



## Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems (2nd Revised edition)

By Chris Calori, David Vanden-Eynden

John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems (2nd Revised edition), Chris Calori, David Vanden-Eynden, This is a new edition of the market-leading guide to signage and wayfinding design. This new edition of Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems has been fully updated to offer you the latest, most comprehensive coverage of the environmental design process - from research and design development to project execution. Utilizing a cross-disciplinary approach that makes the information relevant to architects, interior designers, landscape architects, graphic designers, and industrial engineers alike, the book arms you with the skills needed to apply a standard, proven design process to large and small projects in an efficient and systematic manner. Environmental graphic design is the development of a visually cohesive graphic communication system for a given site within the built environment. Increasingly recognized as a contributor to well-being, safety, and security in unfamiliar and high-stress environments, EGD is also being used to extend and reinforce the brand experience. Signage and Wayfinding Design provides you with the author's proven "Signage Pyramid" method, which makes solving complex...



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