that may be seen exploring Village Homes were studied including their hobbies, reflective activities, age groups, and occupations. The residents of Village Homes were also kept in mind, but were not included in the audience study as they were assessed to be accustomed with the Village Homes environment already.



“The Observer”

NINA COLEMAN

AGE: 20 years old
OCCUPATION: UC Davis Undergraduate
WHY ON SITE: Nina often goes on nature walks to de-stress from school and enjoys observing the scenery around her.



“The Friend”

BRANDON SMITH

AGE: 32 years old
OCCUPATION: Local Coffee Shop Barista
WHY ON SITE: Brandon has a friend who lives in Village Homes and is trying to navigate the area.



“The Explorer”

AARON GREER

AGE: 17 years old
OCCUPATION: Davis High School Student
WHY ON SITE: Aaron walks his dog around local neighborhoods to care for his dog and get exercise.



“The Family”

DORIS MCDOWELL

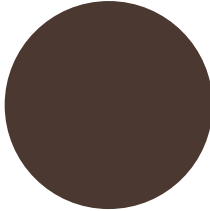
AGE: 62 years old
OCCUPATION: Retired, Grandma
WHY ON SITE: Doris often visits to spend time with her daughter and grandkids who live at Village Homes.

VISUAL LANGUAGE: VILLAGE HOMES

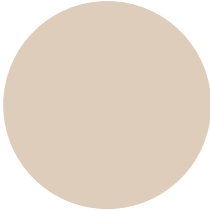
Preliminary Design Identity

The following design identity was a preliminary exploration of a design palette based on the design research, which was altered in later stages of the process. “Mintage” typeface was chosen as a playful header and “Lato” typeface for it’s legibility. Simple, engaging pictograms were inspired by the research. Color palette shades were considered based on the research and consideration for wood incorporated signage.

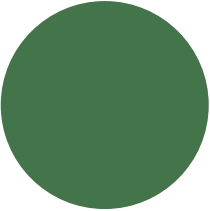
COLOR PALETTE



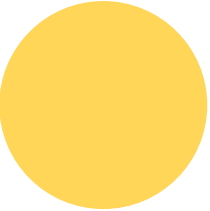
#4b3830
RGB: 75, 56, 48
CMYK: 54, 65, 69, 54



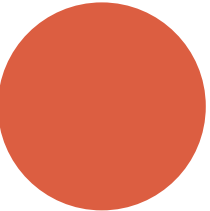
#decdba
RGB: 222, 205, 186
CMYK: 12, 17, 25, 0



#44744a
RGB: 68, 116, 74
CMYK: 75, 33, 82, 20



#ffd658
RGB: 255, 214, 88
CMYK: 0, 15, 77, 0



#dc5e41
RGB: 220, 94, 65
CMYK: 9, 77, 81, 1

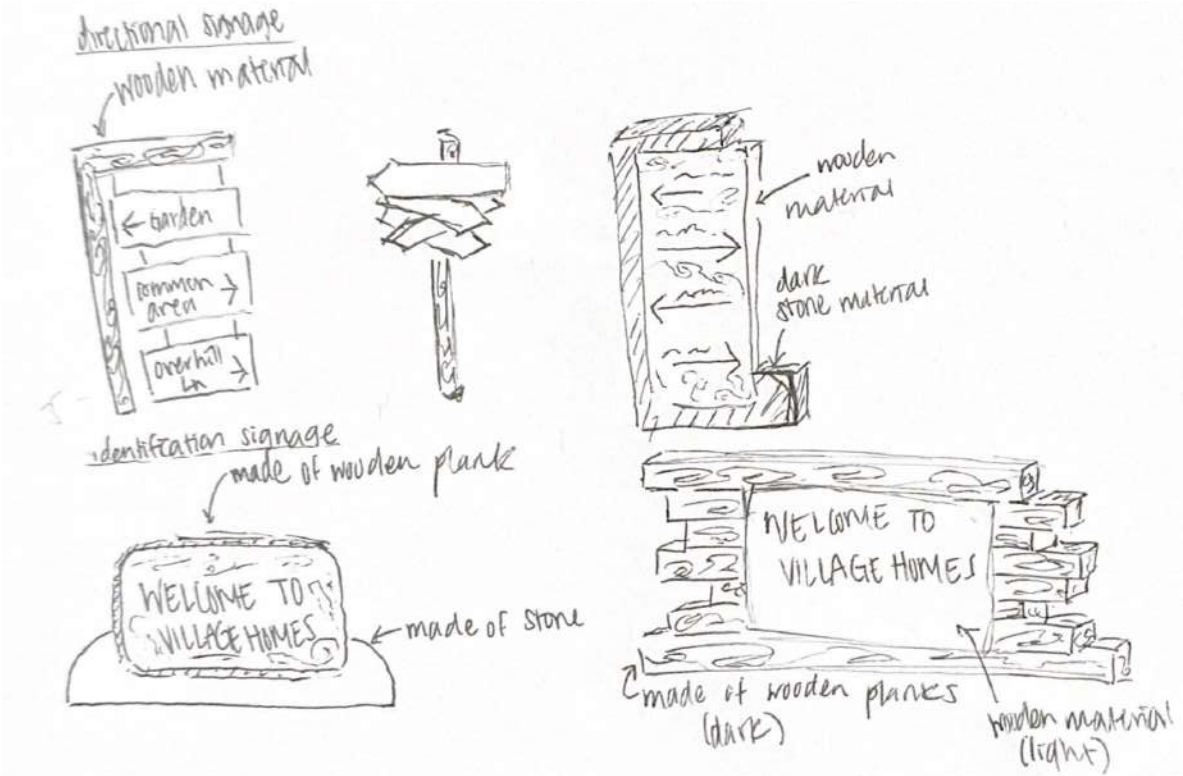
TYPOGRAPHY

HEADINGS

Mintage

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

PRELIMINARY SKETCHES

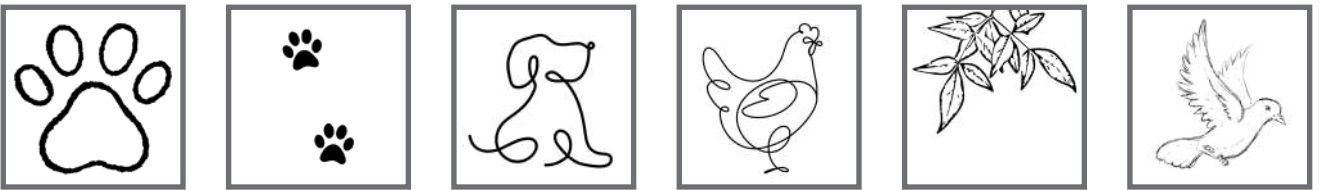


SUBHEADINGS & BODY

Lato

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

PICTOGRAMS





DESIGN DEVELOPMENT

Phase 2, Design Development: Sign Typology, explores the development of wayfinding and the sign system for Village Homes. Seven sign types including Identification/Information, Orientation, Directional, Regulatory/Etiquette, Recognition/Honorary, Celebratory/Promotional, and Interpretive/Content were designed to follow the project's voice, messaging, and design palette.

VOICE AND MESSAGING

A Seat at Village Homes' design typography can be summarized by the tone of the following descriptors: (1) **Interactive**: allowing both visitors and residents to interact with the signs, (2) **Engaging**: empowering viewers to participate in the function of the signs, (3) **Community**: creating a balance between audiences of visitors and residents, (4) **Reflection**: allowing viewers a place to sit and reflect, and (5) **Environment**: adding signs to enhance the space rather than take away from the space.

