Bemidji State University

TADD 3300: Wayfinding & Signage Design

A. COURSE DESCRIPTION

Credits: 2
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *
Prerequisites: None
Corequisites: None
MnTC Goals: None

Our need to communicate with our fellow humans is fundamental to our well-being and, indeed, our survival. We have long made marks on objects and in our surrounding environment to communicate information visually. These marks communicate meaning, and over time has become a shared language among the people who made and understood them. Signage and wayfinding design are essential and most commonly expressed in unified signs that informationally and visually knit together a site, a collection of related sites, such as regional parks or global corporate facilities, or networks, such as a transportation system. This course focuses on understanding wayfinding and designing signage to communicate our surrounding environment better visually. Prerequisite(s): TADD 2300.

B. COURSE EFFECTIVE DATES: 08/20/2022 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. What is wayfinding?
2. Human factors in wayfinding.
3. Consequences of bad wayfinding systems.
4. Multi-level strategies for developing wayfinding.
5. Readability, legibility, and positioning for signs.
6. Locational, directional, and directory signs.
8. Universal design and human-centered design in wayfinding.
10. Wayfinding in strategic design.
11. Maps for wayfinding.

D. LEARNING OUTCOMES (General)

1. analyze existing wayfinding and sign systems.
2. evaluate the psychological and material issues in designing visual communication systems.
3. discuss wayfinding for human-made environments (university campus, hospital, shopping mall, airport).
4. design and present original wayfinding solutions for existing contemporary environments.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None
F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted