



*A branch of Miami International University of Art & Design*

Parkside at Tampa Bay Park

4401 N. Himes Ave Tampa FL 33614

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## Environmental Graphic Design Proposal

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## Project Overview



### Current Situation.

4401 North Himes Avenue in Tampa, Florida is an office building located at the intersection of North Himes Avenue and Martin Luther King Jr. Boulevard. The building is about 15 minutes from Dale Mabry Highway and route 275. The building was built in the year 1986, and it is located in the 1.1 million square foot at Tampa Bay Park. The building is owned by Highwoods and leased by Education Management Corporation (EDMC).

Education Management Corporation (EDMC) manages two different institutions: the Art Institute of Tampa and South University. The building is the home of both institutions and both share the space inside and outside the building. Each institution has their own entrances, lobby, classrooms, and business offices, sharing only in the library, atrium, and lounge. In the same way, both schools share the same entrances to the building and parking lot. The Art Institute of Tampa opened in January 2004 and is an educational institution based on visual communications, culinary, and creative arts. South University is an educational institution based on health services.

Approximately 1800 people visit the building daily, 1350 students, about 350 staff and faculty members, and 100 prospective students, parents and businesspersons, between both institutions.

### Mission and Goals.

#### Mission.

The Art Institute of Tampa, a branch of Miami International University of Art & Design, is a career-oriented institution that provides students with academic preparation and practical skills through programs in the applied arts and design industries. The institution prepares its undergraduate students for entry-level positions and its graduate students for advancement in their chosen fields. The Art Institute of Tampa is dedicated to fostering a culture that encourages creativity, research, and learning-centered endeavors.

#### Goals.

- To provide students at all degree levels with the theory, knowledge, and skills appropriate to their disciplines, including an undergraduate grounding in foundational studies and general education.
- To help students identify their career goals and develop the professional skills to achieve them.
- To utilize a continuous quality improvement process to enhance student learning and university success.
- To recruit and retain qualified faculty with the appropriate academic credentials and professional experience to promote a learning centered environment.
- To provide administrative and educational support services to foster a safe, comfortable, and engaging environment for a diverse institutional population.

**Branding.**

The Art Institute of Tampa building at 4401 North Himes Avenue is an standard office building without any special customized architecture. The institution has installed various elements of branding throughout the space to make the institution easy to identify.

The Art Institute is signature consists of a letterform brandmark made with a red capital letter "A" and a red lowercase letter "i" bold, serif font, combined with a black, bold san-serif font tag line. The tagline reads "The Art Institute of Tampa." Stacked and linear versions are featured throughout the school (see fig. 1 and fig. 2).

The secondary version of the brandmark (see fig. 3) includes The Art Institute letterform shown in a shield form, made in red, black and white colors, combined with a black, bold serif font tag line shown in all in caps. The tag line for this second version of the brandmark reads "The International Culinary School." The stacked version is featured throughout the school followed underneath by another tagline, which reads " At the Art Institute of Tampa," shown in a black, bold san-serif font.

**Color Palette.**

The branding colors shown by The Art Institute are red and black, and are used as a primary color palette. The primary color palette is shown on many of the school's environmental design features, such as doors, desks, tables, and chairs. For the secondary color palette, the colors used are white, brown, and beige. The secondary color palette is shown in some of the interior design features of the school such as walls and carpets.



## Project Overview

### Audit.

An environmental design audit was conducted in the building to examine the environment and to study the possibility to improve the campus environment.

The first study conducted in the audit was the photo audit which documented the usage of the brand, materials, colors, and fonts used throughout the environment. The second study conducted was the sign type list which determined the sign type of each signage of the building and their materials. The third study conducted was the location map which determined the sign's location in the building. The fourth study conducted was the message schedule which determined the sign family, font used on each sign, and gave a description of the sign. Finally, the fifth study conducted was the ethnographic study which determined how regular visitors of the building use the environment.

The audit concluded that the school has some issues that should be considered in order to improve the design environment and the wayfinding system of the building. The issues pointed to the lack of clear directional signs in the parking area and the lack of clear directional signs, and important decision point signs in the common areas inside the building, making the wayfinding system confusing to students, staff and visitors.

Taking into consideration the audit's conclusions, we suggest the implementation of a new design approach to address these issues and create an esthetically pleasing and engaging environment for the school, the building, and visitors.



*The Art Institute of Tampa Multiple Posted Signs*



*The Art Institute of Tampa Directional Wall Mounted Sign*



*The Art Institute of Tampa Wall Mounted Signs*



*The Art Institute of Tampa Wall Mounted Signs*

**Areas of Opportunity.**

With the audit study conducted on the campus, some areas opportunity emerged. It was determine that there are many opportunities to improve the environmental design effectiveness of the school and building. By applying these opportunities, a more successful and effective environment can be created for the school and for the visitors.

Integrating directional signs on the outside of the building made with the representative branding elements of The Art Institute of Tampa to create a better outside wayfinding system for the school and regular visitors.

Reducing signage clutter by creating a new sign type to consolidate messaging outside the different rooms and offices in the school.

Creating a new sign type designed with the representative branding elements of The Art Institute of Tampa to create a better differentiation between the classrooms, and offices belonging to The Art Institute of Tampa as opposed to those owned by the South University.

Adding important decision point signs in areas where the addition of the sign could improve the environment and wayfinding system and consolidate a better use of the building environment.

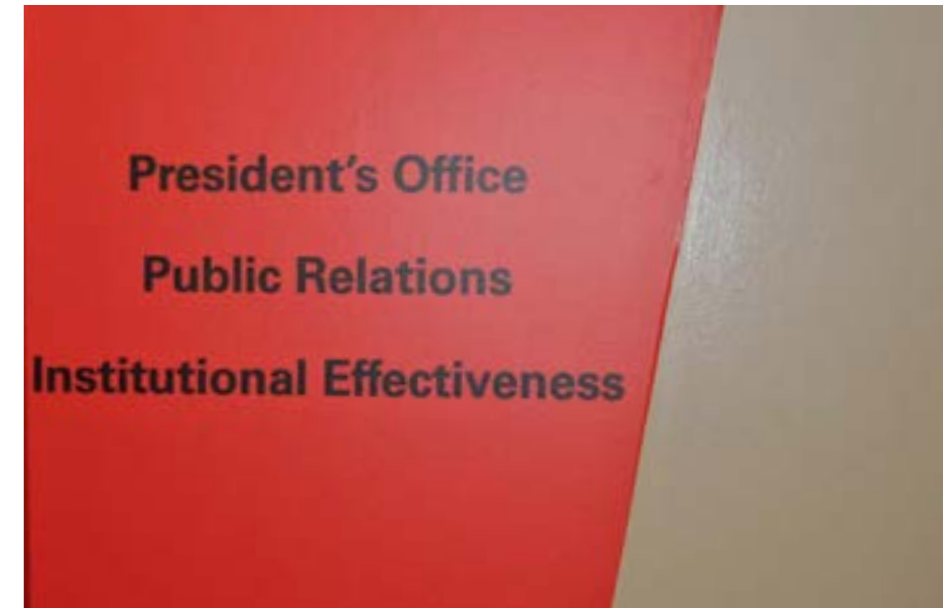
Creating sign list directories for the inside of the building to consolidate messaging, and improve the environment and the wayfinding system for current users, inside the building.

Improving the materials, of each sign type with the same kind of materials, sizes, and forms to consolidate consistency in the signs and the type of signs.

Improving consistency through the use of identical materials, sizes, and forms utilized by sign types.



*Tampa Bay Park Directional Sign*



*The Art Institute of Tampa Surface Sign*



*The Art Institute of Tampa Wall Mounted Sign*



*The Art Institute of Tampa Entrance*

## Design Approach

### Elements.

Based on the design audit, The Art Institute of Tampa mission and goals, and the origins of The Art Institute, a proposed design approach was created to reinforce The Art Institute brand, signage, and wayfinding system.

Further research about the beginnings of the institution indicated that the first Art Institute was founded in Pittsburgh, Pennsylvania in 1921. Today, this institution serves as the official headquarters for The Art Institutes. Considering the fact that the first school was born in the 20s, the new design approach was based on a popular art movement representative of that time period called De Stijl. Today, De Stijl is still trendy due to a new trend that is based on its artistic principles: color blocking. The artistic principles of color blocking are based on the use of geometric shapes such as squares, rectangles, and straight lines. The colors used were black, white, gray, red, yellow and blue. De Stijl was used in different artistic areas such as graphic design, architecture design, interior design, furniture design and clothing design, all relatives to The Art Institute of Tampa different areas of study.

The concept of this design is based some of the Art Institute of Tampa mission and goals. The effects of the De Stijl art movement on various design industries is seen in the creativity and vision to revolutionize the art world that is displayed through the work of its members, realizing the mission statement propose of The Art Institute of Tampa which is to provide students with academic preparation and practical skills through programs in the applied arts and design industries. In the same way, De Stijl design seeks harmony and order, which parallels the Art Institute of Tampa goal statement of providing a comfortable, safe and engaging environment for a diverse institutional population. In addition, De Stijl, with their artistic principles and use of colorful blocks, makes the concept of this design something trendy and fresh, allowing The Art Institute of Tampa to attract and engage diverse institutional populations.



*Interior Design*



*Furniture Design*



*Environmental Design*



*Sign Design*

**Materials.**

The materials were chosen based on the De Stijl concept as a means to reinforce the movement with the use of the same common materials that the artists of the movement used in their designs. Also taken into consideration were other aspects referent to the materials market, such as price, durability, and the flexibility to found the materials.

The research determined that the materials used by De stijl movement were based on aspects from their standards, such as, element, economy, and time-space. The elements refer to function, volume, time, space and color. The economy is based on the use of the essentials materials, without media and materials waste. Time-space is refering to the use of time unit and maintenance over the time materials, to create a new architectural image, called in other words animated spaces.

The chosen materials were acrylic, aluminum, halogen lighting, and ceramic tile for the interior and the exterior of the building. In addition, the raster braille method was chosen, based on their function and form.

These materials reinforce the standards of the De Stijl movement and create an engaging and simple environment for the school and their visitors.

**Acrylic.**

Known for its functionality and form, acrylic is one of the most trendy materials nowadays, for their functionality and form. It is a very resistant material to any kind of use, and maintains its form and functionality over a long period of time. Acrylic has a unique shape property, making the material easy to find in many colors and forms.

**Aluminum.**

Aluminum is another material that is trendy and attractive now. Aluminum has been gifted with properties that make it suitable for a vast array of applications, from construction solutions to hi-tech designs. Additionally, aluminum is recyclable and one of the most cost-effective production materials in the market.

**Halogen Lighting.**

Halogen lighting it is a very versatile light that has been tested under rigorous conditions and seems to perform as well as any other similar type of light. Halogen is capable to produce white light, which is more energy sufficient and brilliant for the human eye, more so than the incandescent light. In addition, while halogen lighting highlights the artwork, photos, crystal or architectural features, the white light makes colors appear more vibrant.

**Ceramic Tile.**

Ceramic tile is a beautiful, tough, and enduring floor and wall covering material. As well, it has a very presentable look, and it is resistant to almost all of the common sources of wear endured by quality flooring. Whether it is utilized in a public or residential space, indoors or outdoors, ceramic tile can be counted on to perform with exceptional durability and unique visual appeal.

**Raster Method.**

The raster method produces round or domed braille dots that conform to new ADA guidelines unlike previously used methods such as photopolymer and routing, which produce flat Braille dots instead. The rasters, themselves, are available in multiple finishes which can be used to accent the design of the sign. Rasters work on any kind of material and is available in black, white, stainless steel, and brass.



**Acrylic**

- Light weight
- Weather resistant
- Retain color
- Easily fabricated and shaped



**Aluminum**

- Light weight
- Corrosion resistant
- Recyclable
- Odorless



**Halogen Lighting**

- Brighter illumination
- Longer illumination life
- Energy saving
- Efficient light



**Ceramic Tile**

- Easy to maintain
- Durability
- Design flexibility
- Cost effectiveness



**Raster Method**

- Fast and easy to create
- Best looking braille for ADA signs
- Vandal resistant
- Easy to read for the visually-impaired person





## Design Approach

### Color Palette.

The colors are an integral part of the brandmark and play an important role in their visual identity. The primary colors chosen were red, gray, black and white, which are the colors that the brandmark has been working with since its inception and form part of the De Stijl art movement color palette, along with yellow and blue.

### Primary Color Palette.

The primary colors for The Art Institute of Tampa identity are Pantone 1795 U and Pantone 429 U, combined with black and white solid colors. These colors, as visual indicators of the brandmark, are going to be used in many parts of the school the environment and in the new signs and wayfinding system for The Art Institute of Tampa.



### Secondary Color Palette.

The secondary color palette is built from the De Stijl remaining color palette: yellow and blue colors. These colors have been chosen because they complement the first color palette and for their ability to convey an image that is consistent with the new concept design.



The secondary color palette includes, Pantone 108 U and Pantone 376 U. The secondary color palette is going to be used just to differentiate the types of signs from the new sign program. Pantone 108 U, combined with the first primary color palette, is going to be used to determine the new interior sign program and directional destinations signs of the school, such as directories and pointing signs. Pantone 285 U, combined with the first primary color palette as well, is going to be used to determine the new interior sign program, such as door and offices signs. On the exterior the new sign program and wayfinding system are designated just for the primary color palette to allow for easier recognition of the school by visitors.

With the correct use of both color palettes, on the new signage and wayfinding system program, the signs are going to be easily identifiable from another. This will also create consistency among the signs displayed in the building, which will simplify and engage its use for visitors.

### Primary Color Palette

	PMS C	CMYK	MP Number
	1795 U	C 0 M 96 Y 93 B 42	MP13160
	429 U	C 19 M 12 Y 13 B 34	MP09647

### Secondary Color Palette

	PMS C	CMYK	MP Number
	108 U	C 0 M 14 Y 100 B 0	MP09144
	285 U	C 100 M 31 Y 0 B 0	MP09444

Typography.

Typography is another important element for messaging and work along with the communication system of the campus . The Futura and Palatino fonts have been selected to represent the new innovative and modern concept proposed in this environmental design proposal.

Primary Font Family.

The Futura family has been chosen as the primary font for the new signs and wayfinding system proposed in this document. Futura is a geometric, sans-serif font designed in the 20s by Paul Renner. Futura was derived from simple geometric shapes such as circles, triangles and squares. Futura engages perfectly with the proposed concept, based on the fact that the font and the first Art Institute were born in the same time period, and the font was derived from geometric shapes which are the artistic principles of the De Stijl art movement and concept for this design approach.

Futura allows for flexibility and creative expression in text and display; in the same way, Futura is a clean and remarkably legible font that has become very popular. Also, Futura is available in a wide variety of weights and styles.

In addition, Futura Medium, will be used for tactile areas on permanent destination signs, approaching the requirements regulations specified in the Americans With Disabilities (ADA) statement.

This font is intended to be used for primary messaging and is going to be used for most of the signs and wayfinding communication systems displayed on the outside and in the inside of the building.

Secondary Font Family.

A good complementary font is Palatino. Palatino is a very casual serif font which works very well for text and caption use, and it is very readable to the human eye. Palatino is already in use by The Art Institute of Tampa, and is used in some tag lines of the landmark. The font is used in some of the decals through the campus, which complement the environmental graphic design system of the campus.

Futura. Primary Font Family



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz  
0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz  
0123456789

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz**  
**0123456789**

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz*  
*0123456789*

Palatino. Secondary Font Family



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz  
0123456789

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz*  
*0123456789*

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz**  
**0123456789**

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz*  
*0123456789*

## Design Approach

### Primary Destination Sign Specification.

The new design approach for the primary destination signs is based on a removable piece to allow the sign the addition or subtraction of pieces making the sign extremely adaptable to any kind of room or office. The new sign is configured in 5 different pieces, which are identified as primary pieces and secondary pieces. The first piece is the base piece, which belong to the primary pieces, and contains the brandmark or paperflex (depending on the case), and the room number. The second piece is the front piece, which belongs to the primary pieces as well, and contains the room or office name. The third piece is the bottom piece, which belongs to the primary pieces, and contains the room or office number with a tactile area for people with disabilities in accordance with ADA guidelines. The colors which represent the sign type. The fourth piece is the supporting piece, which belongs to the secondary pieces, and are the connectors between the principal pieces. The fifth and final piece are the side pieces, which belong to the secondary pieces as well, and are the connectors between all the pieces named before.

Depending on the situation, the sign is presented in two configurations: one with the brandmark, and the second without the brandmark. The brandmark configuration is presented for any kind of room in which the room doesn't need to present any kind of removable information, such as professor's schedules. The second configuration is presented for any kind of room which present removable information, such as professor's schedules, using the transparent acrylic part as a paperflex.

On both configurations the signs have the same width, but the length is dependent on the addition or subtraction of pieces. In the same way, both configurations have the same design using the top of the sign to show the room number. At the bottom, the room number is shown with the tactile area specification accompanied with the colors used to the sign type.

The new sign is represented on the figs. 1 and 2 in both configurations, showing in both cases the less or more pieces that the sign allows.

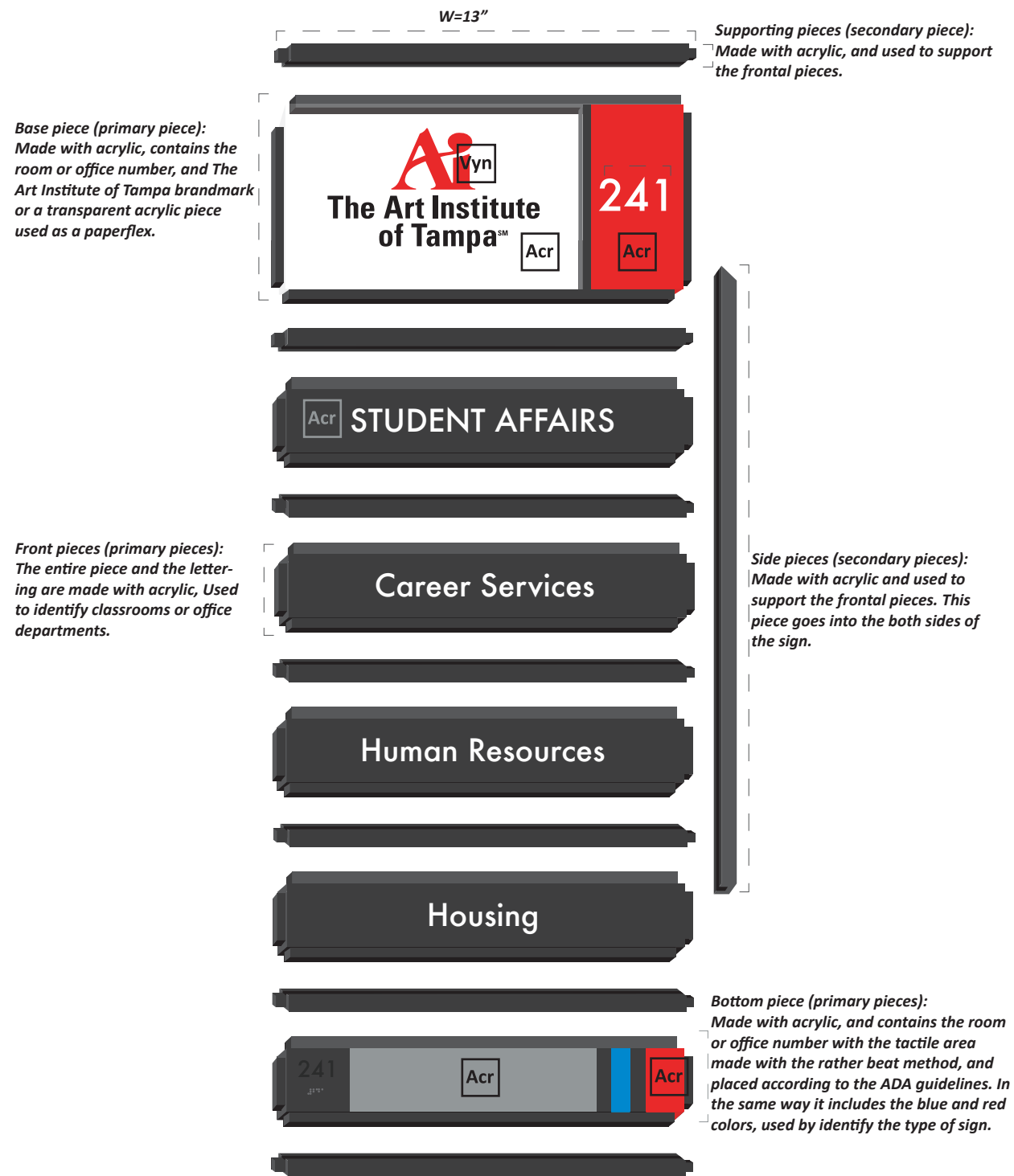


Fig. 2

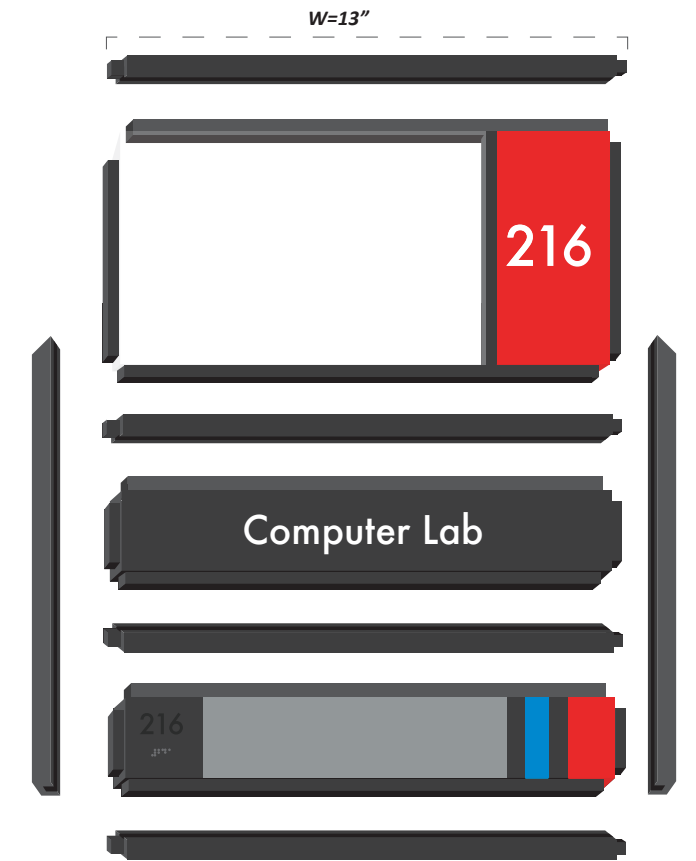


Fig. 2

Design Approach

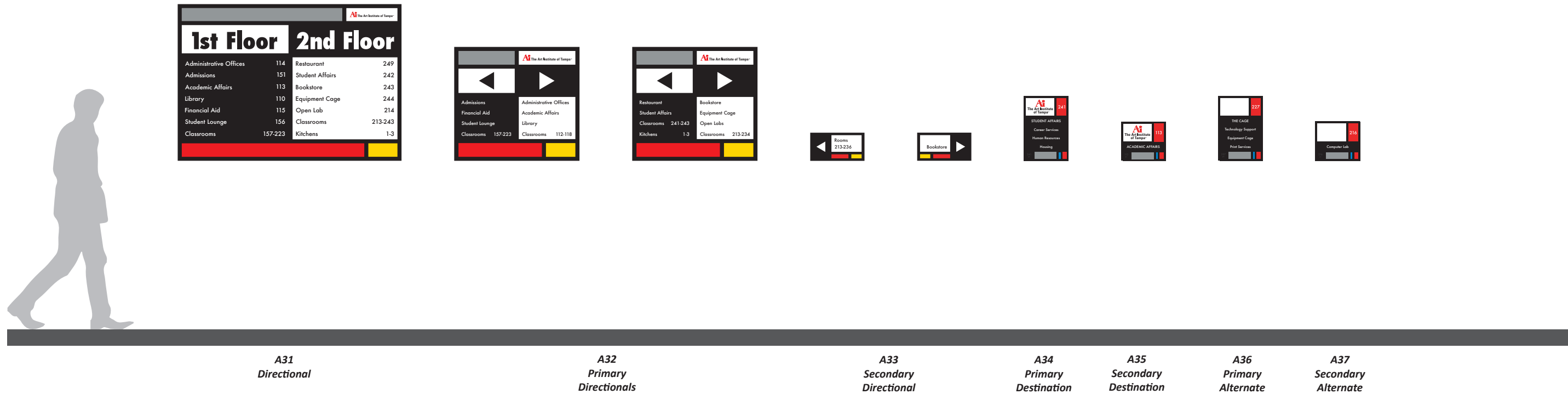






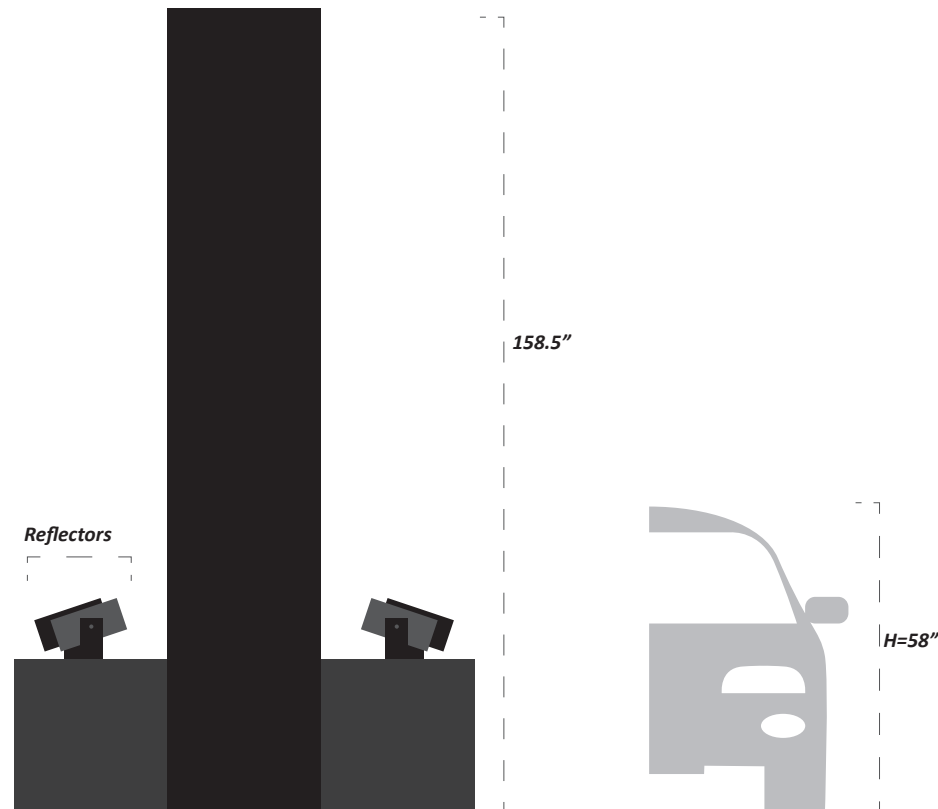
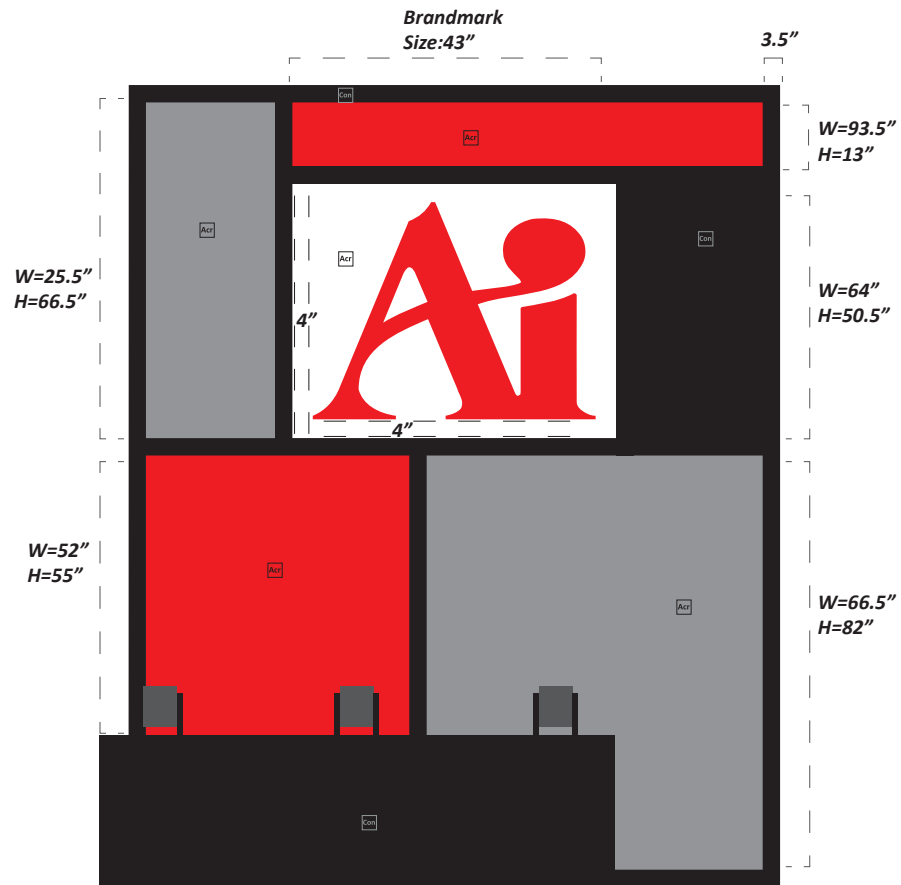
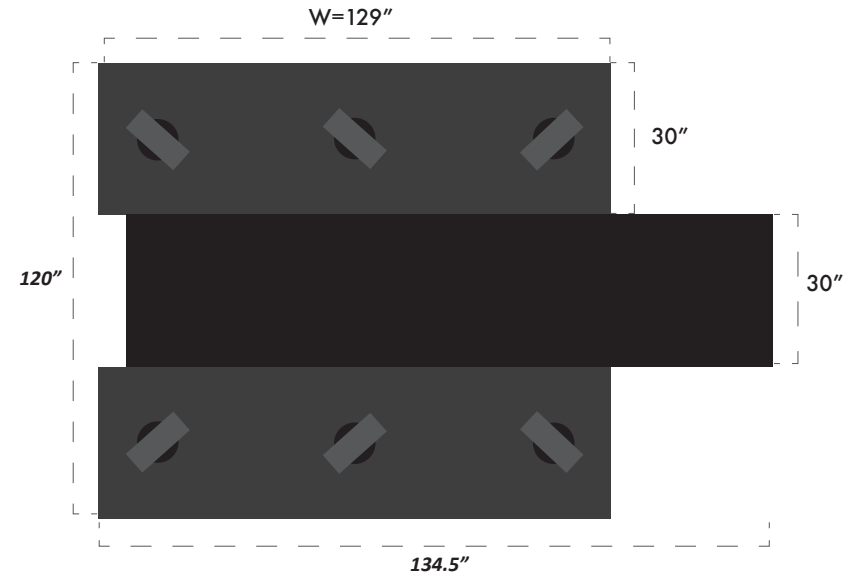
Signage Program











Sign Type

**D3**

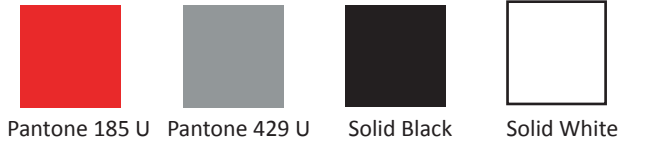
Entrance Monument (exterior)

Materials

**Con** Concrete

**Acr** Acrylic

Colors



Quantity

2

Mounting Method

Set in concrete

Fabrication Details

- Color areas made with acrylic
- Art Institute landmark made with acrylic
- Concrete base
- Concrete edification
- Light reflectors on concrete base, to reflect the landmark

Location

D3 Signs are located at the Tampa Bay Park entrances. A1-D3-004 in North Himes Avenue entrance. C3-D3-002 in Martin Luther King Jr. Blvd. entrance.

Scale

1"=0.25'







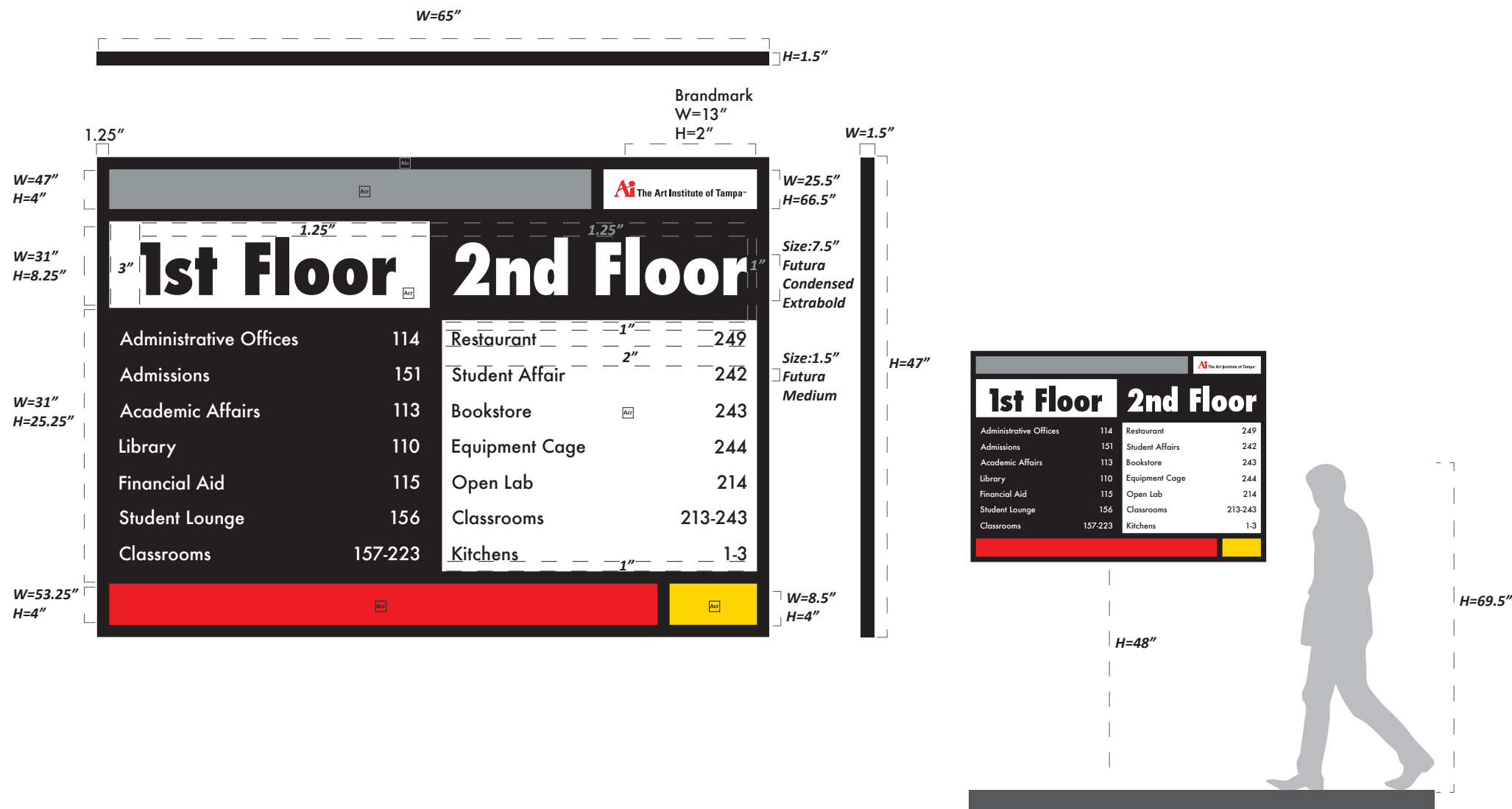












Sign Type

**A31**

A2-A31-005

Materials

**Alu** Aluminum

**Acr** Acrylic

Colors



Quantity

1

Mounting Method

- Wallmount
- Placed according to ADA guidelines

Fabrication Details

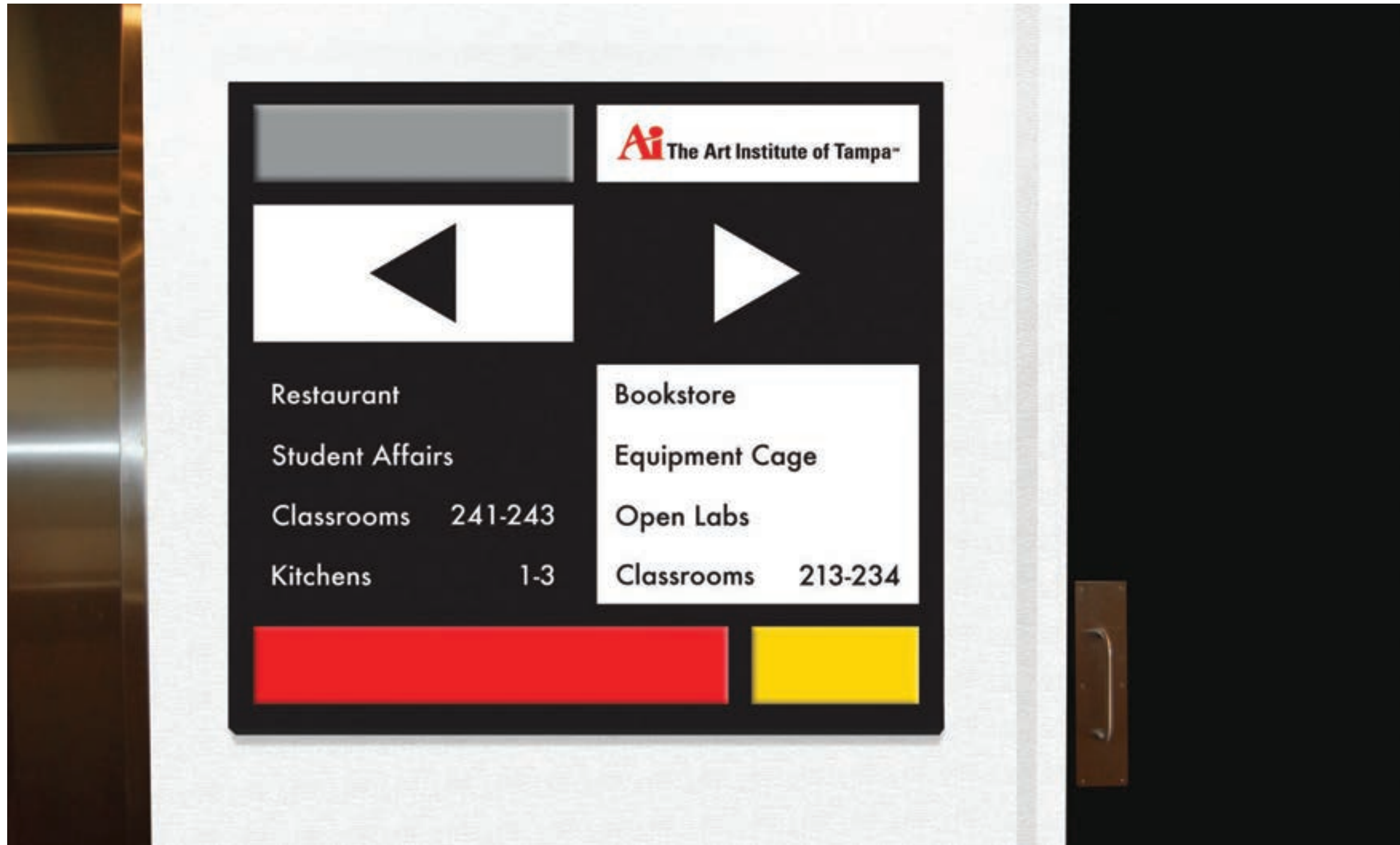
- Acrylic color areas
- Acrylic black and white areas
- Acrylic Art Institute brandmark
- Acrylic lettering
- Aluminum black separators

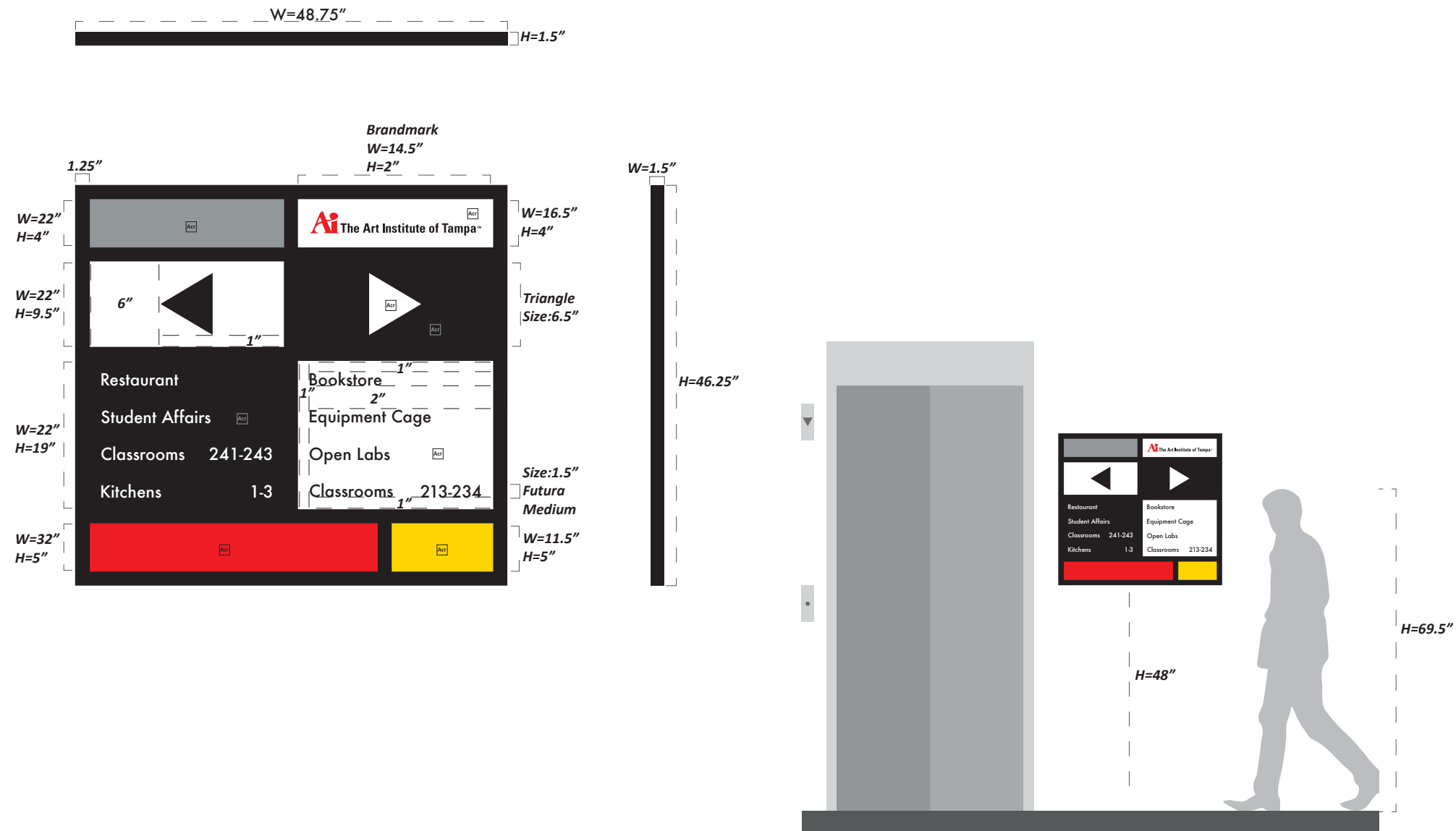
Location

A31 sign is located at the entrance of The Art Institute of Tampa.

Scale

1"=1'





Sign Type

**A32**

A2-A32-002

Materials

**Alu** Aluminum

**Acr** Acrylic

Colors



Quantity

1

Mounting Method

- Wallmount
- Placed according to ADA guidelines

Fabrication Details

- Acrylic color areas
- Acrylic black and white areas
- Acrylic Art Institute landmark
- Acrylic lettering
- Aluminum Black separators

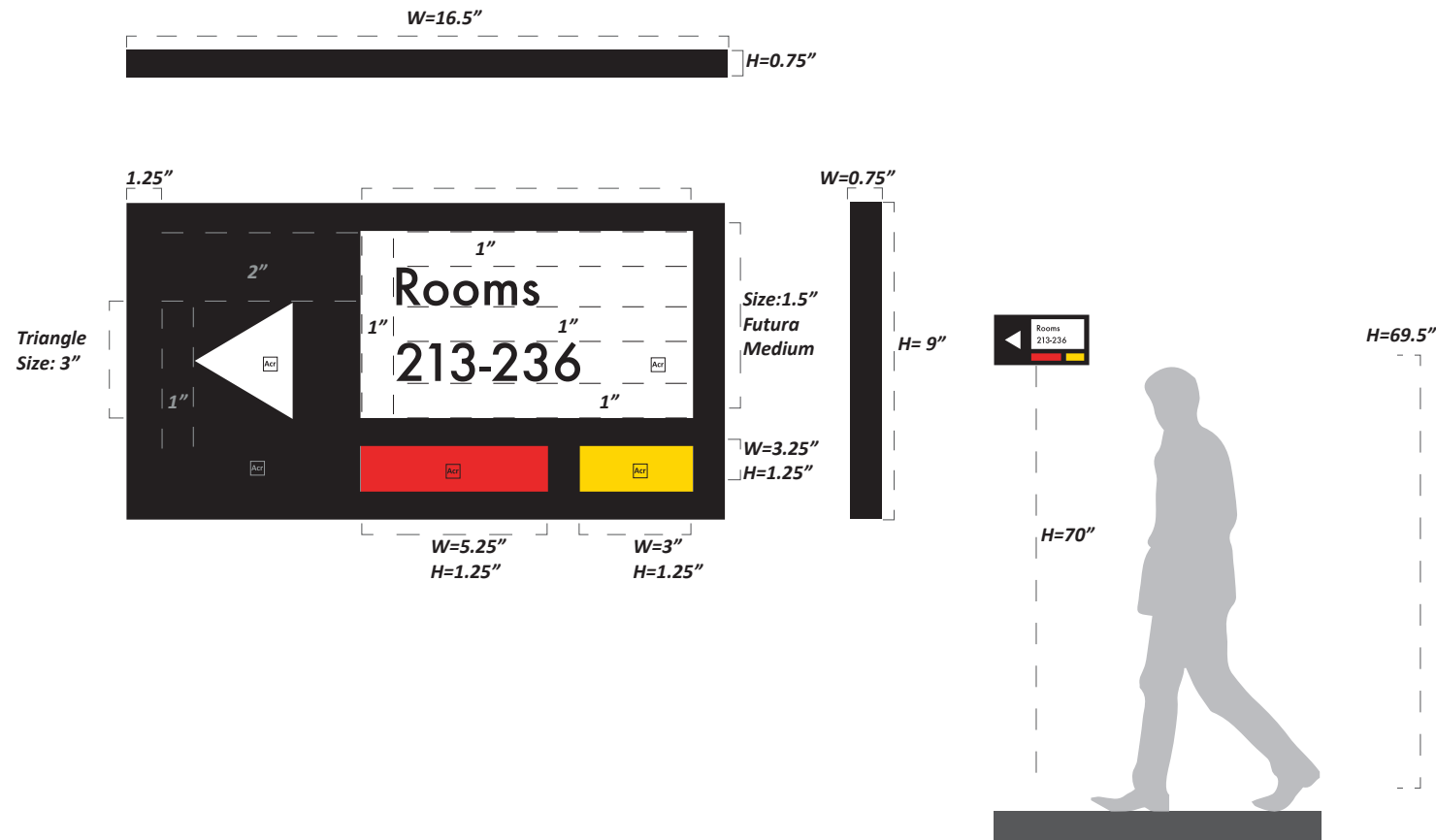
Location

A32 are located next to The Art Institute of Tampa elevators.

Scale

1"=1'





Sign Type

**A34**

A2-A33-001

Materials

**Alu** Aluminum

**Acr** Acrylic

Colors



Quantity

6

Mounting Method

- Wallmount

Fabrication Details

- Acrylic color areas
- Acrylic black and white areas
- Acrylic lettering
- Aluminum Black separators

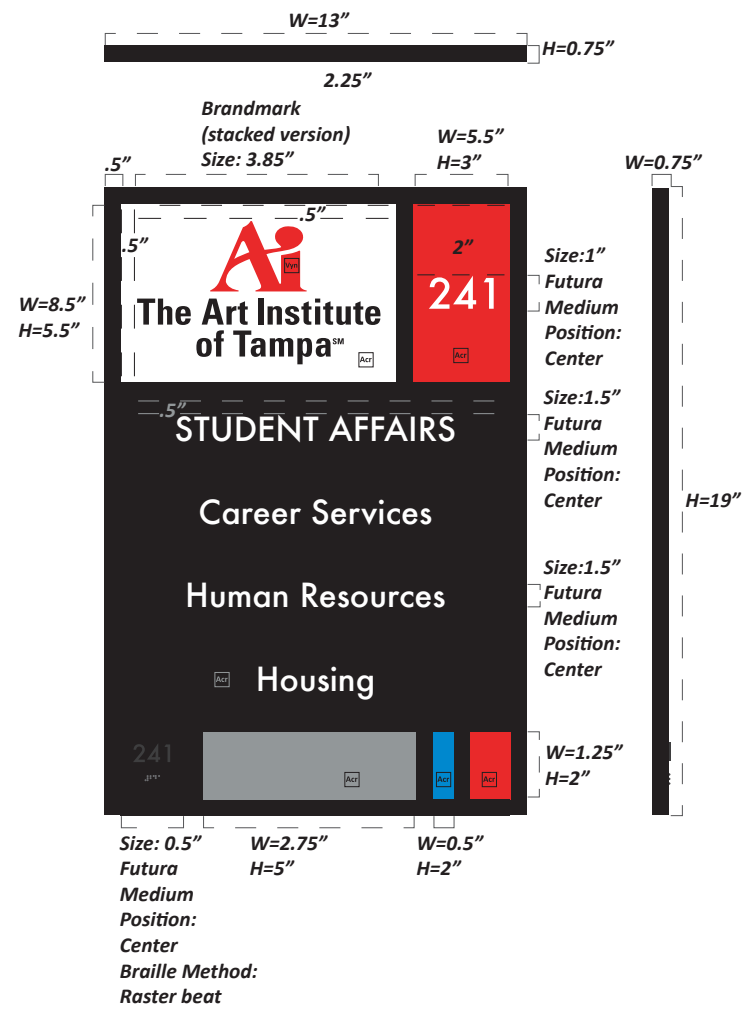
Location

A33 signs are located through The Art Institute of Tampa.