Interactive



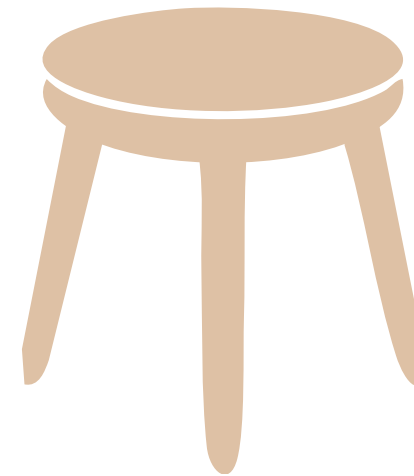
Engaging



Community



Reflection



Environment



A Seat at Village Homes aims to provide **cohesive engagement** for both residents and visitors of Village Homes through an interactive sign system. The proposed **signage doubles as seating**, allowing visitors to learn about Village Homes, as well as providing residents well-versed with Village Homes a chance to interact with them. Through this system, both groups are able to reflect during their experience.

CIRCULATION MAP

The map displays a circulation analysis of the site through pedestrians and bikers.



SIGN LOCATION MAP

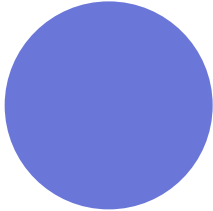
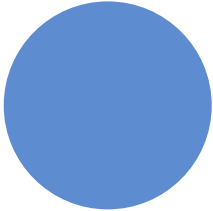
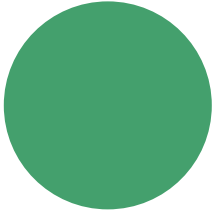
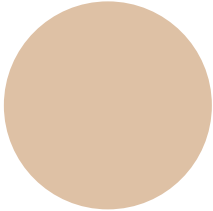
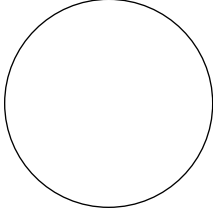
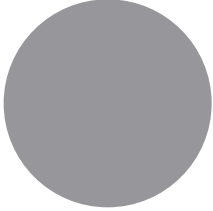
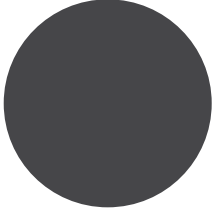
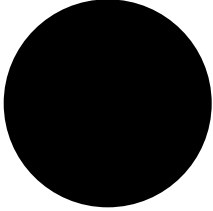
The map displays the locations each sign and sign type would be located throughout Village Homes.



DESIGN PALETTES: DESIGN IDENTITY

The design palette displays the sign system’s color palette, typography, and pictogram use. The color palette consists of cool and neutral colors to bring contrast to the warm colors seen throughout Village Homes. The typography consists of “Mintage” for its welcoming, engaging display and “Lato” for its friendly legibility. The pictograms were designed inspired by the items grown at Village Homes.

COLOR PALETTE

			
#6a77d8 RGB: 106, 119, 216 CMYK: 64, 56, 0, 0	#5d8cd1 RGB: 93, 140, 209 CMYK: 64, 39, 0, 0	#44a06d RGB: 68, 160, 109 CMYK: 75, 15, 74, 1	#dec1a5 RGB: 222, 193, 165 CMYK: 13, 23, 35, 0
			
#ffffff RGB: 255, 255, 255 CMYK: 0, 0, 0, 0	#97979b RGB: 151, 151, 155 CMYK: 44, 36, 33, 1	#464649 RGB: 70, 70, 73 CMYK: 67, 61, 56, 41	#000000 RGB: 0, 0, 0 CMYK: 0, 0, 0, 100

TYPOGRAPHY

HEADINGS

Mintage

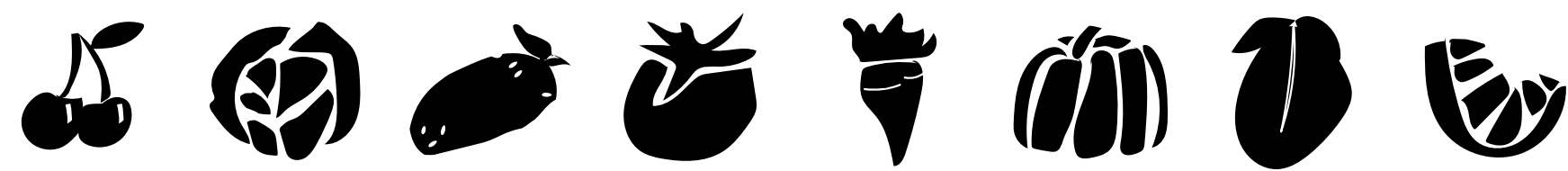
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

SUBHEADINGS & BODY

Lato

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

PICTOGRAMS



DESIGN PALETTES: MATERIAL IDENTITY

The material palette displays a collection of the materials utilized throughout the sign system. Each material’s impact to the environment, outdoor lifespan, and cohesiveness with Village Home’s existing atmosphere were considered.

MATERIAL PALETTE



ACCOYA (ACETYLATED) WOOD

Characteristics:

- 50+ year lifespan
- Sustainably sourced timber modified using acetic anhydride process
- Rot resistant and durable



CONCRETE

Characteristics:

- 50-100+ year lifespan outdoors
- High strength and durability
- Withstands weather
- Resistant to scratching



GALVANIZED STEEL

Characteristics:

- 30-70 year lifespan outdoors
- Low maintenance material
- Very weather and corrosion resistant
- Cost-effective



TEAK WOOD (GRADE A)

Characteristics:

- 30-70+ year lifespan outdoors (depending on maintenance)
- High natural oil and rubber content
- Resists rot, pests, and weathering



STONE (GRANITE)

Characteristics:

- 30-50+ year lifespan outdoors
- Highly durable stone and weather resistant
- Mold, mildew dirt buildup resistant
- Minor fading overtime



ZERO-VOC ECO EXTERIOR PAINT

Characteristics:

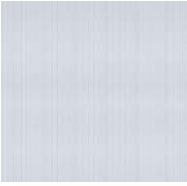
- 7-10 year lifespan outdoors
- Water-based and non-toxic
- Designed for exterior surfaces such as wood, siding, or masonry
- UV and mildew resistant



EXISTING WOOD

Characteristics:

- Found on-site throughout Village Homes



UV-STABILIZED POLYCARBONATE

Characteristics:

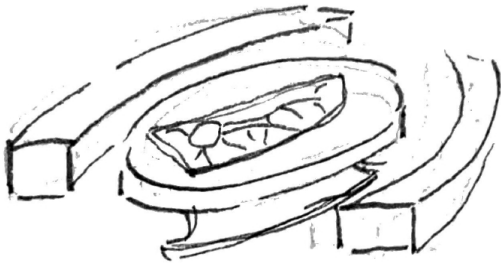
- 10-25 year lifespan outdoors
- Often used for greenhouses
- Weather resistant and can be in direct sunlight
- Resistant to shattering

SIGN SYSTEM SKETCHES

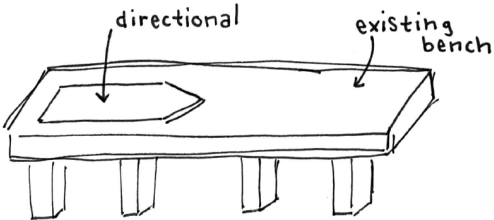
The sketches show the initial designs for each sign type in the system. Alterations were made in the Vocabulary of Signs to include the concept of signage which doubles as seating.



IDENTIFICATION/INFORMATION SIGN



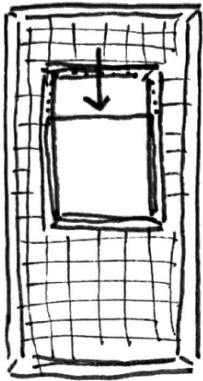
ORIENTATION SIGN



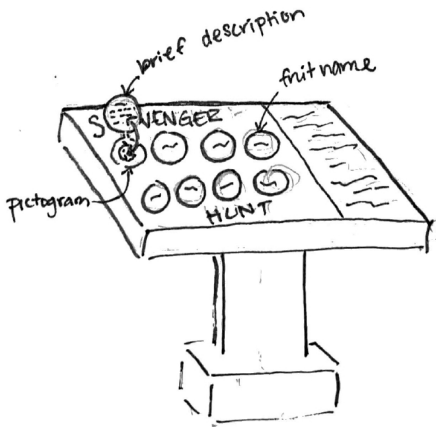
DIRECTIONAL SIGN



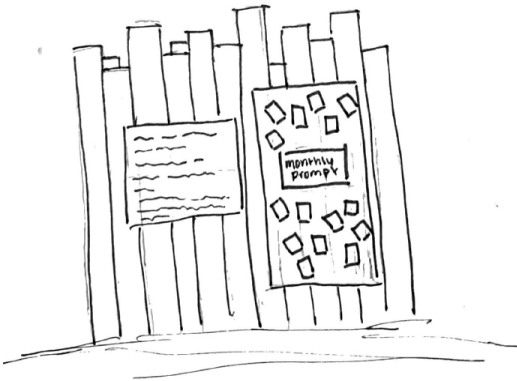
ETIQUETTE/REGULATORY SIGN



HONORARY/RECOGNITION SIGN



INTERPRETIVE/CONTENT SIGN



CELEBRATORY/PROMOTIONAL SIGN

VOCABULARY OF SIGNS: 2D RENDERS

10 ft A Seat at Village Homes' sign system in 2-dimensional renders, showing scale on a single elevation.

9 ft

8 ft

7 ft

6 ft

5 ft

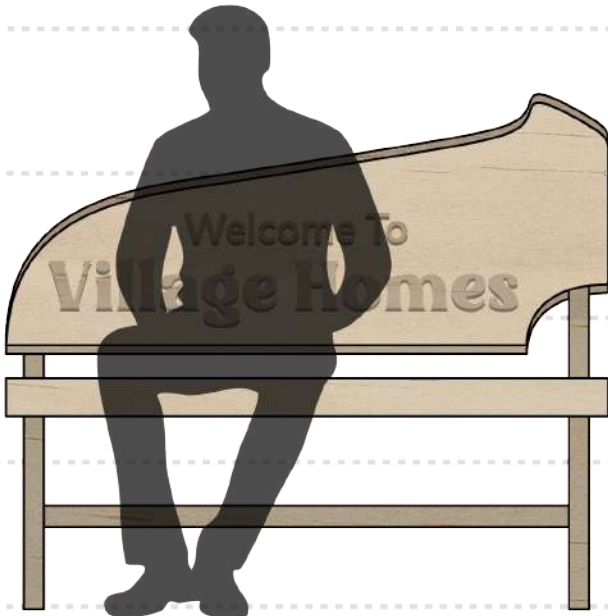
4 ft

3 ft

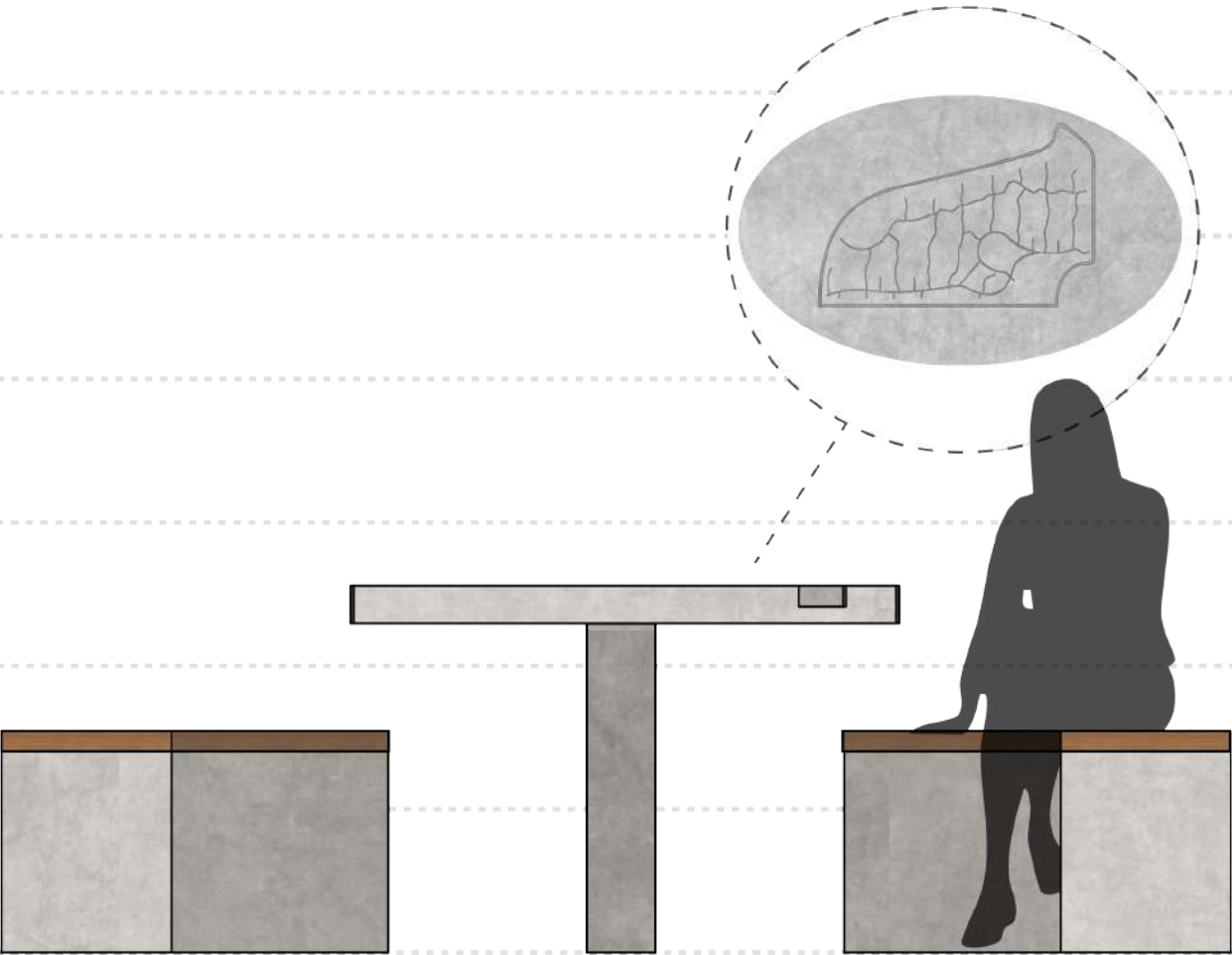
2 ft

1 ft

0 ft



IDENTIFICATION/INFORMATION SIGN



ORIENTATION SIGN

VOCABULARY OF SIGNS: 2D RENDERS

10 ft A Seat at Village Homes' sign system in 2-dimensional renders, showing scale on a single elevation.

