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

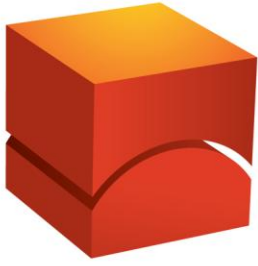
John Green
Dublin Institute of Technology

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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.

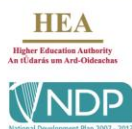
Community Links

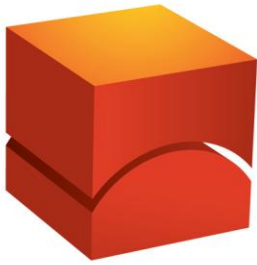
Our partnership with the *DIT Community Links Programme* allows our design students to collaborate with real world clients. Students benefit by developing a deeper understanding of how their design skills can add value to real world businesses and organisations.

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.





students learning with communities

Beaumont Hospital Wayfinding project



WAYFINDING STRATEGY PROPOSAL BEAUMONT HOSPITAL

01 WAYFINDING Context

What is Wayfinding? The process of providing information to help people find their way through a complex environment.

Wayfinding Systems include: Signage, Maps, Landmarks, and Information.

Value of Wayfinding Systems includes: Improved navigation, reduced stress, and increased safety.

Inadequate Wayfinding results in: Confusion, frustration, and wasted time.

The End-User includes: Staff, Visitors, Patients, and the Elderly.

The Wayfinding Handbook: Information Design for Public Places provides necessary clues and environmental information to 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 sought on 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, road markers, maps and signage.

STEP 6 The wayfinder in a wayfinding system is subject to three levels of decision points on their destination and how to get there. These decision points are: 1. Directional information, 2. Landmarks & Route Markers, 3. Destination.

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 integration of all wayfinding information is developed together as part of the overall wayfinding strategy to ensure the information is consistent.

Pre-Visit Material Includes: Appointment letters, Site maps, Written directions, On-line information.

Entrance Includes: Reception area, Main directory, Environmental features.

Reception Includes: Staff, Main directory, Environmental features.

Colour Coding Includes: Signage, Landmarks, Environmental features.

Signage Includes: Directional, Informational, Environmental features.

Landmarks Includes: Environmental features, Signage, Informational.

Local Signage Includes: Environmental features, Signage, Informational.

Management Includes: Environmental features, Signage, Informational.

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



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.

