

Contents

viii	Foreword
x	Acknowledgments
xiii	Introduction

1

2 What Is Environmental Graphic Design?

4	The Spectrum of EGD Activity
9	The Importance of EGD Today
12	You Can't Learn This in College
12	What's Ahead in This Book

2

14 The Design Process

15	The Client Is Part of the Process
16	The Design Process Applied to EGD
17	Phase 1: Data Collection and Analysis (Predesign)
19	Phase 2: Schematic Design
27	Phase 3: Design Development
36	Phase 4: Documentation
45	Phase 5: Bidding (Postdesign)
50	Phase 6: Fabrication/Installation Observation
60	Phase 7: Postinstallation Evaluation
61	Chapter Wrap-Up

3

62 Overview of the Signage Pyramid Model

62	Genesis of a Design Approach
63	The Signage Pyramid's Component Systems
66	The Signage Pyramid and Resource Allocation
69	Chapter Wrap-Up

4

70 The Information Content System

- 71 Kinds of Sign Information Content
- 75 Hierarchy of Content
- 76 Developing the Sign Information Content System
- 86 Navigation: Message Hierarchy and Proximity
- 89 Other Factors Affecting the Sign Information Content System
- 98 Pictorial Information Content
- 100 Signage Master Plans
- 101 Chapter Wrap-Up

5

102 The Graphic System

- 103 Typography Overview
- 104 Choosing a Typeface
- 108 Typographic Treatment
- 114 Typographic Considerations in Signage for Nonsighted and Low-Sighted People
- 115 Symbols and Arrows
- 120 Diagrams
- 124 Other Graphic Elements
- 125 Color
- 131 Layout
- 145 Overview of Signage Graphic Application Process
- 150 Chapter Wrap-Up

6

152 The Hardware System

- 152 Shape
- 158 Connotations of Form
- 161 Sign Mounting Considerations
- 166 Sign Size Considerations
- 168 Sign Lighting Overview
- 172 Sign Materials Overview
- 175 Basic Sign Materials
- 187 Electronic Message Display Devices
- 189 Stock Sign Hardware Systems
- 190 Sign Materials and Codes
- 191 Overview of Coatings and Finishes Applied to Signs
- 197 Chapter Wrap-Up

198 Project Credits

200 Bibliography

202 Index