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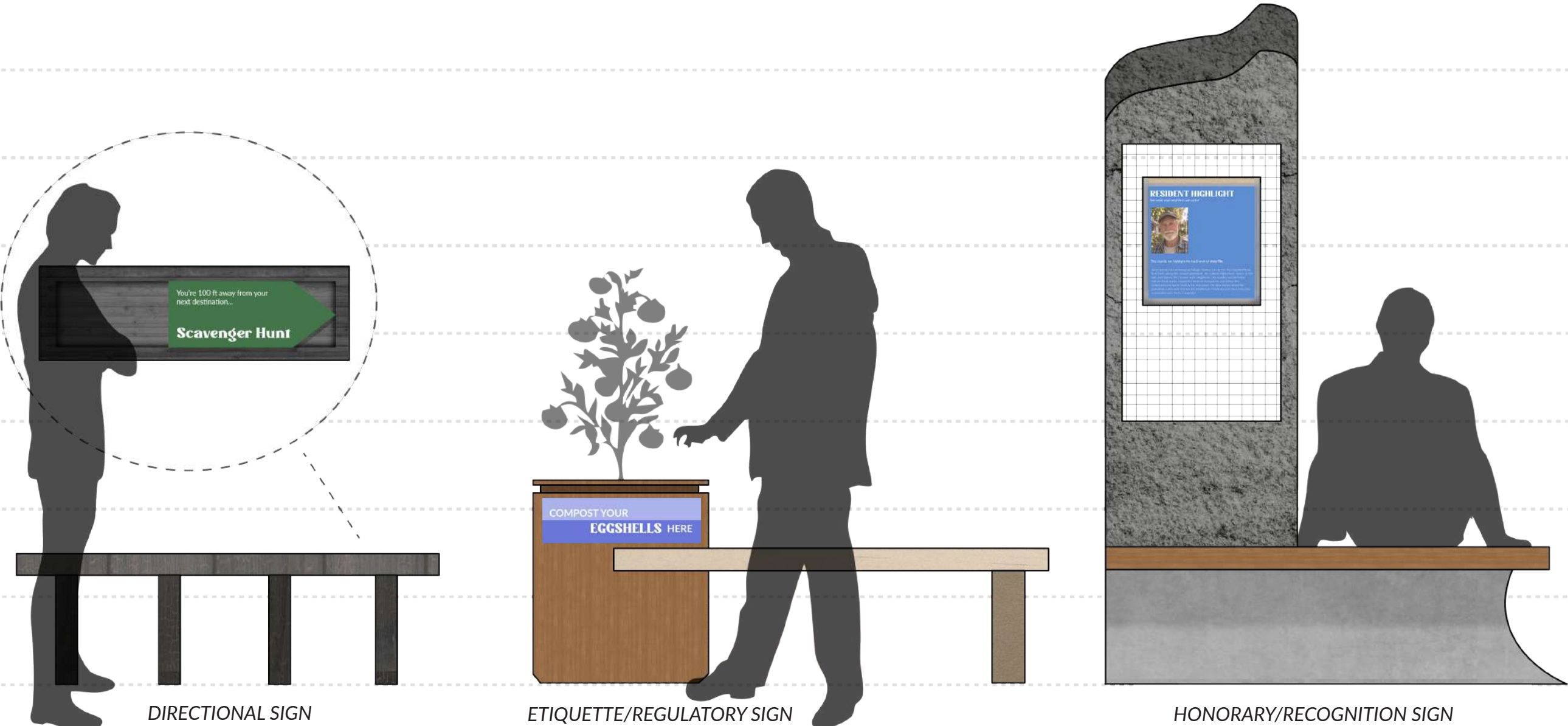
4 ft

3 ft

2 ft

1 ft

0 ft



DIRECTIONAL SIGN

ETIQUETTE/REGULATORY SIGN

HONORARY/RECOGNITION SIGN

VOCABULARY OF SIGNS: 2D RENDERS

10 ft A Seat at Village Homes' sign system in 2-dimensional renders, showing scale on a single elevation.

9 ft

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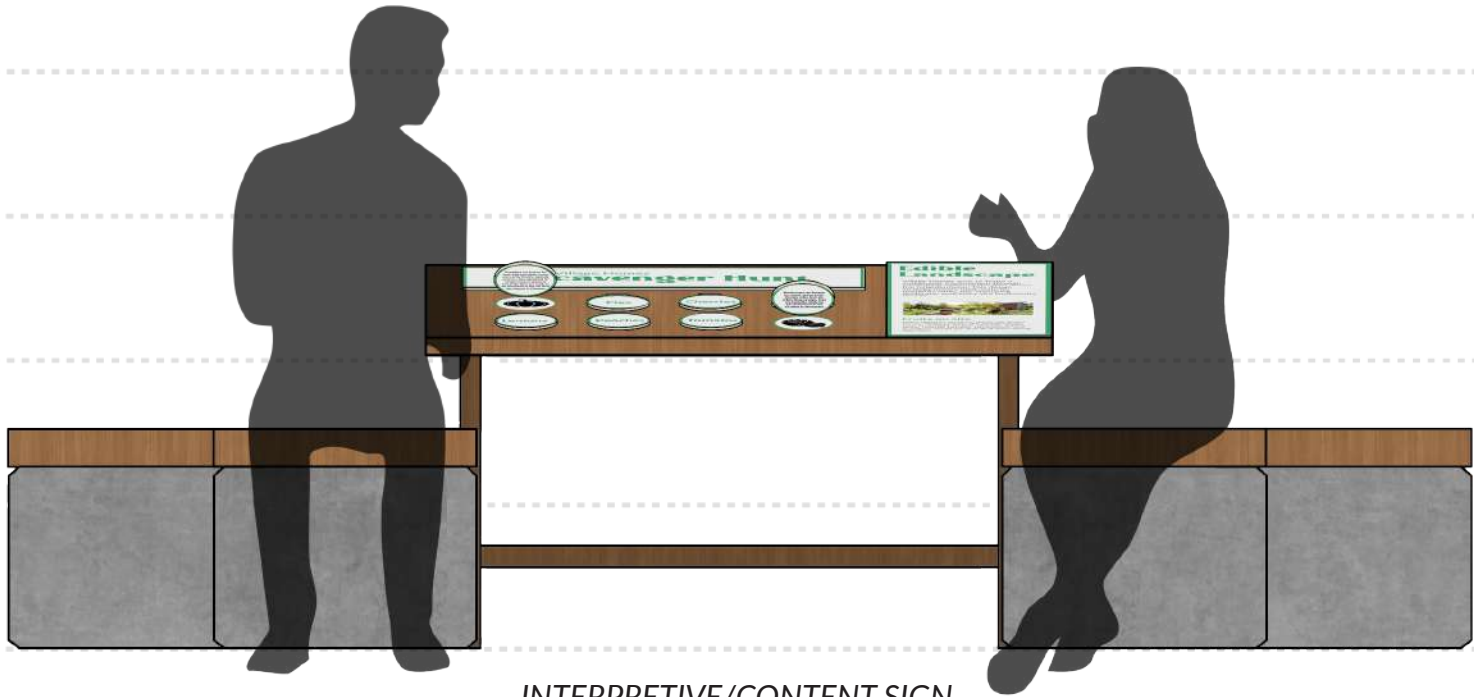
4 ft

3 ft

2 ft

1 ft

0 ft



INTERPRETIVE/CONTENT SIGN



CELEBRATORY/PROMOTIONAL SIGN



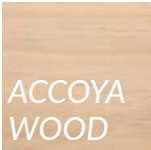
DESIGN DETAILING

Phase 3, Design Detailing: Sign Visualization and Final Process Documentation, produces detailed specifications that will enable someone to build the sign types and visualize how they will look in the environment of Village Homes. Two sign types are rendered in detail with dimensions and materials to explore the visualization of multiple views. The sign system was rendered in-situ to provide proportional scale for surroundings and people.

