

Environmental graphic design

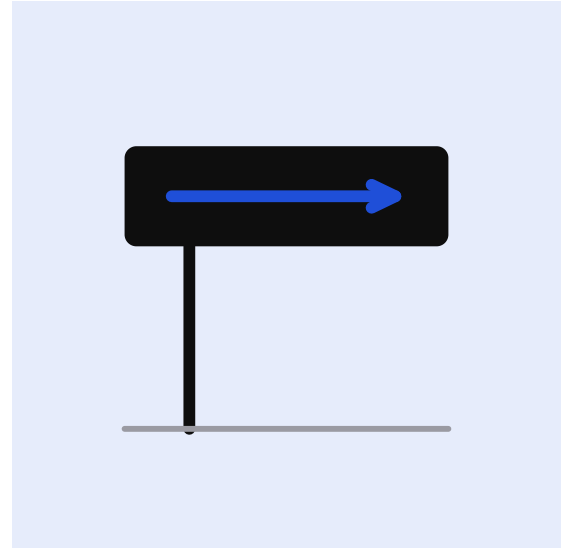
Designs the graphic communication of a built place (signs, lettering, graphics and themed décor) as a coherent system.

In Spanish

Diseño gráfico ambiental

Origin

An established professional practice; reference handbook by Calori and Vanden-Eynden (2nd ed., 2015)



What it deals with

In a hospital, an airport or a museum, people need to find their way and understand the place while moving through it.

Principles

One system

Every piece in the place speaks the same language.

In space

It is read standing up, on the move and from a distance.

Safety and well-being

It helps people move around with confidence.

Applications in design

✓ Use it like this

Walk through the place as someone arriving for the first time would.

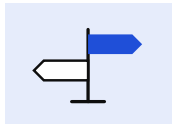
✗ Avoid

Adding one-off signs every time someone gets lost.

👁 Don't fall for it

Read the signs at the real distance and speed, not on a screen.

Especialidad



Specialty

Wayfinding design

Helps people orient themselves and find their way in a place.

Connections

Related to

■ Exhibition design

■ Spatial design

Authors and works

2015

Chris Calori and David Vanden-Eynden

Described how to create environmental graphics and signage systems for a place.

Sources

Secondary sources

- Calori, C., & Vanden-Eynden, D. (2015). Signage and wayfinding design: A complete guide to creating environmental graphic design systems (2nd ed.). Wiley.

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