



WAYFINDING +
PLACEMAKING

Gavilan College Wayfinding and Signage

Signage and Wayfinding Workshops

20 November 2020

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INTRODUCTIONS

WHO WE ARE

A multi-disciplinary team that shares a passion for the intersection between architecture and graphic design.

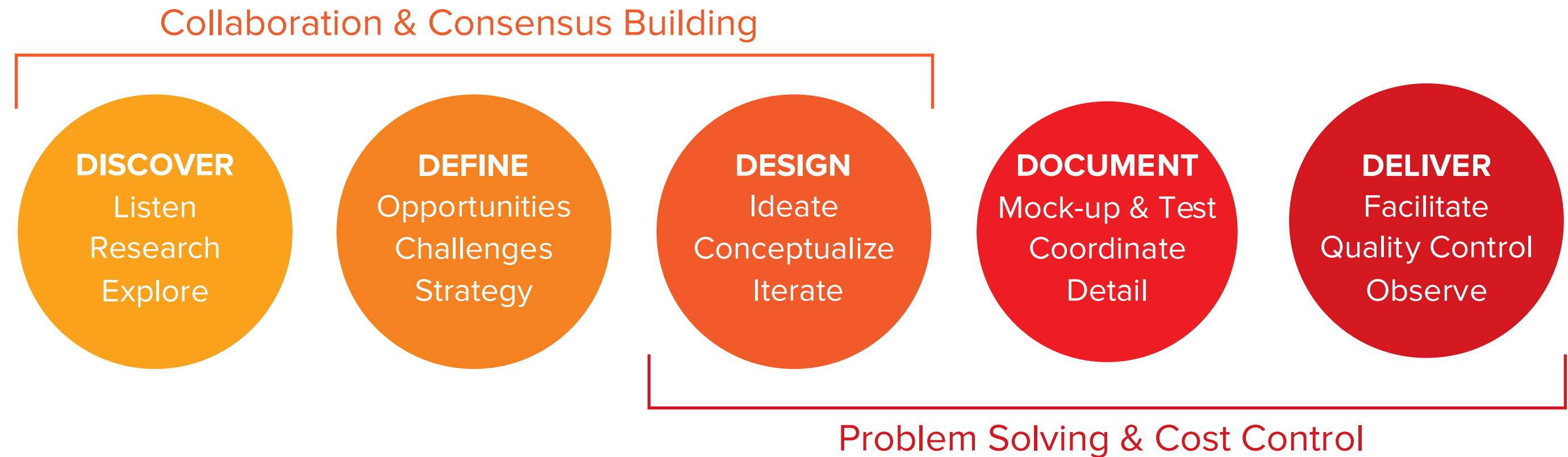
WHAT WE DO

Design visual communication for public spaces — We connect people to place.

HOW WE DO IT

Engagement, active listening, collaboration and dedication to design excellence.

PROCESS MATTERS





CASE STUDIES



COLLEGE OF MARIN

Case Studies: College of Marin

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Case Studies: College of Marin



Case Studies: College of Marin



Case Studies: College of Marin

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Case Studies: College of Marin



YOU ARE IN CENTRAL CAMPUS



Case Studies: West Valley College

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Case Studies: West Valley College

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Case Studies: Santa Clara University

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Case Studies: Santa Clara University

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Case Studies: Santa Clara University



PRESIDIO

of SAN FRANCISCO

Case Studies: The Presidio

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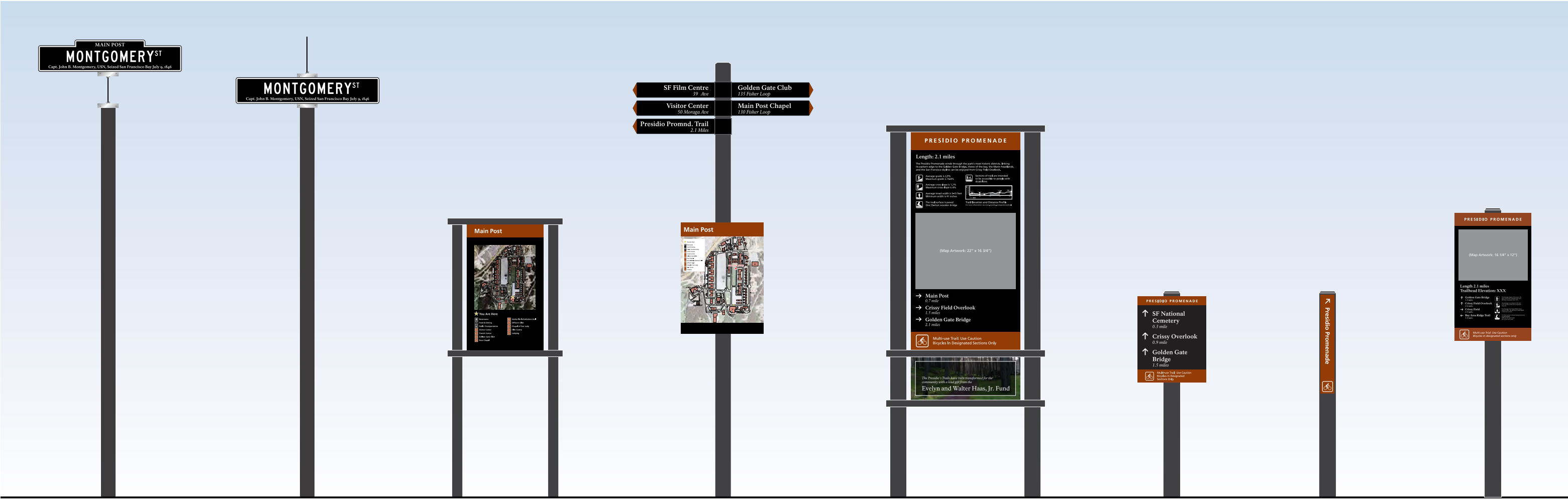
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Case Studies: The Presidio





Case Studies: The Presidio





Case Studies: The Presidio



Case Studies: The Presidio

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Case Studies: The Presidio

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THE ELEMENTS OF EFFECTIVE WAYFINDING



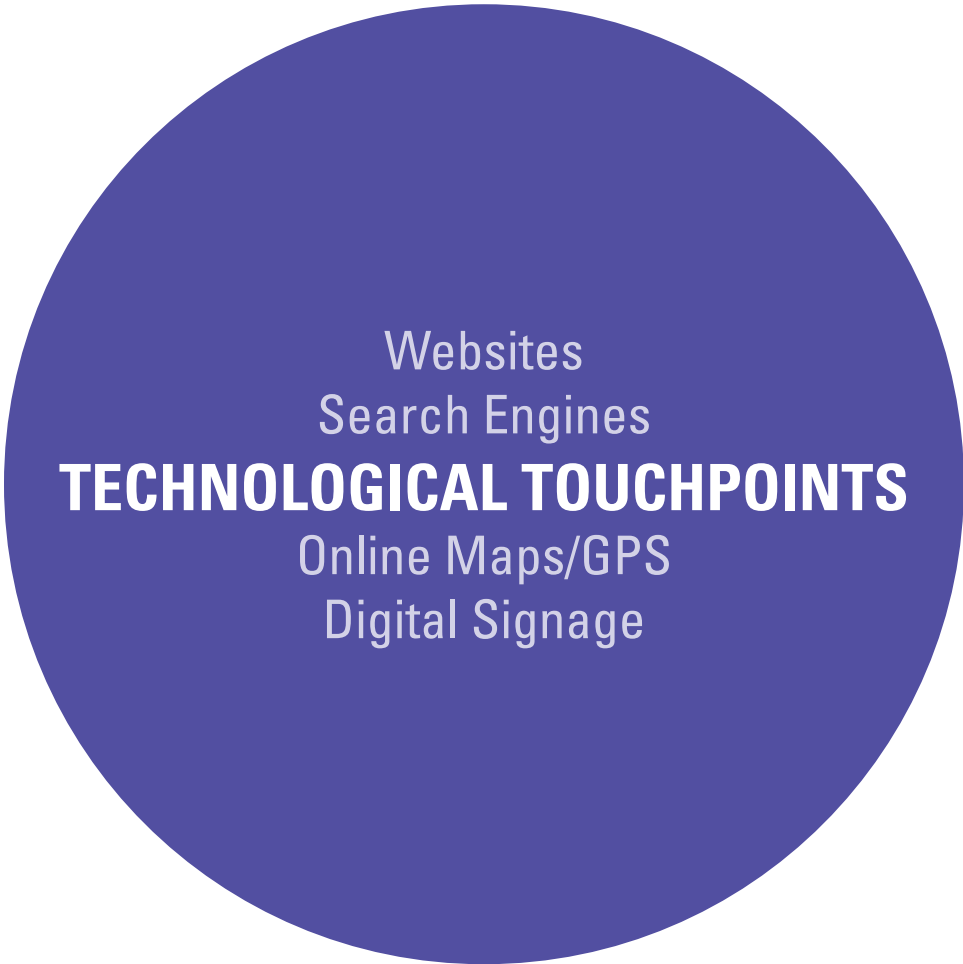
Signage

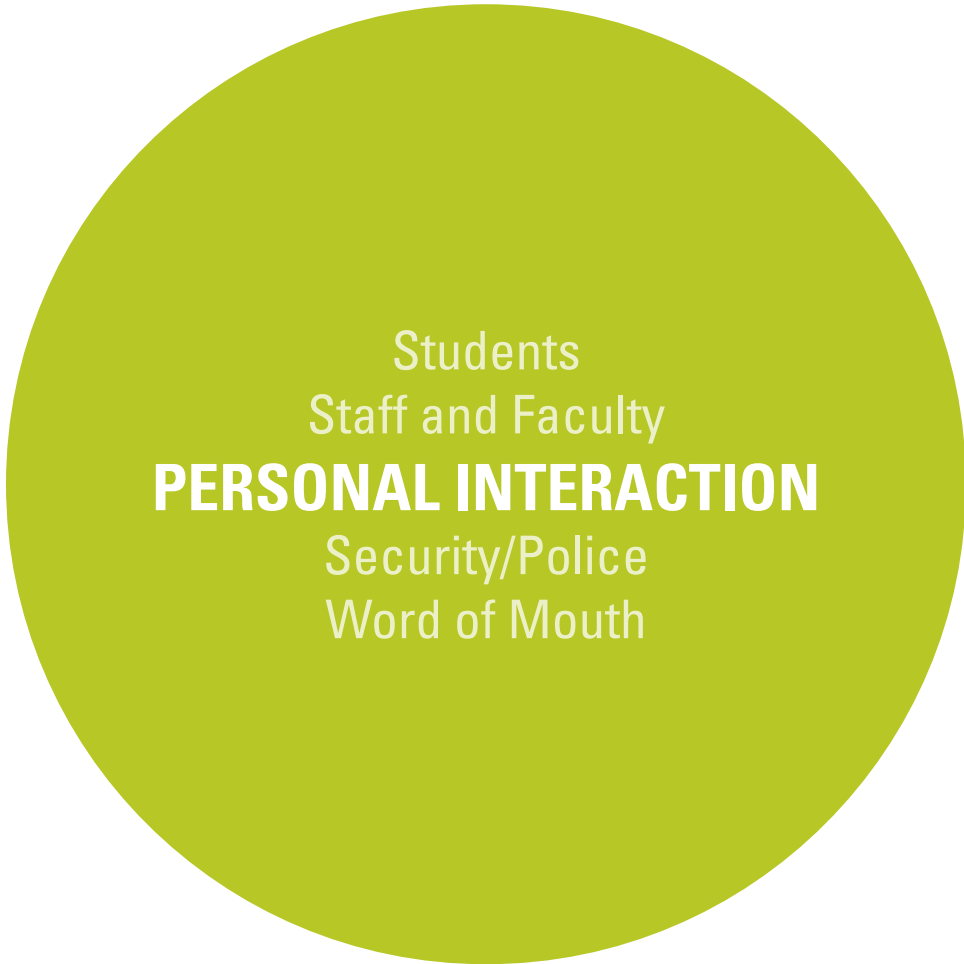
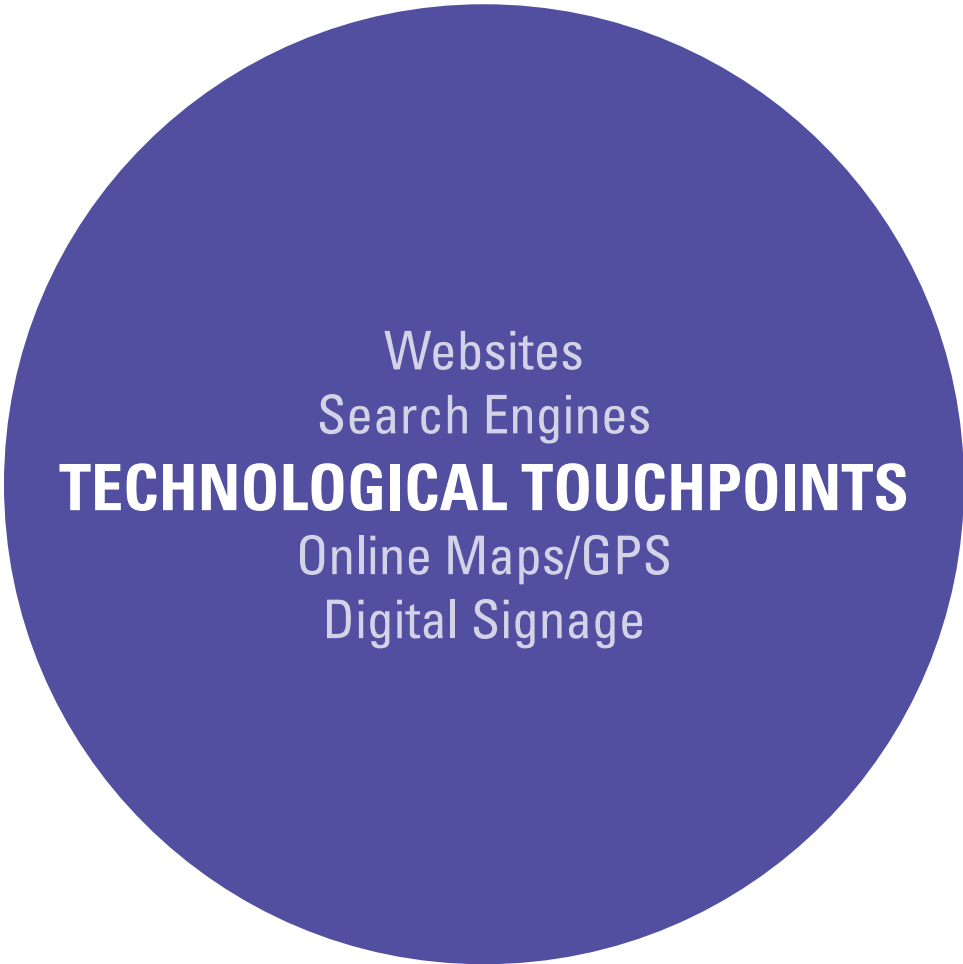
Landmarks

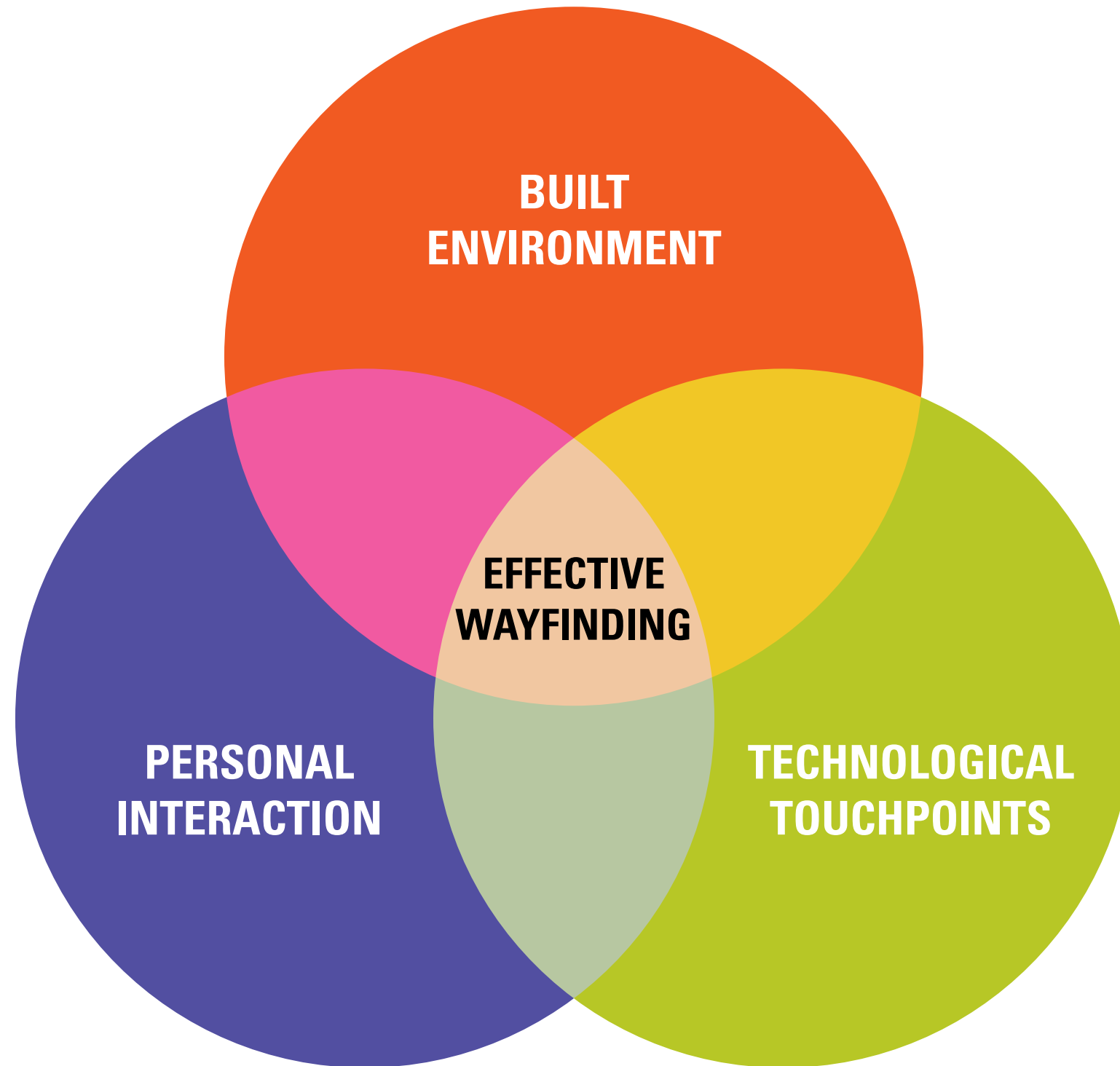
BUILT ENVIRONMENT

Architecture

Urban Plan

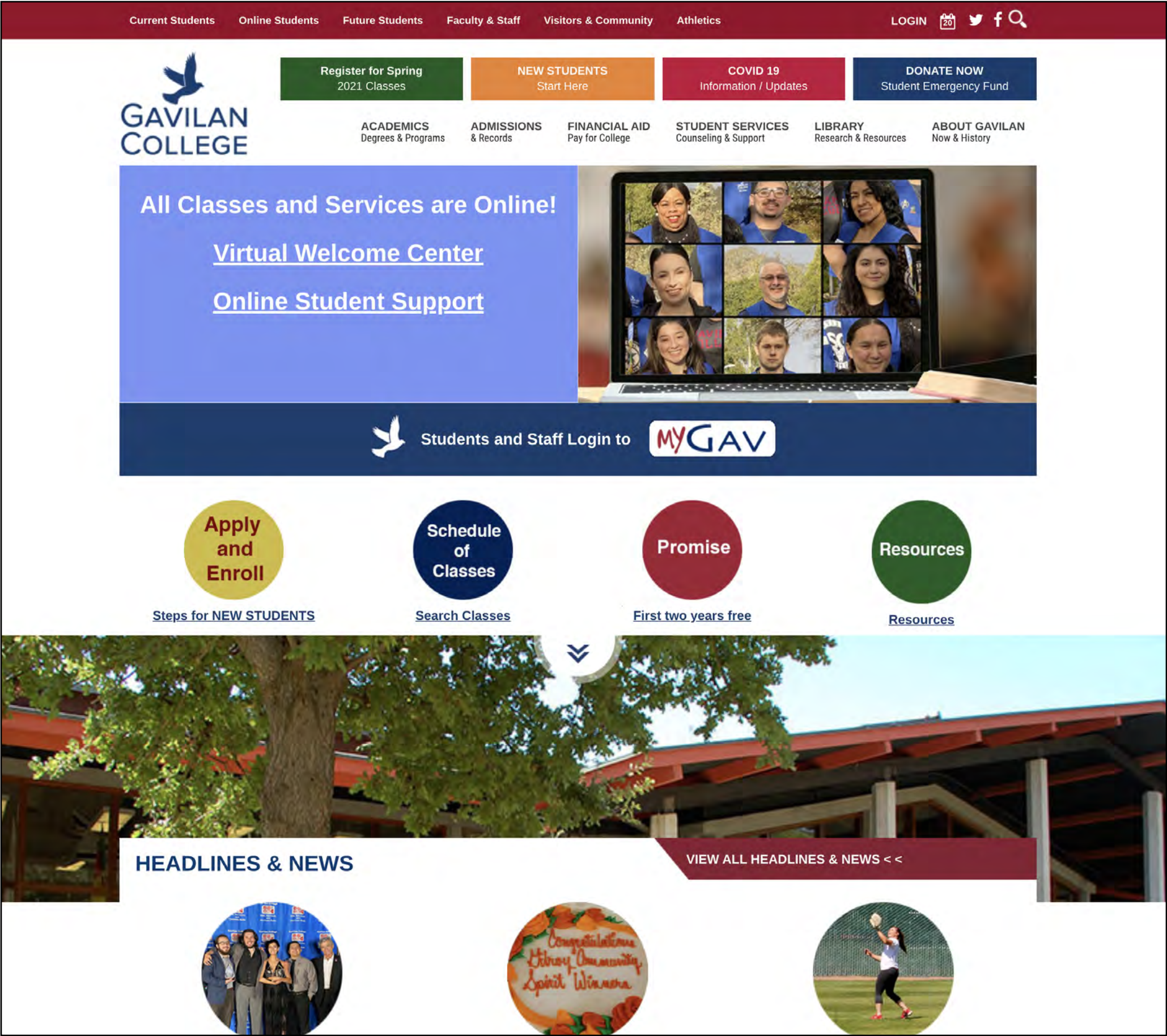








TECHNOLOGY AND GAVILAN



Current Students

Online Students


Future Students


Faculty & Staff


Visitors & Community


Athletics


LOGIN











ACADEMICS

Degrees & Programs

ADMISSIONS

& Records

FINANCIAL AID

Pay for College

STUDENT SERVICES

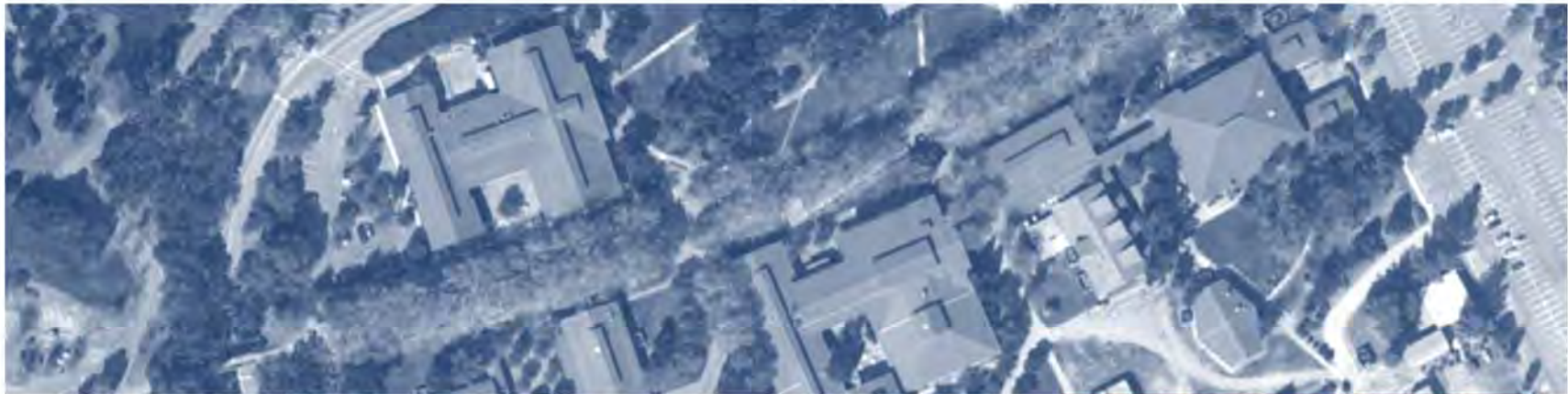
Counseling & Support

LIBRARY

Research & Resources

ABOUT GAVILAN

Now & History



Home > About Gavilan > Campus Maps

CAMPUS MAPS AND DIRECTIONS

MAIN CAMPUS - GILROY

5055 Santa Teresa Blvd
Gilroy, CA 95020
(408) 848 - 4800

- [Area Maps](#)
- [Campus Map](#)
- [Evacuation Map](#)
- [Bus and Driving Directions](#)

COYOTE VALLEY CENTER

560 Bailey Avenue
San Jose, CA, 95141
(408) 229-4201

- [Area Map and Directions](#)
- [Site map](#)

HOLLISTER BRIGGS SITE

365 Fourth Street
Hollister, CA 95023
(831) 636 - 3783

- [Area Maps](#)
- [Evacuation Map](#)
- [Bus and Driving Directions](#)

Off-Campus Locations

San Martin - Aviation Technology Site

13021 Murphy Ave

QUICKLINKS & CONTACT INFO

QUICKLINKS

Gilroy Campus

- [Area Maps](#)
- [Campus Map](#)
- [Evacuation Map](#)
- [Bus and Driving Directions](#)

Hollister Site

- [Area Maps](#)
- [Evacuation Map](#)
- [Bus and Driving Directions](#)


Coyote Valley Center

- [Area Map and Directions](#)
- [Site map](#)

San Martin Site

- [Area Map and Directions](#)
- [Site map](#)

Off-Campus Locations



Technology and Gavilan: Website

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GILROY CAMPUS MAP

[Download or print map.](#)

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San Martin Site

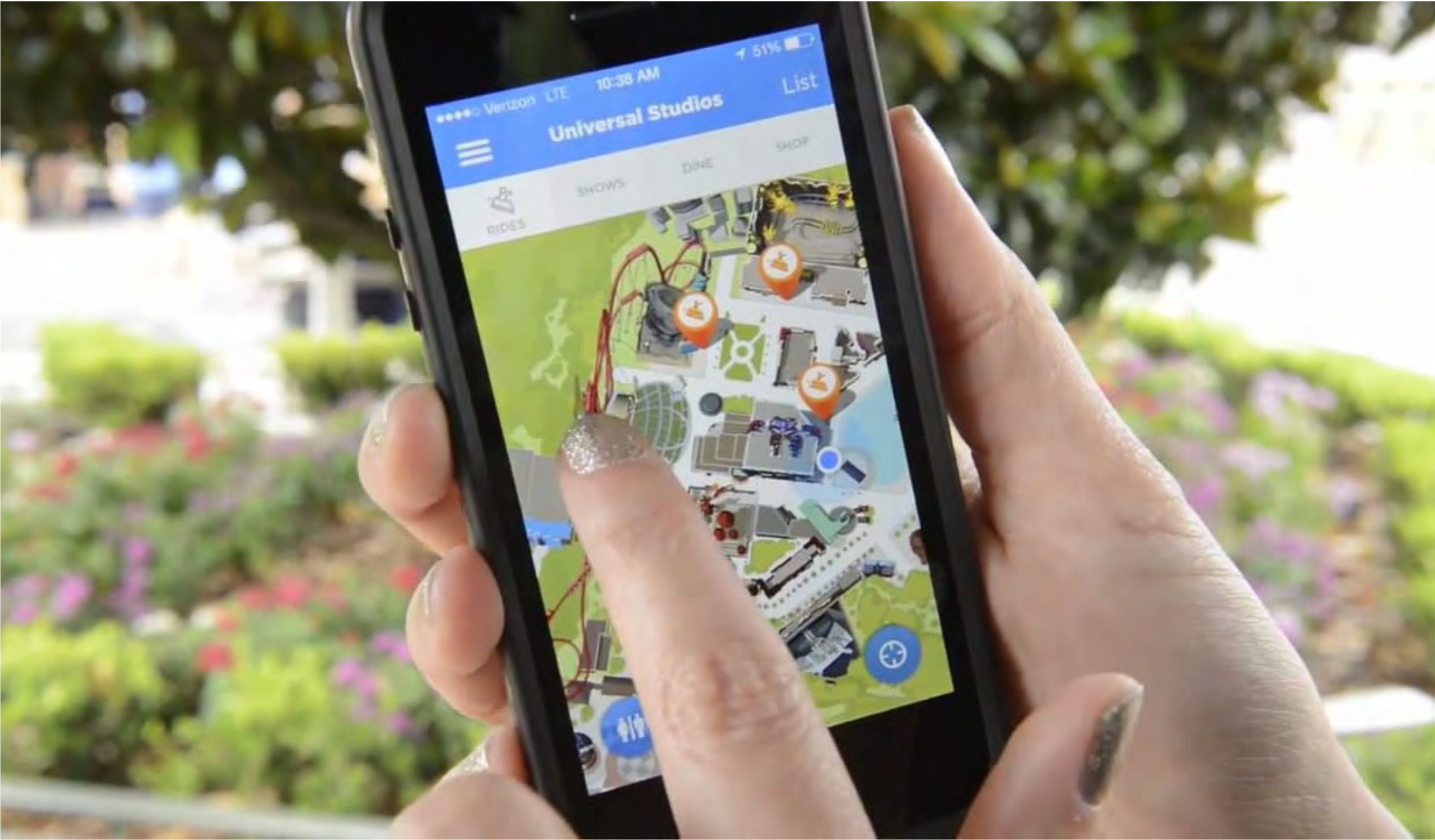
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Technology and Gavilan: Kiosks

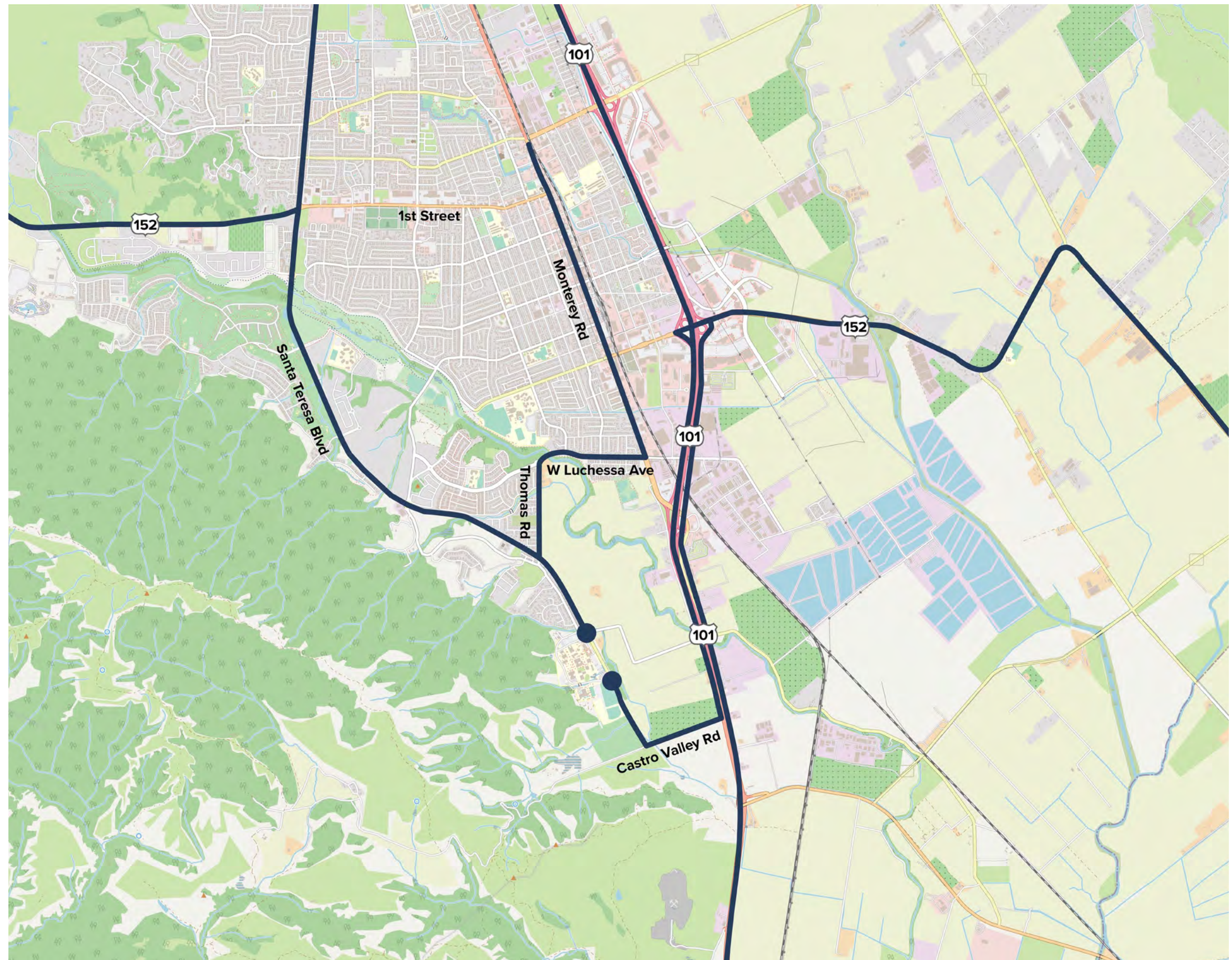


Technology and Gavilan: Mobile Apps



GAVILAN DISCOVERY QUESTIONS

- What are the main routes to campus?
- Does existing signage support them?
- Do services such as Apple and Google support them?
- Is there a main entry into Campus or are they both used evenly?
- Should the south entry be Athletic-centric?



- Is there a desire to replace any of the various gateway signs on Campus?
- Is there a need for an electronic readerboard at one or both entries? Has it been discussed with neighbors?
- What would the content be for a readerboard?



- What is the parking system on Campus?
- Which parking lots are most popular for students, staff, and visitors?



- What is the heart of Campus?
- What are the high volume destinations for first time visitors?
- Which destinations are the easiest to find?
- Which destinations are the hardest to find?

Workshop: Campus Map

- Do these maps get used?
- How frequently do the Campus maps need to be replaced?
- Have visitors expressed a need for more maps?



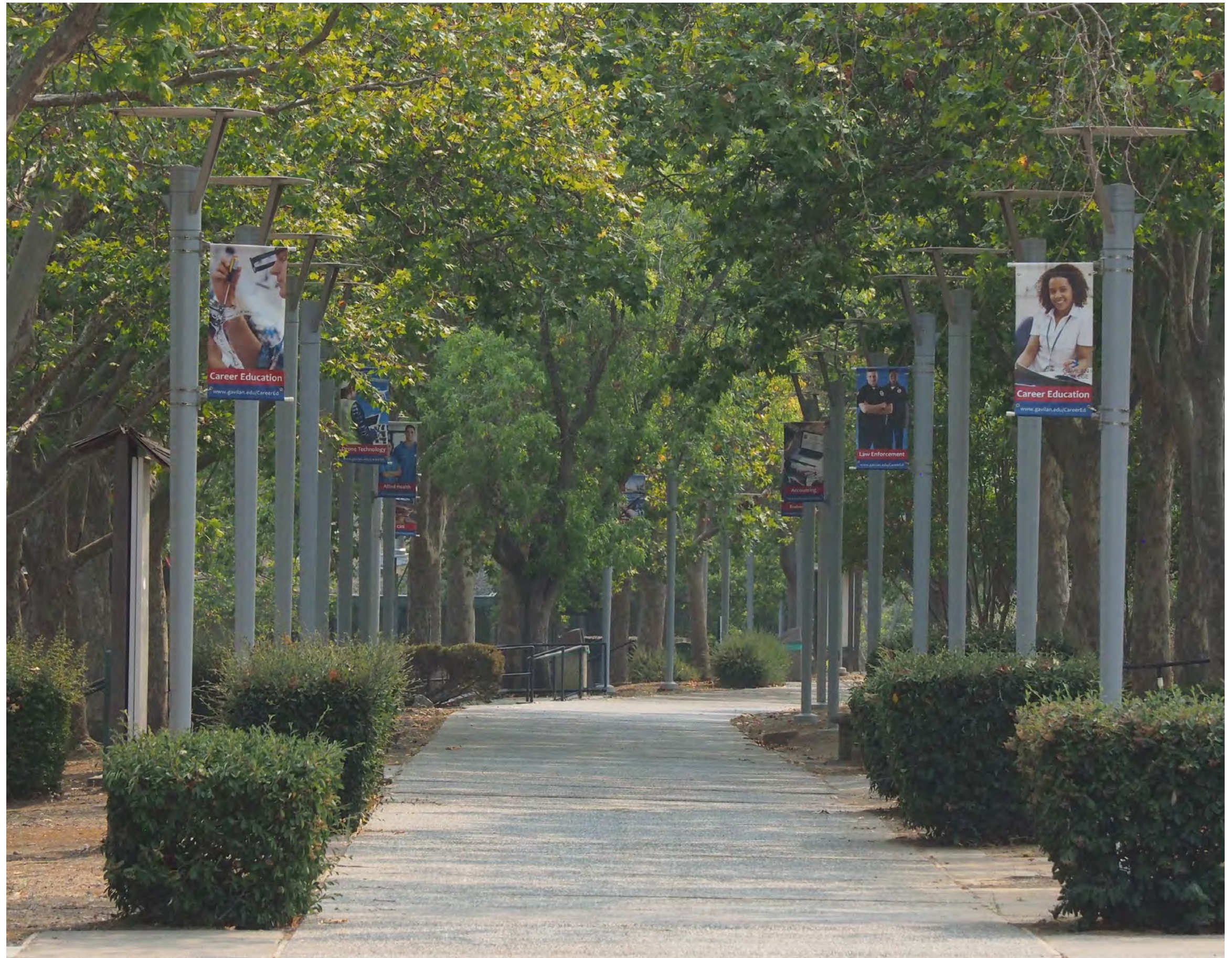
Workshop: Campus Maps

- What is the current strategy for directing to accessible routes? Does an accessibility coordinator meet with students before classes begin?



Workshop: Existing Pedestrian Signage

- What are the defining characteristics of the Campus?





THANK YOU