MATERIAL DETAILS

Each piece in the sign system was detailed with materials, dimensions, and material costs to assess an accurate understanding of how materials would be utilized in each sign.

1 IDENTIFICATION SIGN



Entire Piece:
Height: 3'4^{1/4}" or 40.25 in.
Width: 4'0 or 48 in.
Depth: 1'1^{3/4}" or 13.75 in.

Signage Piece:
Back rest: 3'5^{1/2}" x 1'8 or 830 in.

APPROXIMATE COST: \$107-\$200
for a block this size

2 ORIENTATION SIGN



Entire Piece:
Height: 2'5^{1/4}" or 29.25 in.
Width: 7'9^{3/4}" or 93.75 in.
Depth: 3'9^{1/2}" or 45.5 in.

APPROXIMATE COST: \$450-\$820
with shipping

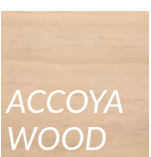
3 DIRECTIONAL SIGN



Signage Piece:
Height: 1^{1/2}" or 1.5 in.
Width: 2'6" or 30 in.
Depth: 1' or 12 in.

APPROXIMATE COST:
Accoya Wood: \$30-\$50 per panel
Paint: \$40-\$55 per 1 gallon can

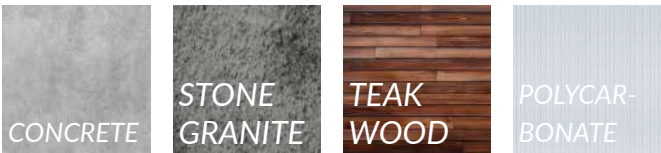
4 ETIQUETTE SIGN



Entire Piece:
Plantbox dimension: 1' x 2' or 12 in. x 24 in.
Sign dimension: 6^{1/4}" x 1'-8" or 6.25 in. x 20 in.
Bench dimension - 1'6" x 4'11^{1/2}" or 18 in. x 58.5 in.

APPROXIMATE COST: \$230 - \$305 with shipping

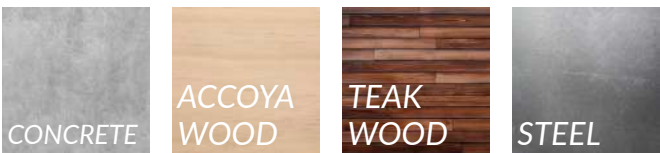
5 HONORARY SIGN



Entire Piece:
Height: 7'0^{1/4}" x 1'11^{3/4}" or 84.25 in. x 23.75 in.
Sign dimension: 1'2^{1/2}" x 1'4" or 14.5 in. x 16 in.
Seat dimension depth: 1'-8" x 4'-10" or 20 in. x 58 in.

APPROXIMATE COST:
Concrete: \$250-\$400 with shipping
Stone: \$280-\$400 with shipping
Teak Wood: \$250-\$300 with shipping

6 INTERPRETIVE SIGN



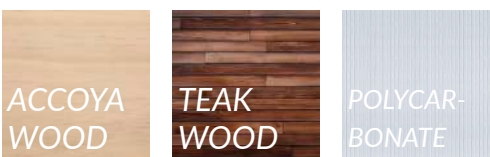
Entire Piece:
Height: 2'8" or 32 in.
Depth: 2'2^{1/4}" or 26.25 in.
Width: 4'2^{1/2}" or 50.5 in.

Signage Piece:
Title area: 6^{3/4}" x 2'-8" or 6.75 in. x 32 in.
Description area: 1'1^{1/4}" x 2'2^{1/4}" or 13.25 in. x 26.25 in.
Circular Flap: diameter of 5 in.

Stools:
Seat panel diameter: 2'5^{3/4}" or 29.75 in.
Seat panel height: 1^{1/2}" or 1.5 in.
Base height: 2'5^{3/4}" or 29.75 in.
Base diameter: 2'5^{3/4}" or 29.75 in.

APPROXIMATE COST:
Teak wood: \$150 with shipping
Accoya wood: \$230-\$300 with shipping
Concrete: \$400-\$600 with shipping

7 CELEBRATORY SIGN



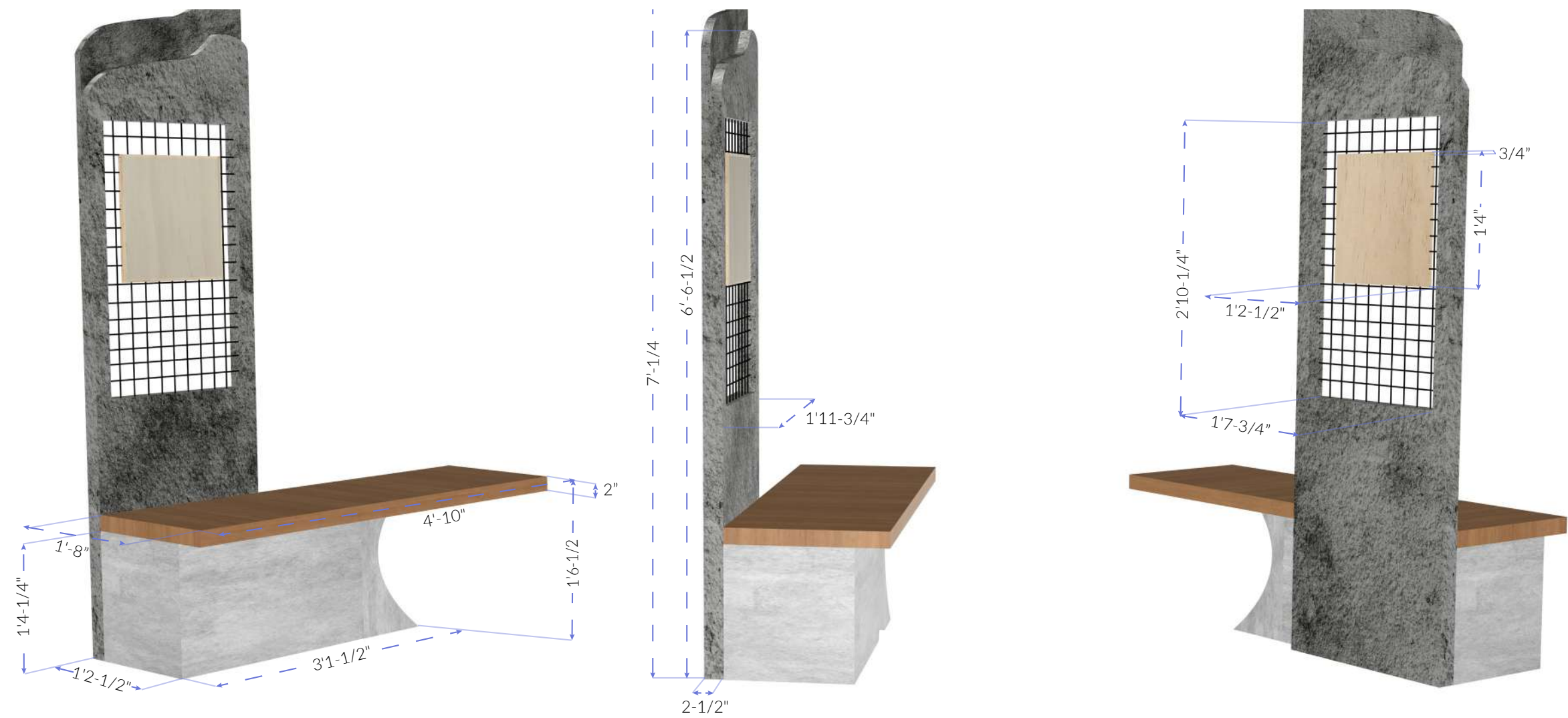
Seat Piece:
Height: 3'4^{1/4}" or 40.25 in.
Width: 8'3^{1/2}" or 99.5 in.
Depth: 3'3^{3/4}" or 39.75 in.

