

06

# DKV LINGKUNGAN : WAYFINDING & SIGNAGE





## SUB CAPAIAN PEMBELAJARAN

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120 menit

Melalui Pokok Bahasan ini peserta belajar diharapkan dapat :

1. Memahami tentang latar sejarah dan perkembangan *Environmental Graphic Design*.
2. Memahami sejarah sebagai sebuah perkembangan pemikiran manusia dalam membangun peradaban dan lingkungan, khususnya berkaitan dengan *Environmental Graphic Design*.
3. Mampu memahami dan mengidentifikasi bukti-bukti elemen *Environmental Graphic Design* dalam beberapa catatan sejarah



Kuliah Sinkronus menggunakan zoom meeting (100 menit) + (20 menit) penjelasan tugas mandiri



**TUGAS MANDIRI** , durasi 1 minggu , pengumpulan melalui link



Hector Guimard, The Paris Metro (1900) The Paris Exposition

The London Underground, Harry Beck ( 1933)

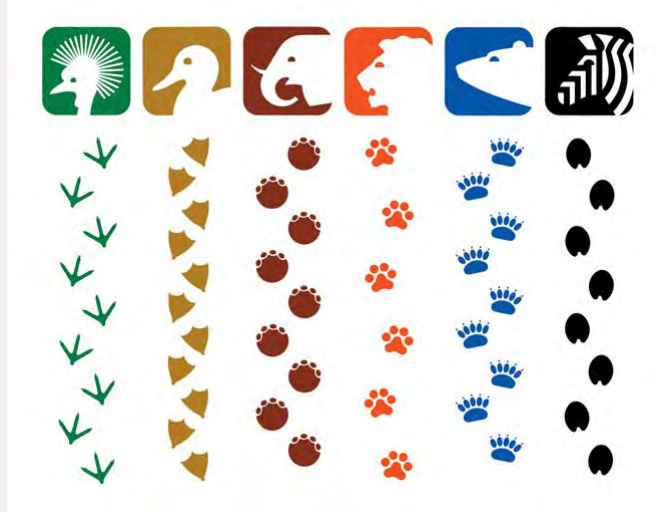




Pearson International Airport Toronto (1960s)



Mexico Olympic Games (1968) Lance Wyman



Smithsonian National Zoological Park (1970s), Lance Wyman & William Canaan



Los Angeles Olympic Games (1984) Deborah Sussman

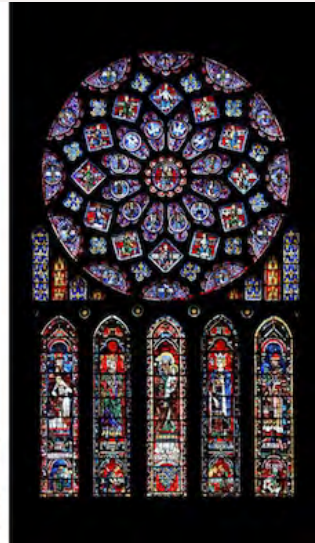




## THE NEED FOR ENVIRONMENTAL GRAPHIC DESIGN

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1. The Rise of Modern architecture
  2. A complex yet specialized world
  3. Transient Identity
  4. Additions, renovations, and restorations
  5. Addressing the needs of the disabled
  6. Vehicular Speeds
  7. Higher Expectations
  8. Explaining the landscape around
  9. A Multilingual, multicultural society
  10. Integration of the design professions

# 1. The Rise of Modern architecture



From **'style follows function'** to **'form follows function'**



## 2. Complex yet specialized world



Ngurah Rai International Airport



North Ayrshire Community Hospital

### 3. Transient Identity



### 3. Transient Identity



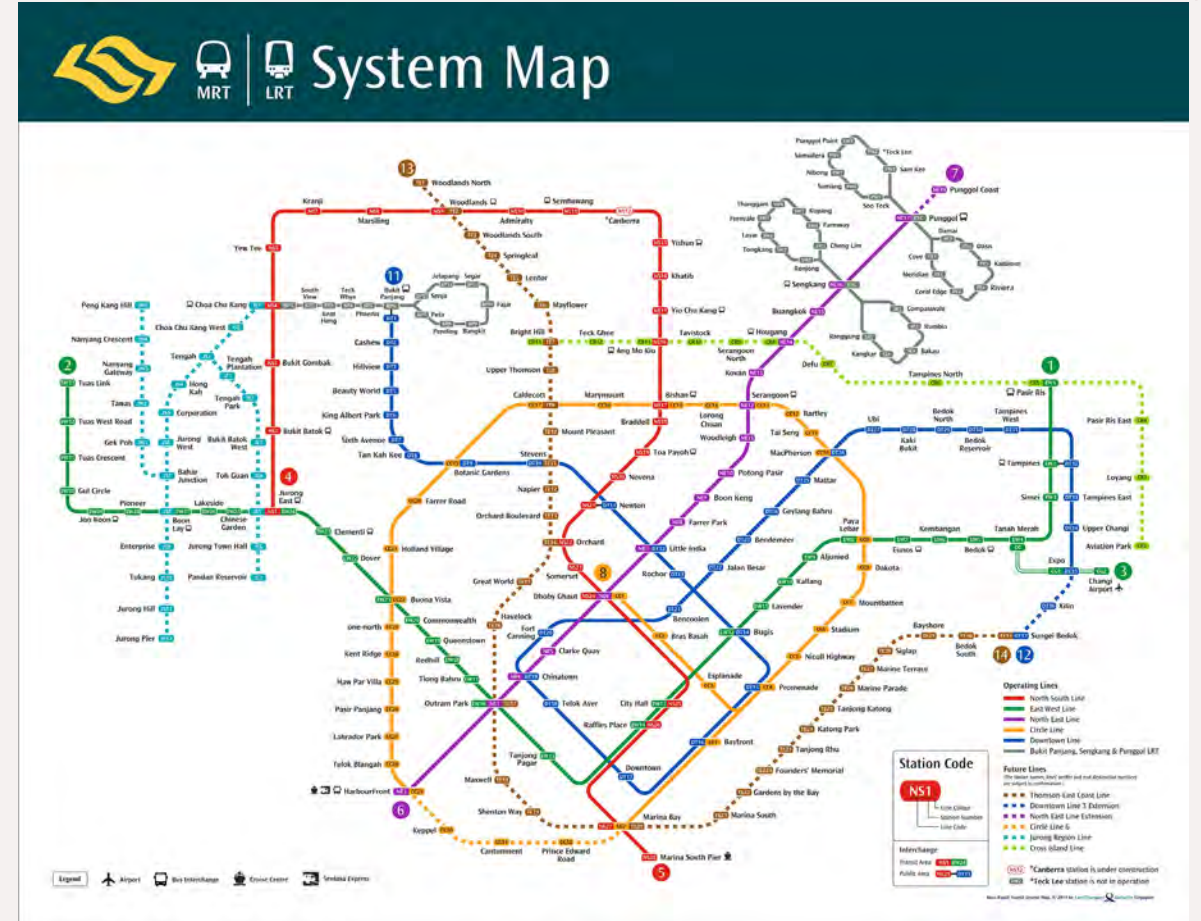


1. Axonometric map
2. District map
3. Heads-up map
4. Key map
5. Rolling map
6. System map
7. Verbal map

Heads-up map Walk Philadelphia



Singapore MRT & LRT Sistem map



Axonometric map







The average map user cannot perceive or comprehend their environment much beyond 52 m<sup>2</sup>

