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# DKV LINGKUNGAN : KESEHATAN





## 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



# ENVIRONMENTAL GRAPHIC DESIGN : HOSPITAL

Denny Indrayana Setyadi

# Seattle Children's Hospital



ongoing source of serenity and imagination

to balance signage clarity and brand warmth within a complex system that unified old and new parts of the hospital experience.

# Seattle Children's Hospital



The heart of the project is the illustrative artwork that reinforces identification for each new, Pacific-Northwest-inspired zone: Ocean, Mountain, River and Forest. The artwork creates an emotional connection to the hospital's brand, calms anxieties and offers positive distractions for all ages.

## the Sheffield Children's Hospital,



- Desain dapat menciptakan suasana yang lebih menyenangkan, lebih manusiawi, dan membuat semua terlihat sehat

- Desain bersifat fungsional, semua bisa dilipat, dan terlihat bersih, dan berfungsi.

- Tempat tidur lipat



- Kamar menghadap tempat tidur pasien (arah masuk)



- Kamar menghadap pintu masuk (sudut pandang pasien)



- Kursi sofa yang kecil, dan senada dengan warna grafis.

**98% of patient feedback was positive**



**“Better environments for staff and patients”**



○ Ukuran Kamar Bersama

## Dupont Pediatric Dentistry, Louisville, Kentucky

<http://www.dupontpediatricdentistry-louisville.com/first-visit.php>



- Dupont Pediatric Dentistry adalah sebuah klinik anak dan gigi yang dimiliki oleh Dr. Jenna Schulten, di Kota Louisville Negara Bagian Amerika Kentucky.









## Royal Children's Hospital Melbourne



<https://www.dexigner.com/news/24905>  
Photography by Fraser Marsden













Rumah sakit ini adalah pusat terbesar untuk operasi jantung anak di Inggris dan salah satu pusat transplantasi jantung terbesar di dunia. Pada tahun 1962 mereka mengembangkan mesin bypass jantung dan paru-paru pertama untuk anak-anak.

# GREAT ORMOND STREET HOSPITAL FOR CHILDREN



Welcome

WELCOME TO GREAT ORMOND STREET HOSPITAL FOR CHILDREN





**Project:**  
**Wayfinding, digital illustration and environment graphics**  
**Client:**  
**Great Ormond Street Hospital**

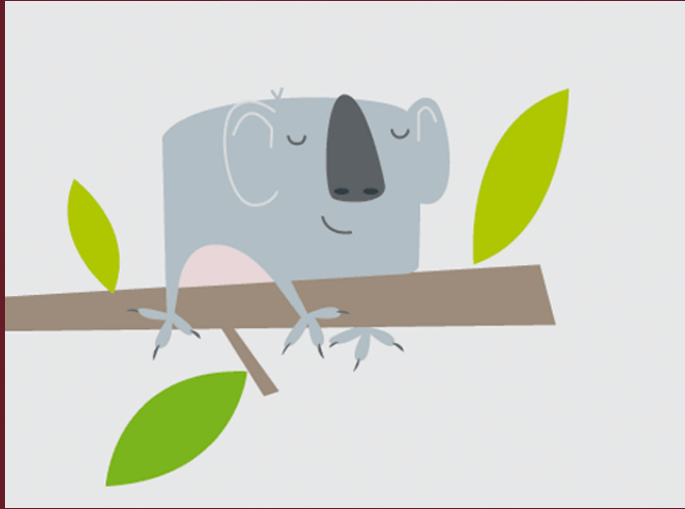
It is becoming increasingly recognised that art and design play an important role in healing. The objective of this project was to deliver more child and family friendly surroundings through the creation of relaxed, interesting and interactive environments and, ultimately, assist in creating a positive and supportive sense of place for patients, families, visitors and staff.

We did this through the application of digital illustration and the implementation of a comprehensive 'wayfinding' strategy.

Patients are often fearful and confused and these feelings may impede recovery and a parents sense of competence can be enhanced by making spaces easy to identify and find without asking for help. Naming wards and finding interesting and engaging ways to point people in the right direction is a process known as wayfinding.

In 2008 Landor – the global branding agency - created the strategy for wayfinding at GOSH based on the natural world. Where each floor takes on a habitat, from 'living in the seas and oceans' to 'living in the sky'. In phase one of the project Landor came up with five creature designs Walrus, Bear, Koala, Flamingo and Eagle.

Smith's commission was to provide the graphic element for Landor's strategy, in essence to take the characters they created and bring them to life through ward signs and icons and throughout the new wards by introducing new characters, creating environments and other illustrative elements to enhance the therapeutic environment and ultimately aid recovery.





We also created a brand new character and its environment, Squirrel as part of the project. In total we have delivered graphics for six ward environments for Squirrel, Walrus, Bear, Koala, Flamingo and Eagle.







