

NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAM
Bachelor of Design, Department of Design
Year IV, Semester VII

L	T	P	C
		7.5	5

Course Code	CDPR 411E
Course Title	Design for Wayfinding Systems

Course Learning Outcomes (CLO):

At the end of the course the students will:

1. Plan and create signage and information design that allows a user to have meaningful experiences across living spaces, outdoor events, transport, buildings, exhibitions etc.
2. Build navigation strategies through analysing various social, cultural and economic contexts
3. Understand how wayfinding and signage systems impact the way people engage with and experience spaces and transit

Syllabus:

Total Teaching hours: 90

Unit 1: Introduction to Information and Experience Design

Teaching hours: 20

- 1.1 Design principles and their application for spatial mobility
- 1.2 Design of pictorial and typographical signage systems for navigation
- 1.3 Challenges to information accessibility

Unit 2: Navigation and Spatial Mapping methodologies

Teaching hours: 35

- 2.1 Information design as functional branding strategy
- 2.2 Understanding the user journey model through mapping space, time, mobility and cognition
- 2.3 Understanding materials, fabrication and manufacturing processes
- 2.4 Digital revolution: knowledge and governance

Unit 3: Signage Design and Representation techniques

Teaching hours: 35

- 3.1 Multisensory information design for spaces
- 3.2 Social, cultural, scientific, economic and philosophical aspects of signs and symbols
- 3.3 Universal Design and Design for inclusivity

Suggested Readings:

1. *Left, Right, Up, Down: New Directions in Signage and Wayfinding* by Falgueroand Yves Fidalgo
2. *Signage Systems and Information Graphics* by Andreas Uebele

w.e.f. Academic year _2020 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit