

### Gavilan College Wayfinding and Signage

Signange 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

## Collaboration & Consensus Building

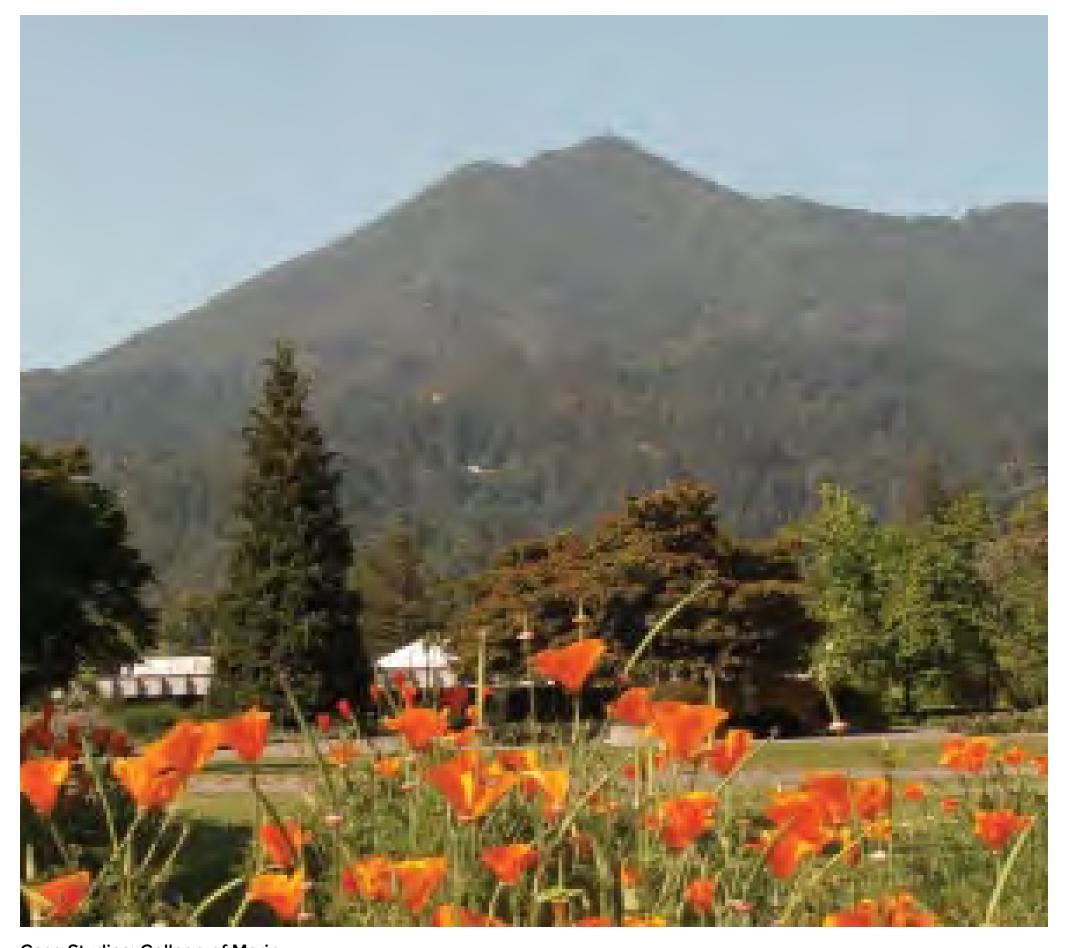
**DISCOVER DEFINE DESIGN DOCUMENT DELIVER** Ideate Facilitate Listen Opportunities Mock-up & Test Coordinate **Quality Control** Research Challenges Conceptualize Iterate Detail Observe Explore Strategy