Bulletin Board:
Height: 7'10" or 94 in.
Width: 5'3^{1/4}" or 63.25 in.
Depth: 7"

APPROXIMATE COST: \$800-\$1200

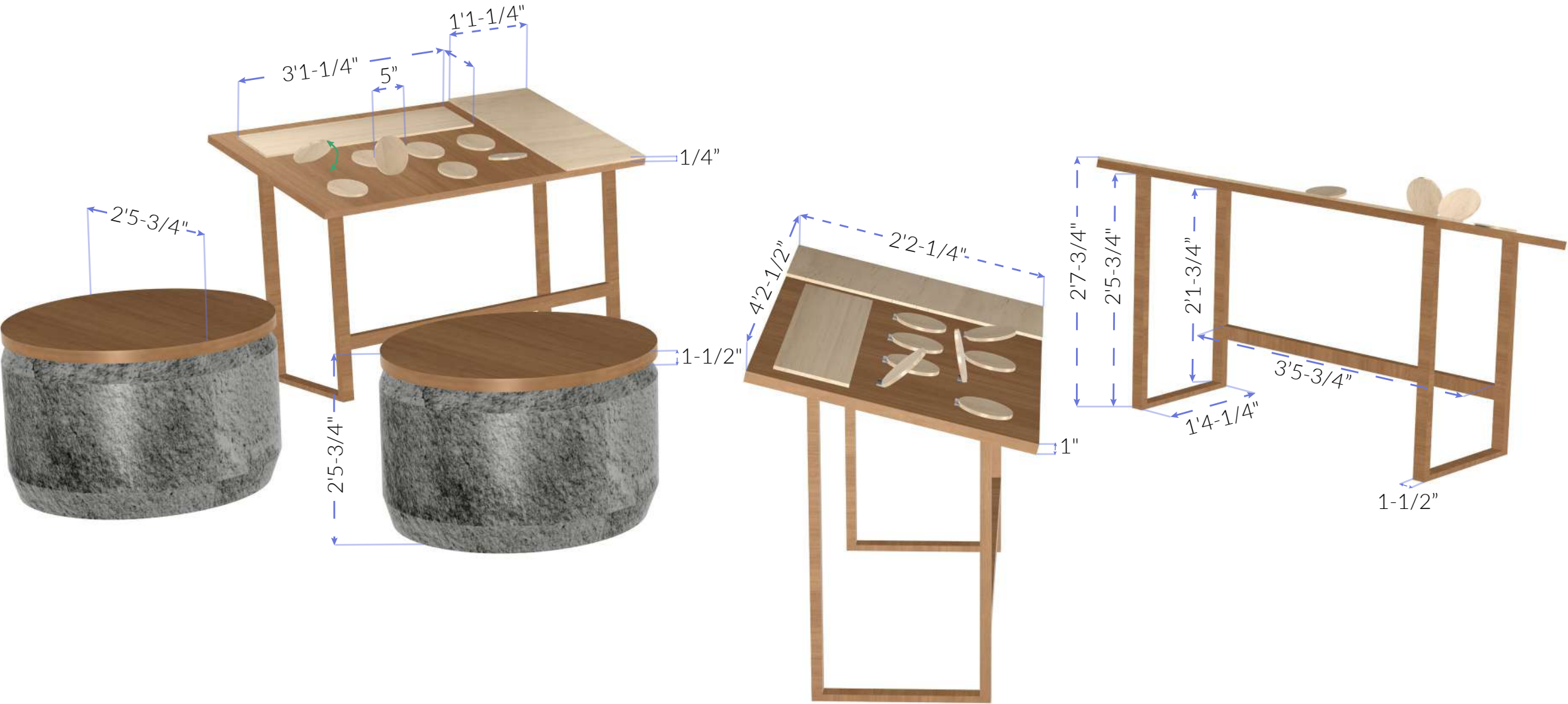
DETAILED RENDER: HONORARY/RECOGNITION SIGN

The Recognition Sign aims to acknowledge a specific resident of Village Homes each month in order to spotlight residents' achievements and special contributions to the community.



DETAILED RENDER: INTERPRETIVE/CONTENT SIGN

The Interpretive Sign aims to bring environmental engagement to both residents and visitors of Village Homes, allowing viewers to create ties between the sign system and their surroundings.



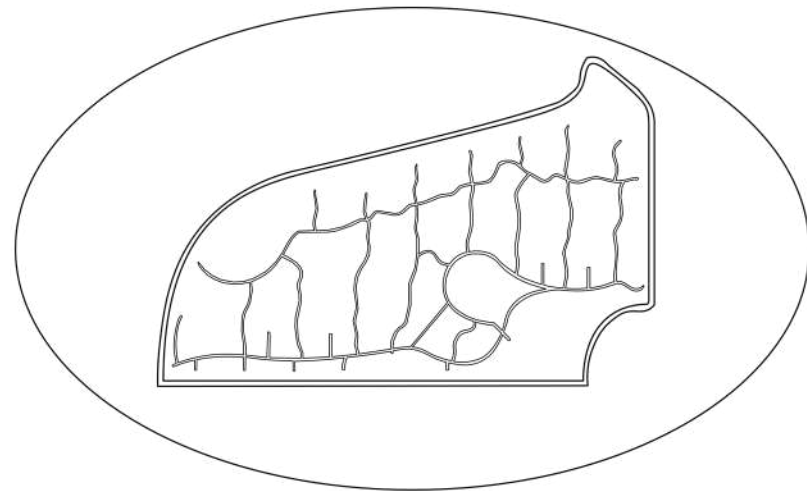
IN-SITU RENDER: IDENTIFICATION/INFORMATION SIGN

Identification/Information signs will be placed at the main entry points to Village Homes. These serve as a welcome to visitors of the neighborhood and as interactive signage for both visitors and residents. Signage doubling as seating suggests that people can stay, be present, and reflect during their time.



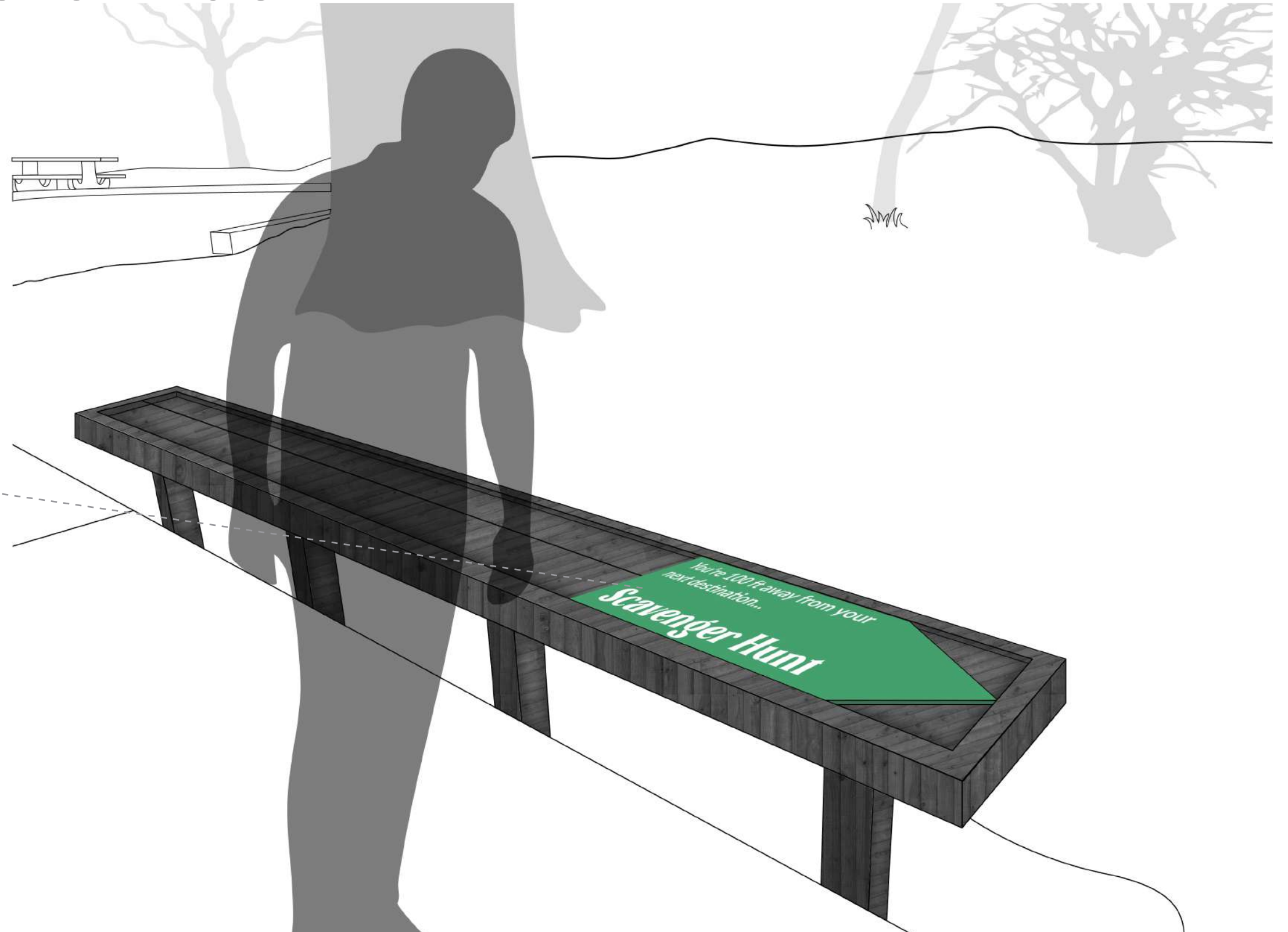
IN-SITU RENDER: ORIENTATION SIGN

Orientation signs will be placed at two main community grass areas, acting as an interactive wayfinding tool. The map of Village Homes is carved into the concrete table, allowing viewers to explore Village Homes and/or stay with the signage. With this, the map becomes interactive and incorporated into their experiences.



IN-SITU RENDER: DIRECTIONAL SIGN

Directional signs will be placed on many of the existing seating found all around Village Homes. Wood benches and bridges guide both visitor and resident paths and will be emphasized by the directional signage accompanying them. While directions aren't often needed for the residents, the existing seating allows them to participate in these signs.



you're 100 ft from your
next destination....

Scavenger Hunt

IN-SITU RENDER: ETIQUETTE/REGULATORY SIGN

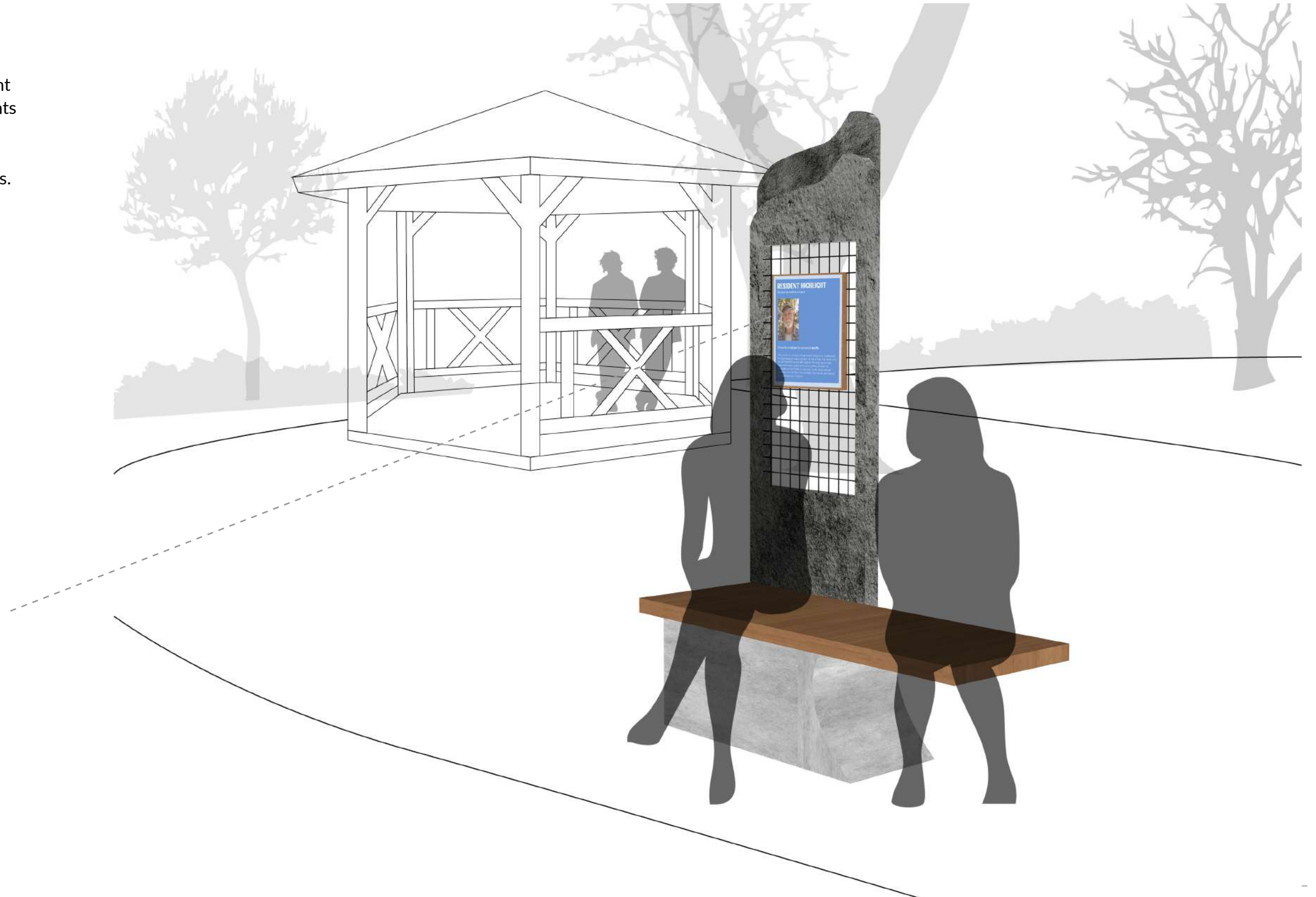
Regulatory/Etiquette signs will be placed near entrances to the community garden spaces in the westmost side of Village Homes. These plant boxes will hold tomato plants and will encourage people to compost their eggshells in these boxes, giving the tomato plants nourishment while interacting with the sign. Eggshells were chosen, specifically, as they don't produce an unwelcoming smell as they decompose. The experience of scent was considered in order to allow people to comfortably sit upon the seat.



