Signage System Design for the AU Studio

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1. Name of Creative Work

Signage System Design for the AU Studio

2. Name of Creator

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3. Background or Significance of the project

Assumption University Studio was established in 2008 to provide media production studios and equipments services include video shooting & editing, audio recording & editing, radio streaming, digital photo shooting and adaptable theater for Assumption University's students and faculty members. Under the supervision of Albert Laurence School of Communication Art, the CA studio and equipment committee

In the year 2014, the chairman of the CA studio and equipment committee initiated to create signage system for the AU studio to solve the problem of the way finding within the studio building and to draw good image as a modern enterprise for the AU studio.

4. Project Objective

To design signage system for the AU studio that;
1. Efficient indicate and navigate the locations within the studio building
2. Draw good image as a modern enterprise to the AU studio

5. Concept

One looking across vast land of concThe concept of "Media Modularity" is inspired from the "modularity in architectural design" that generally consists of universal parts (or modules) that are produced in a same form and are assembled into a variety of arrangements. They can be added to or reduced in size by adding or removing certain components.

This concept is related to an interior design of the studio building that every module (room) looks similar but cans extend for many functions covering all media production aspects

Image 1: Concept inspiration, the modularity in architecture design

6. Process of Design or Art works

There are 3 main processes of the signage system design for AU studio project; Data gathering & analysis, sketch design & development and production specification;

1. Data gathering & analysis:
I interviewed with the chairman of CA studio and equipment committee and the studio coordinator to understand the project's requirements and limitations. After that I had observed the users' behaviors and interviewed them about their perceptions and problems occurred while they were operating in the studio building. The conclusions are;
1.1 The identification signs in front of the building and the rooms are not visible and communicable. They do not specify the usage of the rooms, use too small font sizes and install over the eye level.
1.2 The atmosphere of the studio interior is obscure causes unclear vision of the signage

1.3 In the users' opinions the AU studio image is traditional and tardy because of its obscure atmosphere and traditional style interior

2. Sketch design & development;
I created the concept "media modularity" based on the conclusion from data gathering process with an inspiration from the modularity in architectural design.
The sketch design was done according to the created concept;

2.1 The square grid and shape is repeated in the main design structure to convey the concept of "modularity".
2.2 Bright colors are used to brighten the studio interior atmosphere. All the colors are concordant with "magenta" which is the color of the Albert Laurence School of Communication Arts.
2.3 Pictograms are created as a "non-verbal communication" method to communicate the usage of the rooms without a language barrier. Shape of pictograms base on geometric form with round corner to make user-friendly style.
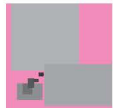
2.4 The entire design base on "Flat design" style which is from a style of interface design emphasizing minimum use of stylistic elements that gives the illusion of three dimensions. With this contemporary style, it can draw users' recognition as a modern enterprise to the AU studio.

3. Production specification; after the final design was approved I made a prototype of the signs in actual size to install at the real place. There was some adjustment on sizing and proportion to make every signs be visible and possible for installation.

The material of the sign was firstly specified to be "Plaswood" which has matt surface that give natural touch and durable for interior sign. At the end, it has to be changed to "Acrylic" be because of the limitable budget but still acceptable in term of design.

The final design was approved by the CA studio and equipment committee. It clearly indicates and navigates the locations within the building and contributes a modern enterprise image to the AU studio. Moreover, it is possible in production and installation processes.
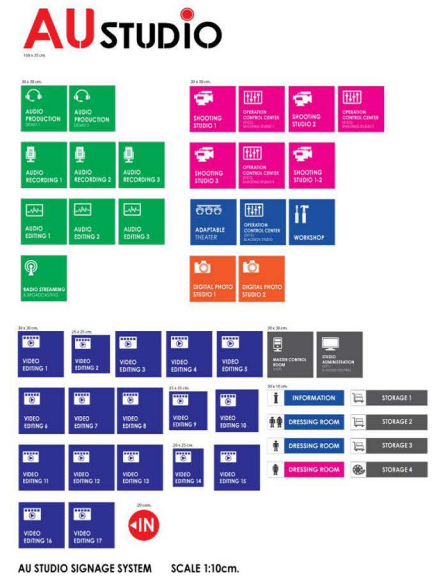
7. Material and techniques of Design or Art works

All art works are finished with Adobe Illustrator

8. Picture of designed work

AU STUDIO SIGNAGE SYSTEM   SCALE 1:10cm.

IMAGE 3: FINAL DESIGN FOR THE AU STUDIO SIGNAGE SYSTEM DESIGN

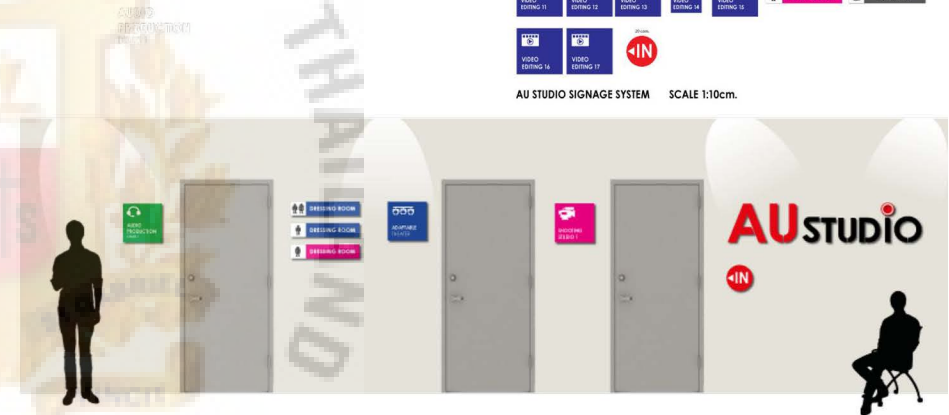IMAGE 2: SKETCH DESIGN FOR THE AU STUDIO SIGNAGE SYSTEM DESIGN

9. Knowledge after finished produce art or design works

Signage system design is not just a way finding tools. Its design could convey more than an identification or direction. In users' perception, a good signage system design can reflect an image of the organization through its shape, forms color and typography. Moreover it can give a sense of artistic satisfaction. There is no special technique to succeed in signage system design translation. All we need is a good combination in design elements based on psychology in visual communication, plus a sense of human touch and artistry. The signage system design will be alive and brighten a relentless building and a user mind.

Reference:
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Turner, A. L. (March 19, 2014). The history of flat design: How efficiency and minimalism turned the digital world flat. The Next Web. Retrieved April 11, 2014.