Problem Solving & Cost Control



## CASE STUDIES





# COLLEGE OF MARIN

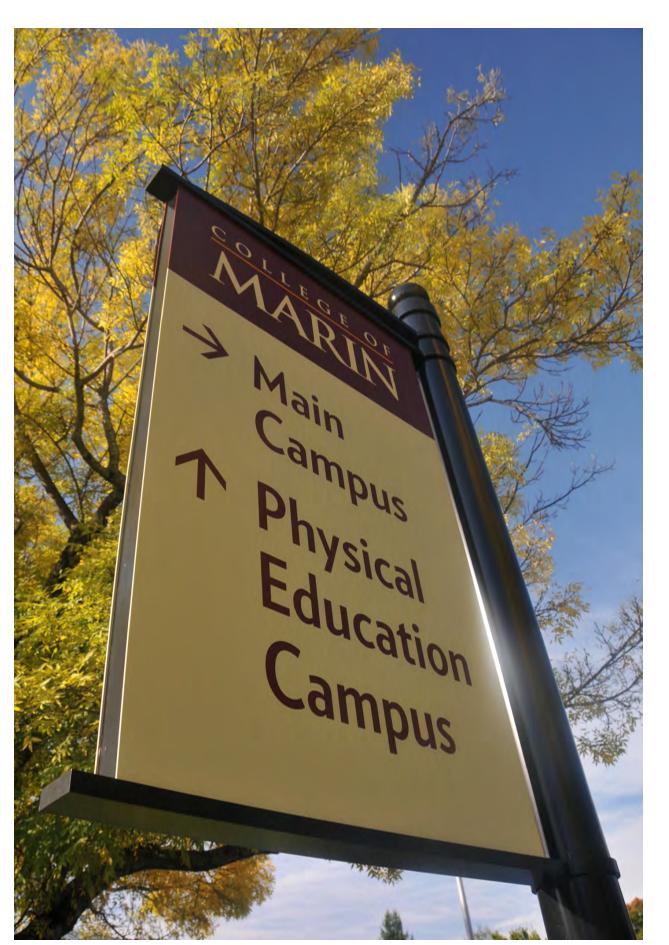
Case Studies: College of Marin

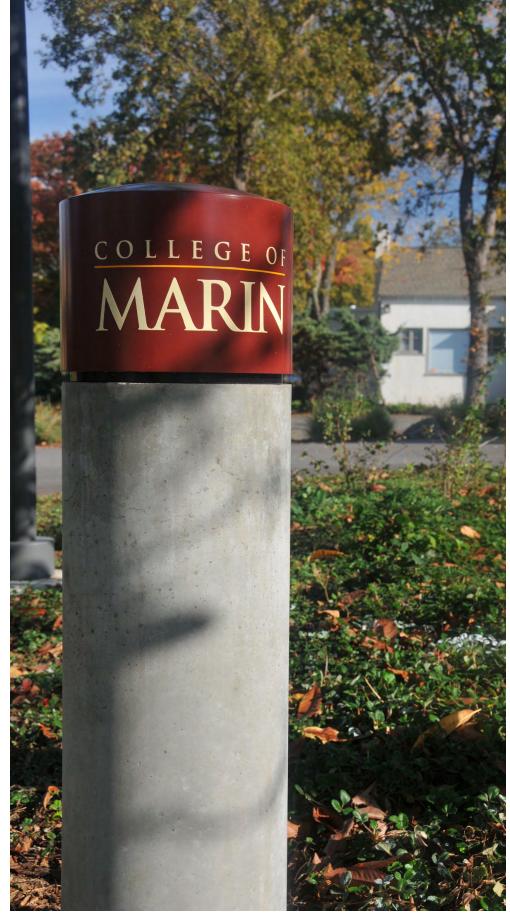
20 November 2020



Case Studies: College of Marin







Case Studies: College of Marin







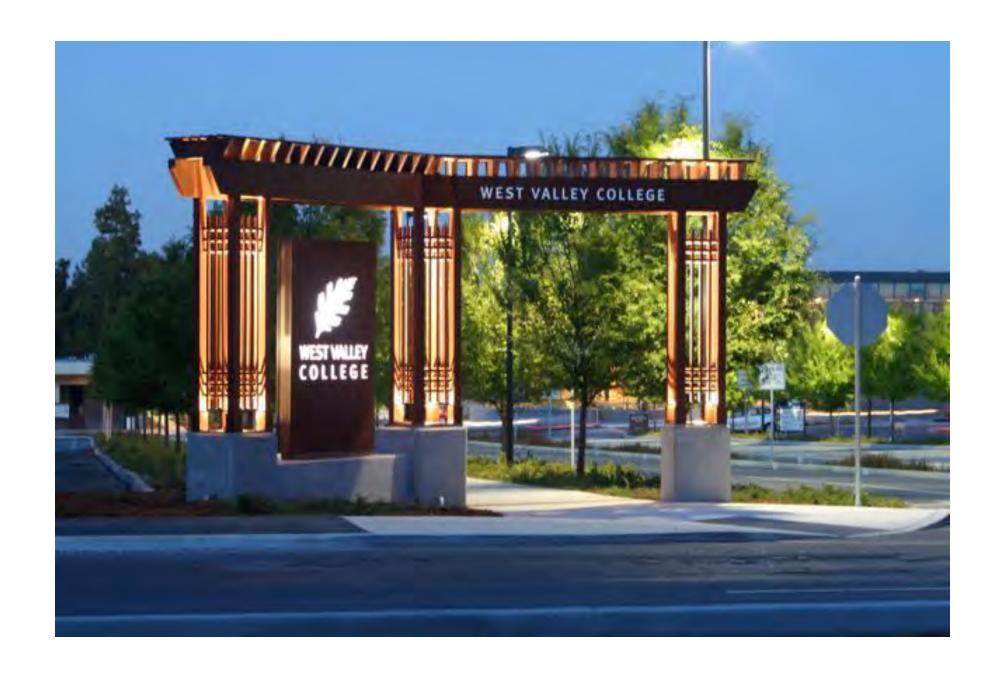
Case Studies: College of Marin





Case Studies: College of Marin





Case Studies: West Valley College

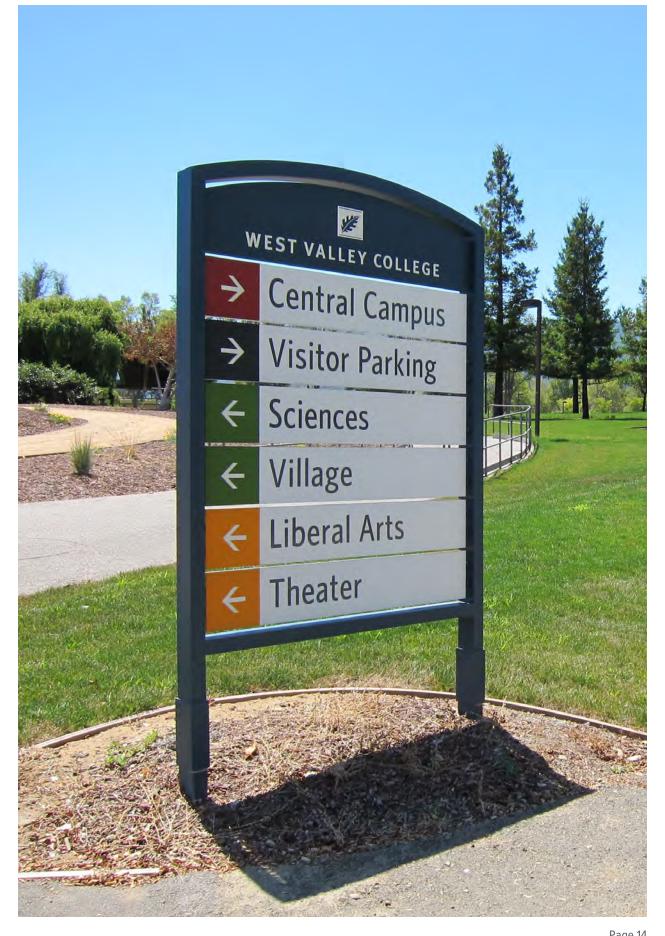


#### YOU ARE IN CENTRAL CAMPUS CAMPUS LEGEND PARKING LOT 7 You Are Here SOCCER PARKING LOT 1 **CENTRAL CAMPUS** AD Administration Building AJ Administration of Justice A&R Admissions & Records THEATER WAY **BD** Business Division CC Campus Center CR Computer Rooms SOFTBALL **CO** Counseling СН **EOP** Extended Opportunity Program LS Learning Services PD Police Department SEP Supported Education Program FX Fox Center VOLLEY BALL BASKET BALL POOL AAS Applied Arts & Sciences **CE** Community Education CH Child Care Lab **PARKING LOT 2** CS Child Studies Lab HS EOP SM Science Math TC Technology Center FOOTBALL TRACK LIBERAL ARTS AL Art Lab ART Art Studios FA Fine Arts ILC Interactive Learning Classroom TENNIS AAS SS Social Science CO $\blacksquare$ SCIENCE WAY TA Theater Arts V A S O N A C R E E K TU Tutorial & Skills Center A&R FOX CENTER ATHLETICS Baseball WEST COLLEGE CIRCLE Basketball TENNIS BASEBALL Football Track PARKING LOT 3 Golf Cage IS Information Systems PE Physical Education PARKING LOT 4 PARKING LOT 5 **BUS STOP** Soccer Softball **PARKING LOT 6** Volleyball **W&F** Warehouse & Facilities FRUITVALE AVENUE