COMPOST YOUR
EGGSHELLS HERE

IN-SITU RENDER: HONORARY/RECOGNITION SIGN

Honorary/Recognition sign will be placed near the gazebo on the edge of the main community grass area. The sign contains a monthly changing, resident honoring plaque to spotlight residents' achievements and special contributions to the community. The seating allows viewers to spend time to appreciate Village Homes and reflect on their own experiences.



IN-SITU RENDER: INTERPRETIVE/CONTENT SIGN

Interpretive/Content sign is a scavenger hunt piece aimed to encourage viewers to observe their surroundings and engage with the sign system. A handful of these signs will be placed at major entry points to Village Homes. The pictograms also provide insights into the produce grown at Village Homes, allowing residents to make personal connections and visitors to learn more.



IN-SITU RENDER: CELEBRATORY/PROMOTIONAL SIGN

Celebratory/Promotional sign is a bulletin board that will be placed in the main community grass area. The sign consists of two main parts: (1) The informational plaque which shares history and knowledge about Village Homes. Its purpose is to share information with visitors. (2) The bulletin board where residents can place photographs or cards to answer monthly prompts. This allows residents to interact with the piece while also allowing visitors to discover more about the current lives of Village Homes.

History of Village Homes

Overview

Village Homes was designed and built (starting in 1964) by Michael and Judy Corbett on 60 acres in West Davis. The development comprises 220 single family homes, 20 apartments, and Cooperative Housing at Sunwise.

Most of the buildings incorporate solar power and design features. There is business space in the community center, an inn, an olympic-sized pool, and a large playing field. Village Homes is one of the nicest places in Davis to live.



Timeline

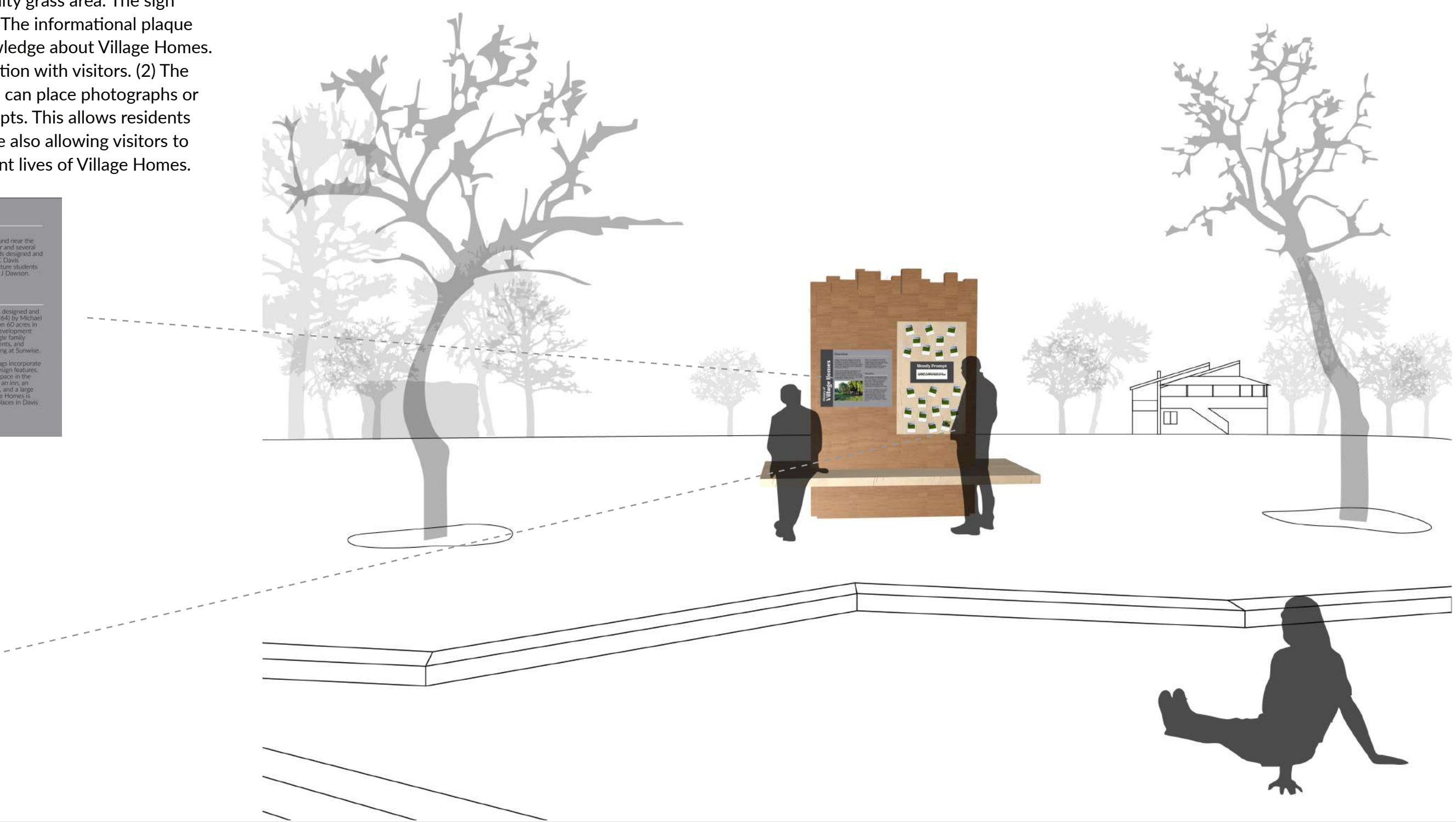
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Monthly Prompt

What place in village home do you like spending your time at besides your house?







Phase 4, Design Team: Introductions, gives an introduction into the identities of the three designers who worked on A Seat at Village Homes.

ABOUT THE DESIGNERS: INTRODUCTIONS

A Seat at Village Homes was conceptualized and ideated by the following design team as a part of UC Davis Design course, DES 186: Environmental Graphic Design.



STEPHANIE CHAN

Design Major at UC Davis

A fourth year Design student, focusing on Graphic Design/Visual Communications and minoring in Communication and Community Development. Passions lie in community building and enhancing experiences through visual designs.



BRENDA LIU

Sustainable Environmental Design Major at UC Davis

A fourth year Sustainable Environmental Design student with a minor in Environmental Policy Analysis and Planning. Interested in sustainable architecture and therapeutic landscapes.



AMANDA DEAN

Design Major at UC Davis

A fourth year Design student, has worked with multiple different platforms for design including graphic, fashion, fabric, watercolor, product, and more. Spends free time hanging with friends, going to concerts, and thrifting.