Scale

1"=1'





Sign Type

**A34**

B3-A34-002

Materials

Vyn Vinyl

Acr Acrylic

Colors



Quantity

10

Mounting Method

- Wallmount
- Placed according to ADA guidelines

Fabrication Details

- Acrylic color areas and lettering
- Vinyl brandmark
- Tactile number area. Braille is fabricated using the Raster bead method
- Doorsigns are separable, and bring the opportunity to add or subtract signs
- A34 signs belong to the primary destination interior program family, recognizable by the brandmark

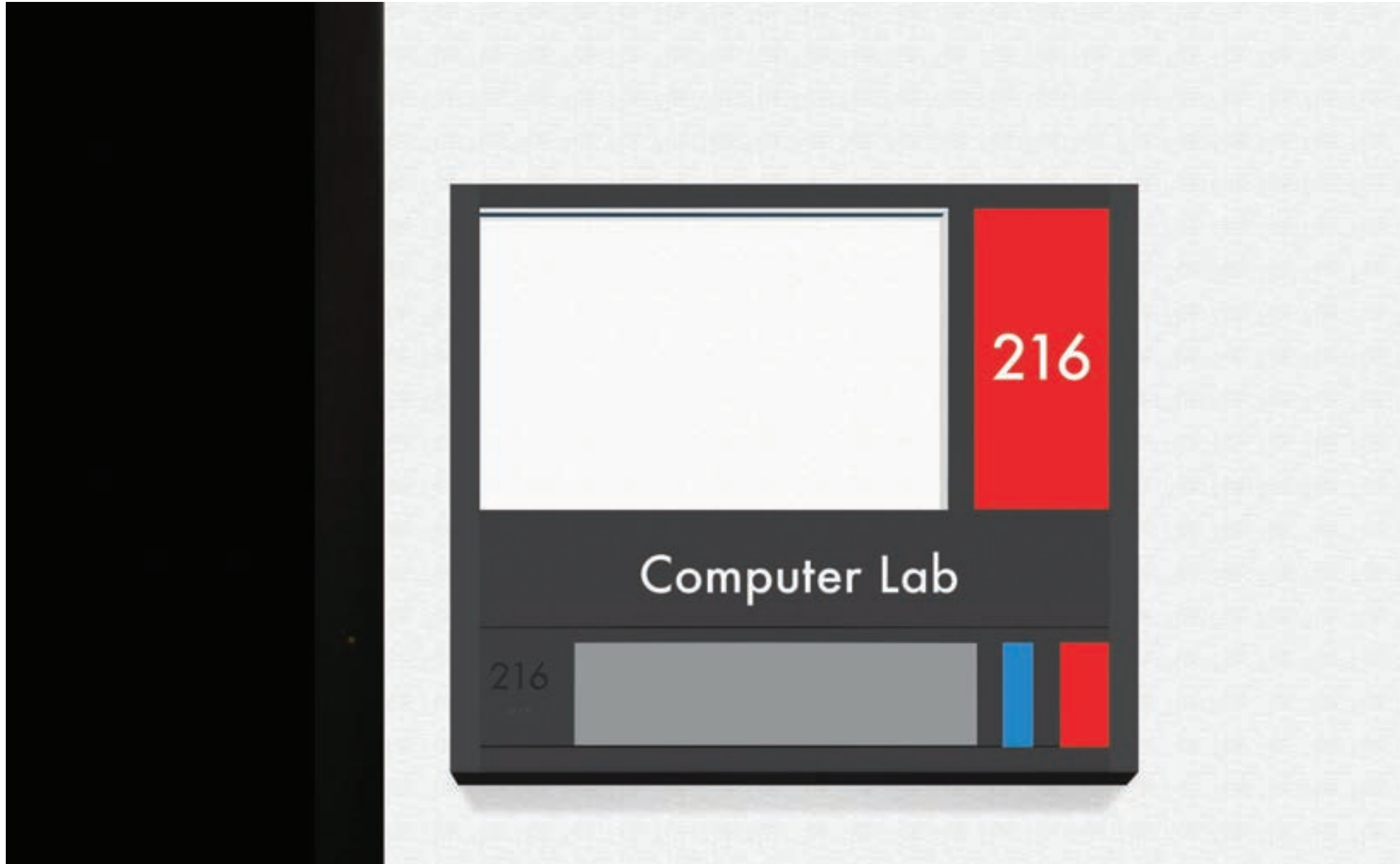
Location

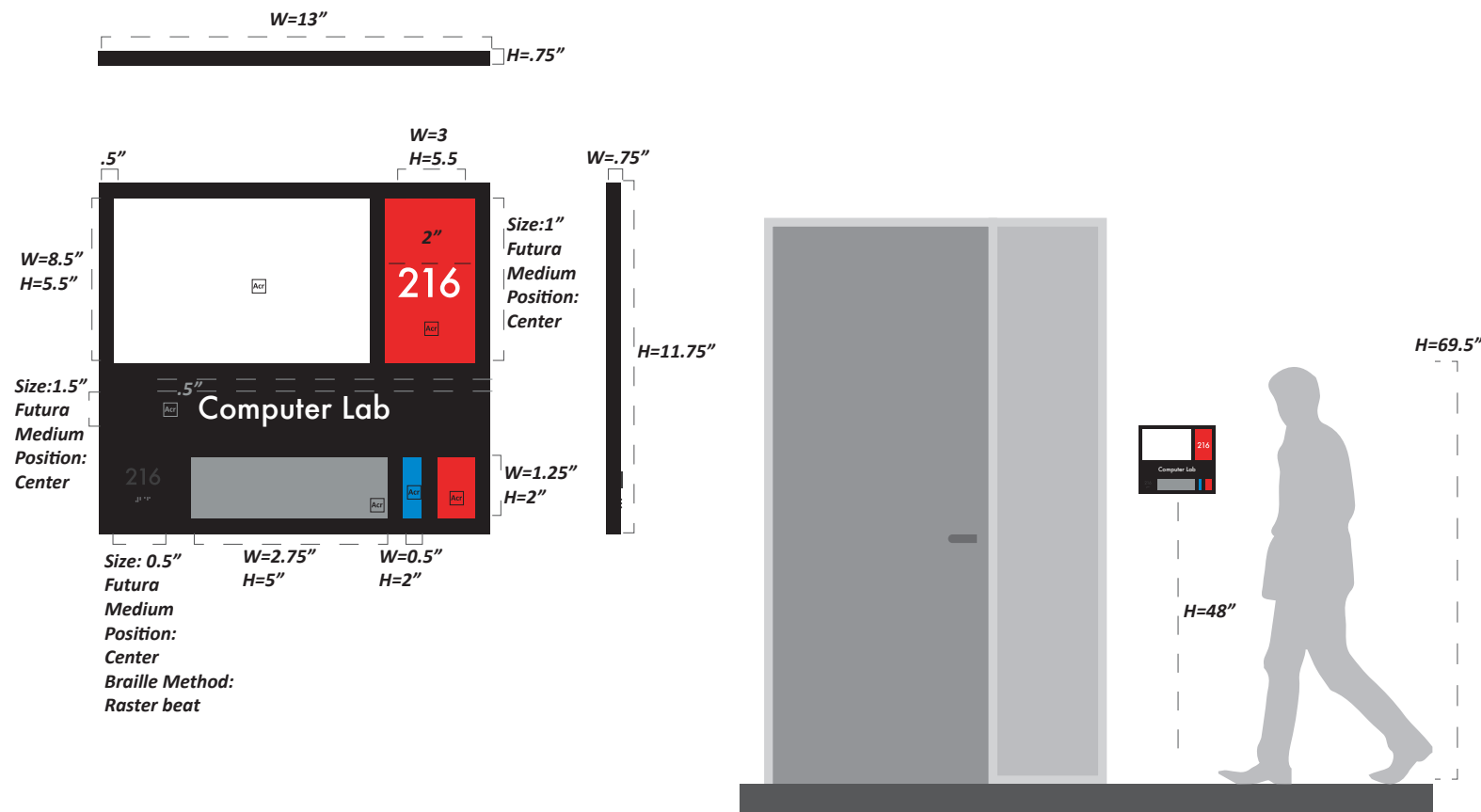
A34 signs are located through The Art Institute of Tampa offices.

Scale

1"=1'







Sign Type

**A37**

A1-A36-007

Materials

**Acr** Acrylic

Colors



Quantity

30

Mounting Method

- Wallmount
- Placed according to ADA guidelines

Fabrication Details

- Acrylic color areas and lettering
- Paperflex instead of the brandmark
- Tactile number area. Braille is fabricated using the Raster bead method
- Doorsigns are separable, and bring the opportunity to add or subtract signs
- A34 signs belong to the secondary alternate interior program family, recognizable by the non use of the brandmark

Location

A35 signs are located through The Art Institute of Tampa classrooms.

Scale

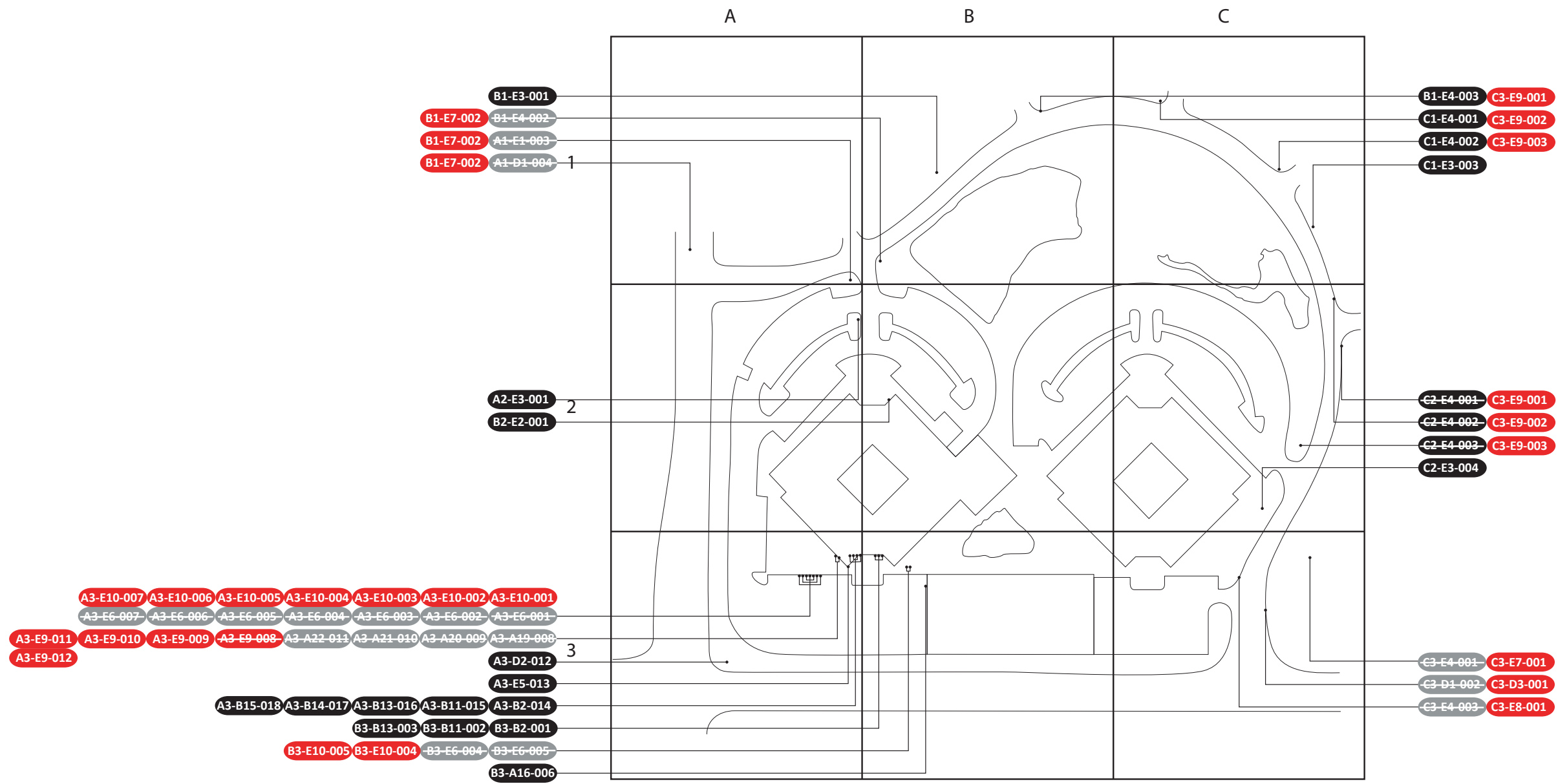
1"=1'

## Sign Type List

Sign Family	Sign Type	Size	Description	Sign Family	Sign Type	Size	Description	Sign Family	Sign Type	Size	Description
A-Wallmount	A1	12"x4"x0.25"	Acrylic, two layers, raised letters, black	B-Surface	B1	20"x22.75"	Vinyl, black, red and white	C-Digital Display	C1	48"x24"x4.5"	Plastic, glass, black
	A2	8"x4"x0.25"	Acrylic, two layers, raised letters, black		B2	11.25"x13.5"	Vynil, black, red and white		C2	22.25"x14.75"x4"	Plastic, glass, black
	A3	12"x8"x0.25"	Acrylic, two layers, raised letters, black		B3	14.5x17.25"	Vinyl, black		C3	72"x42.5"x8"	Plastic, glass, black
	A4	4"x4"x0.25"	Acrylic, two layers, raised letters, black		B4	10.5"x7.75"	Vinyl, red		C4	41.75"x25.5x9"	Plastic, glass, black
	A5	8"x8"x0.25"	Acrylic, two layers, raised letters, black		B5	18x21.5	Vinyl, formica, red		C5	25.5"x17.5"x4.75"	Metal, glass, silver
	A6	19.5"x19"x0.25"	Acrylic, two layers, raised letters, black		B6	4.25"x3"	Vinyl, red		C6	25.5"x17.5"x4.75"	Metal, glass, silver
	A7	52.25"x94"x6"	Formica, wood, red		B7	11"x8"	Vinyl, transparent	D-Monuments	D1	122"x152"x48"	Granite tile, acrylic, stone, black and blue
	A8	54"x48.25"x2.75"	Formica, wood, red		B8	10"x2.75"	Vinyl, letters, black		D2	408"x102"x20"	Granite tile, acrylic, stone, black and blue
	A9	25.5"x25.5"x0.75"	Plastic, glass, frame, black		B9	48.75"x107.5"	Vinyl, black and red		D3	134.5"x158.5"x45"	Concrete, acrylic, black, red, white and gray
	A10	28.5"x41.5"x0.75"	Plastic, glass, frame, black		B10	47.75"x1.75"	Vinyl, letters, red and white	E-Freestanding	E1	55"x70"x8"	Metal, plastic, two layers, black
	A11	30"x40"x1"	Mattboard, black and red		B11	22.25"x19"	Vinyl, letters, black		E2	66.25"x33.5"x7"	Metal, plastic, two layers, black
	A12	20"x50"x1"	Mattboard, photo		B12	38"x35"	Vinyl, letters, black		E3	108"x55"x12"	Metal, plastic, concrete, black
	A13	11"x9.4"	Acrylic, two layers, transparent		B13	33"x12.25"	Vinyl, letters, white		E4	42"x63.5"x3"	Metal, plastic, two layers, black
	A14	191"x43"x1"	Metal, channed letters, gray		B14	4"	Vinyl, numbers, circle, white		E5	9"x4"	Metal, two layers, green
	A15	237.5"x255"x2"	Plaster, red		B15	18"x2"	Vinyl, letters, white		E6	12"x18"	Metal, red and white
	A16	9.25"x3"x0.25"	Plastic, black and white		B16	14.25"x8.5"	Vinyl, letters, transparent		E7	53"x59"x8"	Metal, acrylic, red, black, white and gray
	A17	20"x16x0.25"	Metal, emboss letters, gold		B17	26.5"x9"	Vinyl, letters transparent		E8	34.5"x44"x3"	Metal, acrylic, red, black, white and gray
	A18	12"x9"x1"	Metal, wood, gold and brown		B18	37"x2"	Vinyl, letters, transparent		E9	34.5"x44"x3"	Metal, acrylic, red, black, white and gray
	A19	336"x64"x20"	Plastic, black and white		B19	22.5"x2"	Vinyl, letters, transparent		E10	54.5"x67"x3"	Metal, acrylic, red, black, white and gray
	A20	100"x64"x20"	Plastic, red		B20	9.5"x2.55"	Vinyl, letters, transparent		E11	44"x14"x3"	Acrylic, red, black, white and gray
	A21	185"x150"x6"	Plastic, black and white		B21	19"x8"	Vinyl, letters, transparent		E12	62.25"x32"x7"	Metal, acrylic, red, black, white and gray
	A22	38"x31"x6"	Plastic, black, red and white		B22	8"x8"	Vinyl, black and red	F-Flag Mounted	F1	12"x4"x0.125	Plastic, emboss letters, black and white
	A23	9.75"x4"x0.25"	Blackboard, paper, black and white		B23	66"x104.5"	Vinyl, black and red				
	A24	11.75"x3.75x0.25"	Blackboard, paper, black and white		B24	118.75"x96"	Vinyl, black and red				
	A25	96"x42"x5"	Plastic, glass, frame, black		B25	20"x2"	Vinyl, letters transparent				
	A26	22"x189"x0.25"	Wood, glass, frame, brown	B25	22.75"x90.5"	Vinyl, black and red					
	A27	24.5"x24.5"x1.5"	Wood, glass, frame, brown								
	A28	11"x8"x0.25"	Acrylic, two layers, transparent								
	A29	52"x32"x1"	Metal, gray								
	A30	42"x104.5"	Vinyl, black								
A31	65"x45"x1.5"	Acrylic, red, black, white, gray and yellow									
A32	48.75"x46.25"x1.5"	Acrylic, red, black, white, gray and yellow									
A33	10"x5.5"x0.75"	Acrylic, red, black, white, gray, and yellow									
A34	13"x19"x0.75"	Acrylic, braile, red, black, white, gray and blue									
A35	13"x19"x0.75"	Acrylic, braile, red, black, white, gray and blue									
A36	13"x11.75"x0.75"	Acrylic, braile, red, black, white, gray and blue									
A37	13"x11.75"x0.75"	Acrylic, braile, red, black, white, gray and blue									
A38	60"x40"x1.5"	Acrylic, red, black, white, gray and yellow									
A39	49"x46.5"x1.75"	Acrylic, red, black, white, gray and yellow									