Case Studies: West Valley College







Case Studies: West Valley College





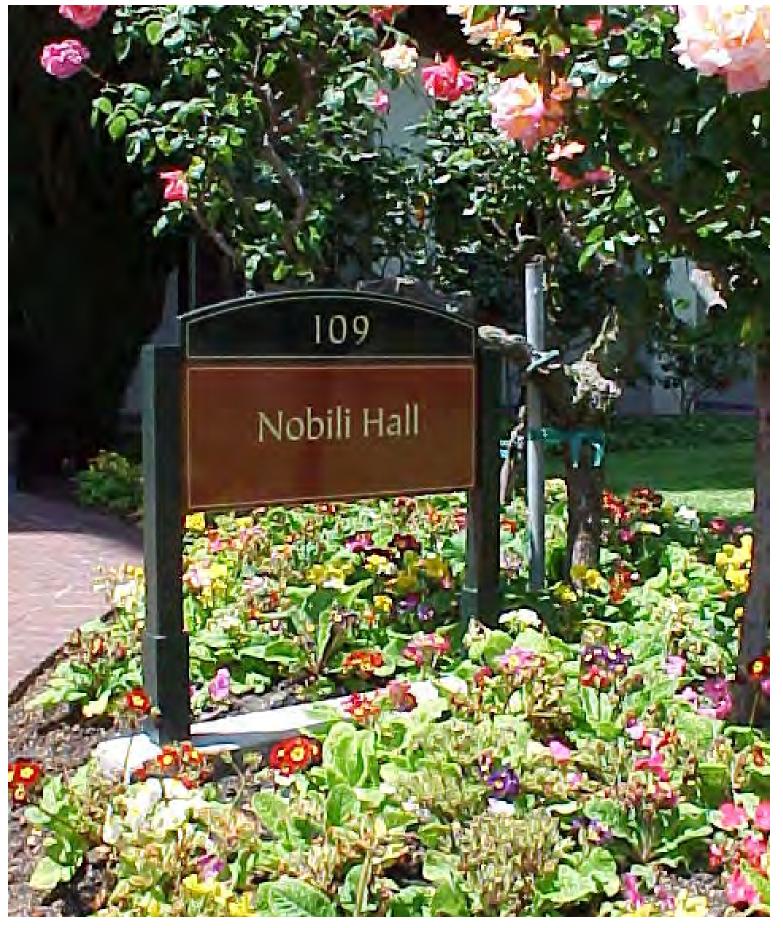
Case Studies: Santa Clara University





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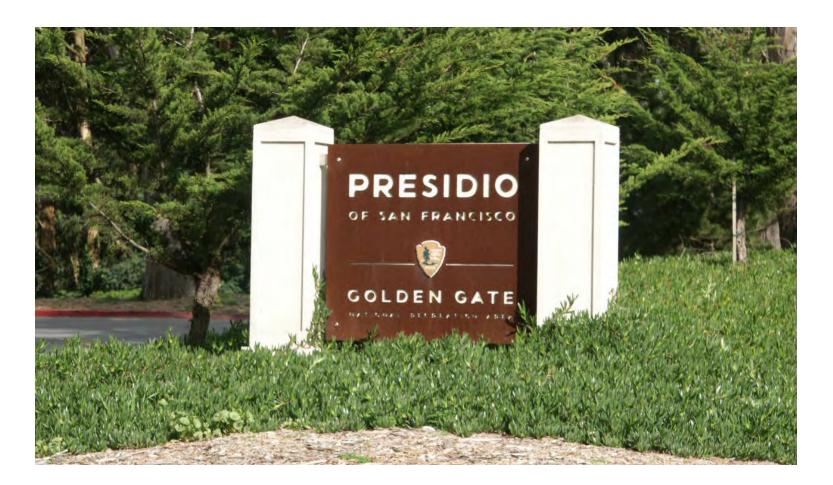
Case Studies: Santa Clara University



