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## Good Design Stems From Effective Collaboration Between the Designer and the Client.

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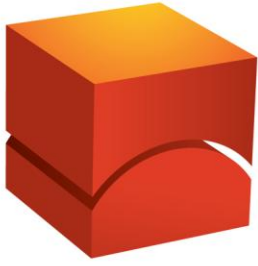
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students learning with communities

# MA Professional Design Practice



## Good design stems from effective collaboration between the designer and the client.

### MA Professional Design Practice

This programme aims to augment the visual skills developed at undergraduate graphic design level, with a range of conceptual, technical and management skills that are appropriate for the professional practice of graphic design.

### Real World

One of the core characteristics of the MA programme is the emphasis on *real world* projects and the interaction with *real world* clients. Through the use of live projects the programme aims to create a learning environment where students construct personal knowledge based on real world issues and practices.

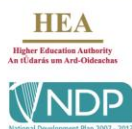
### Community Links

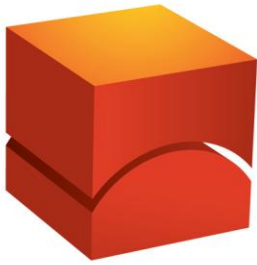
Our partnership with the *DIT Community Links Programme* allows our design students to collaborate with real world clients. Students benefit by developing a deeper understanding of how their design skills can add value to real world businesses and organisations.

### Design Enhancement

Good design stems from effective collaboration between the designer and the client. Each party brings to the table a pillar of knowledge, that when shared effectively, enhances understanding and leads to design solutions that are more appropriate and effective.

By meeting regularly with community link clients, students improve their design communication and presentation skills. These activities help students to develop their ability to talk intelligently about design in a way that is meaningful to real world clients. These skills are essential in the professional practice of graphic design.





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# Beaumont Hospital Wayfinding project



## WAYFINDING STRATEGY PROPOSAL BEAUMONT HOSPITAL

### 01 WAYFINDING Context

**What is Wayfinding?**  
Wayfinding is the process of navigating through an environment from one point to another. It involves the use of visual cues, signs, and information to help people find their way.

**Wayfinding Systems**  
Wayfinding systems are designed to provide clear and consistent information to help people navigate through a complex environment. They include signs, maps, and other visual aids.

**Value of Wayfinding Systems**  
Wayfinding systems are essential for ensuring that people can find their way through a complex environment. They help reduce stress, improve efficiency, and enhance the overall user experience.

**Inadequate Wayfinding**  
Inadequate wayfinding can lead to confusion, frustration, and delays. It can also result in people getting lost or taking longer routes than necessary.

**The End-User**  
The end-user of a wayfinding system is anyone who needs to navigate through the environment. This includes staff, visitors, and patients.

**Staff**  
Staff members are responsible for providing information and assistance to visitors and patients. They should be trained in wayfinding and have access to up-to-date information.

**Visitors**  
Visitors are people who are visiting the hospital for a specific purpose. They need clear and consistent information to help them find their way.

**Patients**  
Patients are people who are receiving medical care at the hospital. They need clear and consistent information to help them find their way to the appropriate department.

**The Wayfinding Handbook: Information Design for Public Places**  
A wayfinding system provides the necessary clues and environmental information that help people orientate themselves and intuitively find their way.

### 02 THE WAYFINDING PROCESS The Journey Through The Site

**STEP 1**  
A person may obtain pre-visit material that allows them to prepare for their journey. This material is the first point of communication between the hospital and the wayfinder. This material may include appointment letters, a site map, written directions and on-line information. The information people see getting to the site includes road signs, site entrance signs and environmental information.

**STEP 2**  
The initial impression upon entering the site can influence the wayfinder's perception of the hospital's general quality. After locating and entering the site, the wayfinder seeks further information to aid navigation within the site building. The wayfinding material at this point should include a reception area, helpful staff and main directory.

**STEP 3**  
Upon entering the hospital a main directory should be available, defining the universal information. This could include a site map or information that allows the wayfinder to form a mental map, which simplifies the environment.

**STEP 4**  
Once a decision has been made to follow a direction the wayfinder will seek additional navigational material such as signage, landmarks, environmental features and maps.

**STEP 5**  
During the journey, the wayfinder will seek out confirmation that they are going in the right direction. This reassurance can be provided through landmarks, route markers, maps and signage.

**STEP 6**  
The wayfinder in a wayfinding system is guided to their needs a person gets to their destination and leaves when their destination (operational information) includes directional signs and environmental features.

**STEP 7**  
The wayfinding system should be effective enough to guide the wayfinder on the return journey with as much ease as the primary journey.

### 03 RECOMMENDATIONS Beaumont Hospital

**Strategy**  
The objective of all wayfinding information is developed together as part of the overall wayfinding strategy to ensure the information is consistent, effective and user-friendly.

**Pre-Visit Material**  
Pre-visit material is essential for preparing visitors for their journey. It should include appointment letters, site maps, written directions, and on-line information.

**Entrance**  
The entrance area is the first point of contact with the hospital. It should be designed to provide a clear and consistent impression of the hospital's quality and services.

**Reception**  
Reception staff are responsible for providing information and assistance to visitors and patients. They should be trained in wayfinding and have access to up-to-date information.

**Colour Coding**  
Colour coding is used to identify different departments and services. It should be consistent throughout the hospital to help people find their way.

**Maps**  
Maps are essential for providing a visual overview of the hospital's layout. They should be clear, easy to read, and up-to-date.

**Signage**  
Signage is used to provide directional information and reassurance. It should be clear, consistent, and easy to read.

**Landmarks**  
Landmarks are used to provide visual cues and reassurance. They should be clearly identifiable and consistent throughout the hospital.

**Local Signage**  
Local signage is used to provide directional information and reassurance at specific points in the hospital. It should be clear, consistent, and easy to read.

**Management**  
Wayfinding systems should be managed and maintained to ensure they remain effective and user-friendly. This includes regular updates and repairs.

**Strategy**  
The overall wayfinding strategy should be developed and implemented to ensure consistency and effectiveness throughout the hospital.



## About the project

The project aim was to devise a strategy for the development of a new wayfinding system to improve navigation and orientation for visitors to Beaumont Hospital.

Colm Dunne and Michelle Lynch carried out the project as part of their work on the *MA in Professional Design Practice*. The project required close collaboration with the *DIT Community Links* office and staff in *Beaumont Hospital*.

Their design process involved a study of the effectiveness of the existing system, conducting interviews with staff and visitors to Beaumont Hospital and the identification of national and international best practice wayfinding models. The chart above summarises their findings and recommendations.