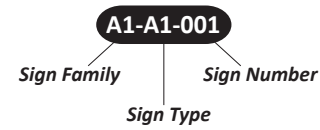
### Legends

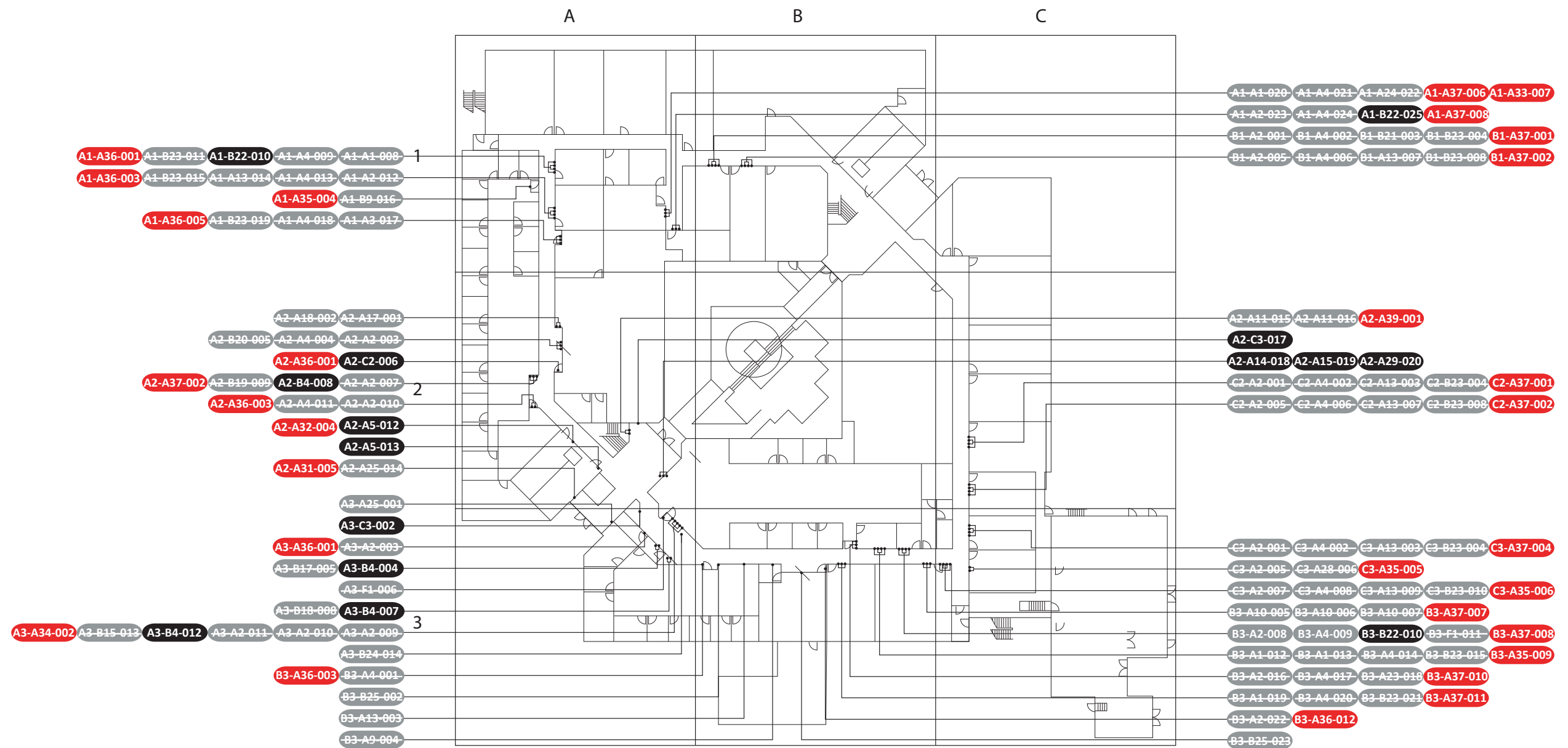
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<span style="background-color: gray;">■</span>	Deleted Sign
<span style="background-color: black;">■</span>	No change



Legends

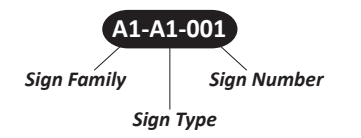
- New Sign
- Deleted Sign
- No change

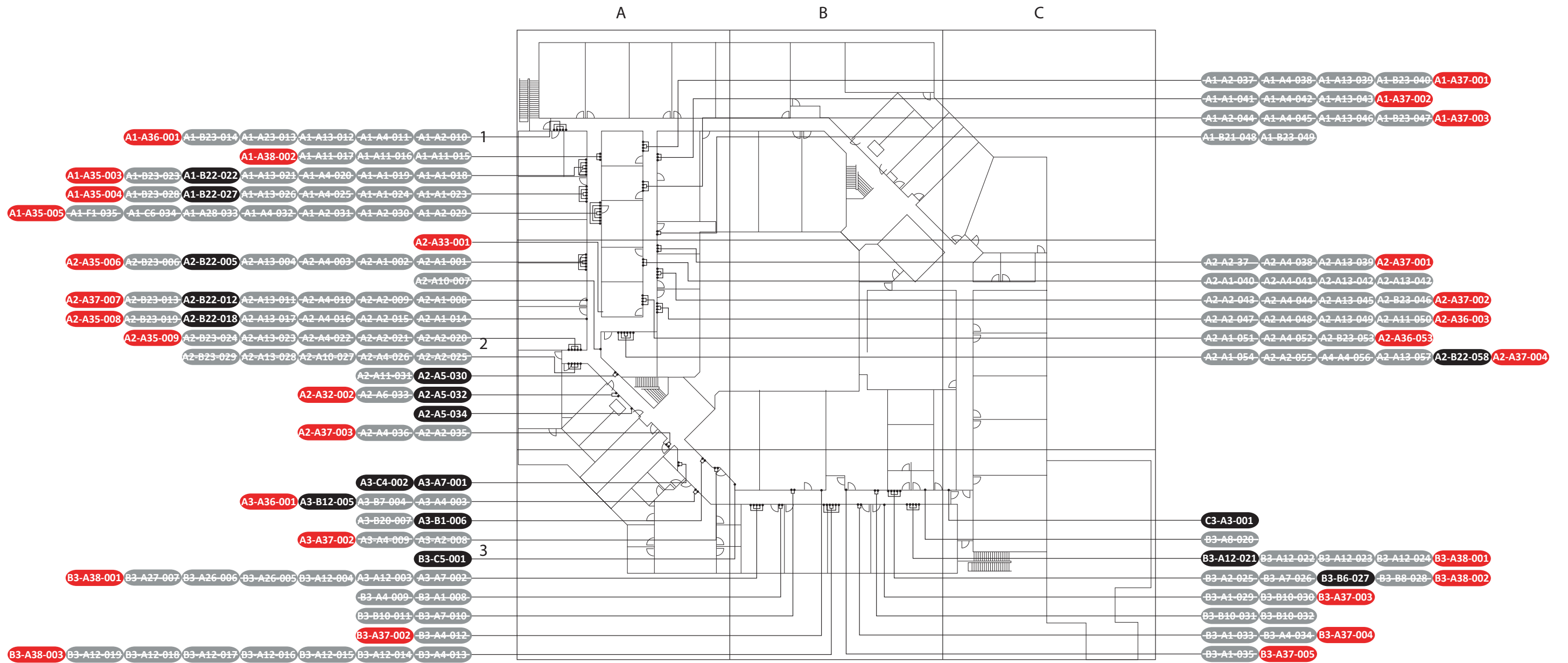




Legends

- New Sign
- Deleted Sign
- No change





Legends

- New Sign
- Deleted Sign
- No change



## Summary

### Summary.

After analyzing the current situation and doing an extensive research study through the audit, many environmental design issues were identified in The Art Institute of Tampa, including, its wayfinding, signage system and inconsistent branding. As a result, a number of opportunities to improve the environment were found by correcting these opportunities, a more successful and effective environment can be created for the school and for regular and future visitors.

A new design approach was developed to correct the issues found in the study audit and to improve the opportunities found, in regards to reinforcing The Art Institute of Tampa brand and their wayfinding design system.

The new design approach solves the issues found in the audit, such as the lack of clear directional signs, important decision point signs in the school and the building, creating directories and pointing signs, displayed throughout the building making the environment more useful and easy to navigate by current and future visitors. In the same way, the reduction of signage clutter through the development of a new sign type would consolidate the messaging outside the different rooms and offices in the school. The new signs promote consistency in color, materials, shape, and form, and are based on the ADA guidelines to create an esthetically and engaging environment for any kind of current or future visitors.

The new approach and the wayfinding system developed reduces the number of signs from 67 to 32 signs, making the design approach both successful and efficient.

Because the new design approach solves the issues found in the design audit and research study, this proposal presents both an innovation and new environmental graphic design system for The Art Institute of Tampa and the 4401 North Himes Avenue building.



Multiple Posted Sign Design 1



Multiple Posted Sign Design 2



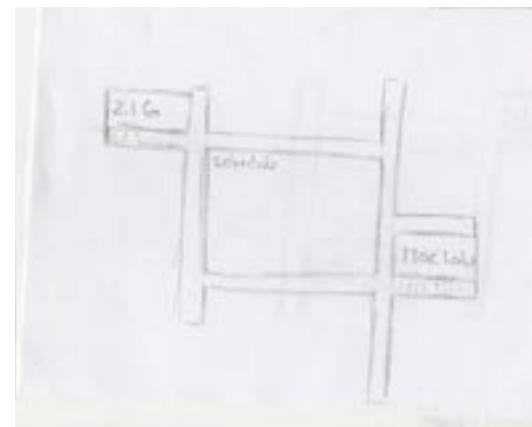
Directional Sign Design 1



Directional Sign Design 2



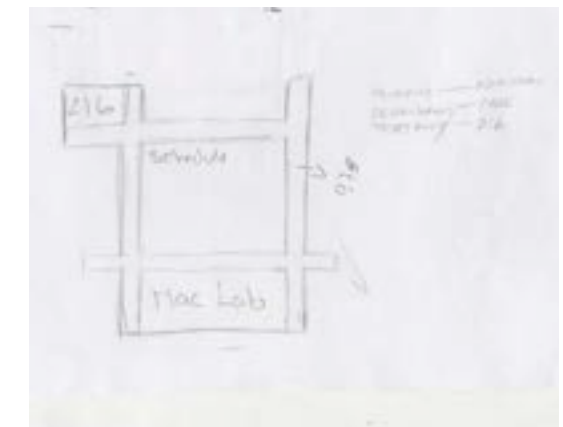
Door Sign Design 1



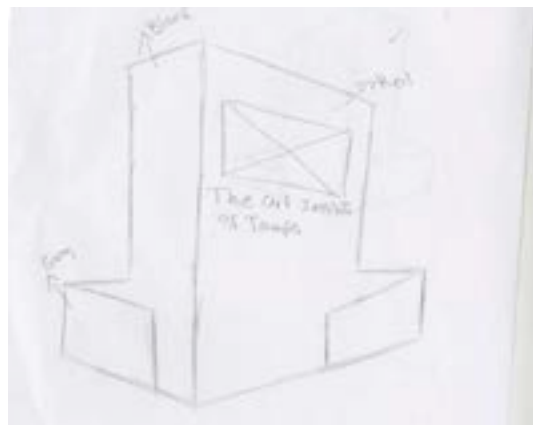
Door Sign Design 2



Door Sign Design 3



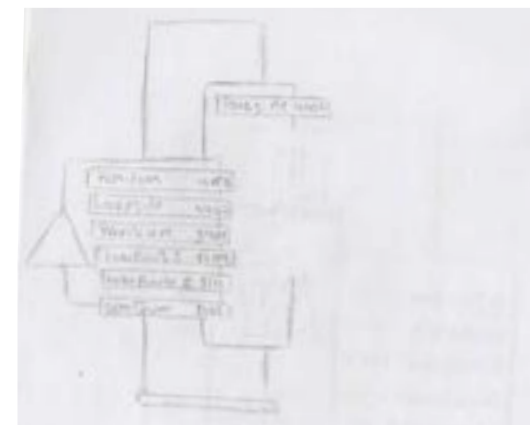
Door Sign Design 4



Monument Sign Design 1



Monument Sign Design 2



Directional Sign Design 3



Directional Sign Design 4