# **PRESIDIO**

of SAN FRANCISCO

**Case Studies: The Presidio** 

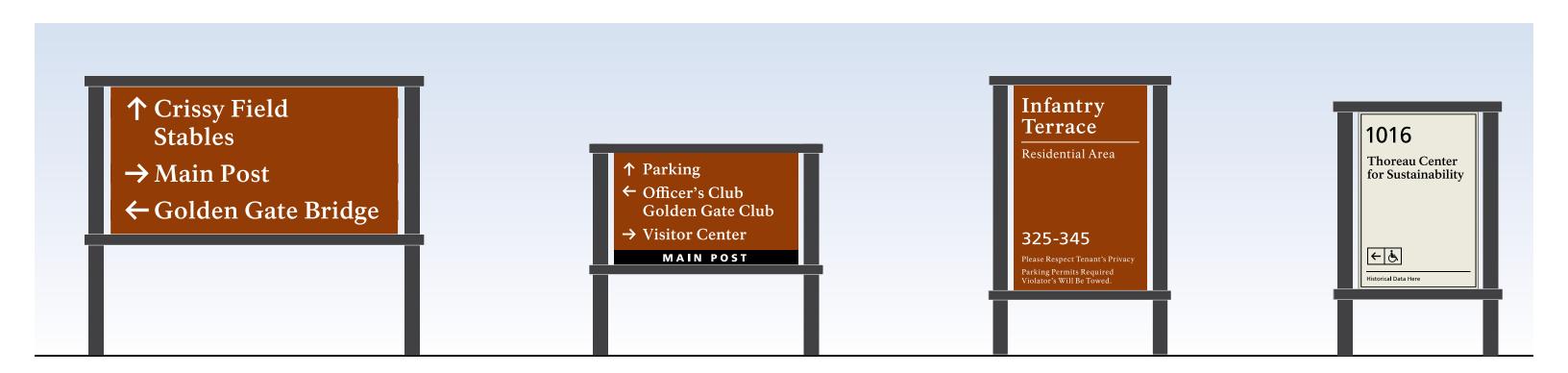






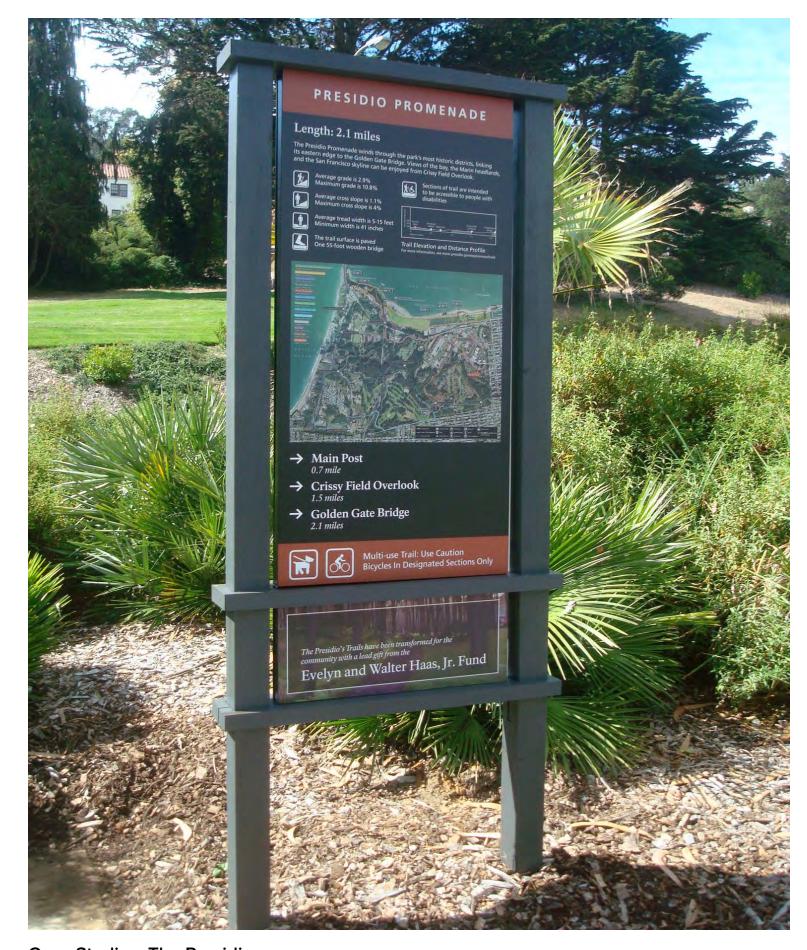


Case Studies: The Presidio

















Case Studies: The Presidio

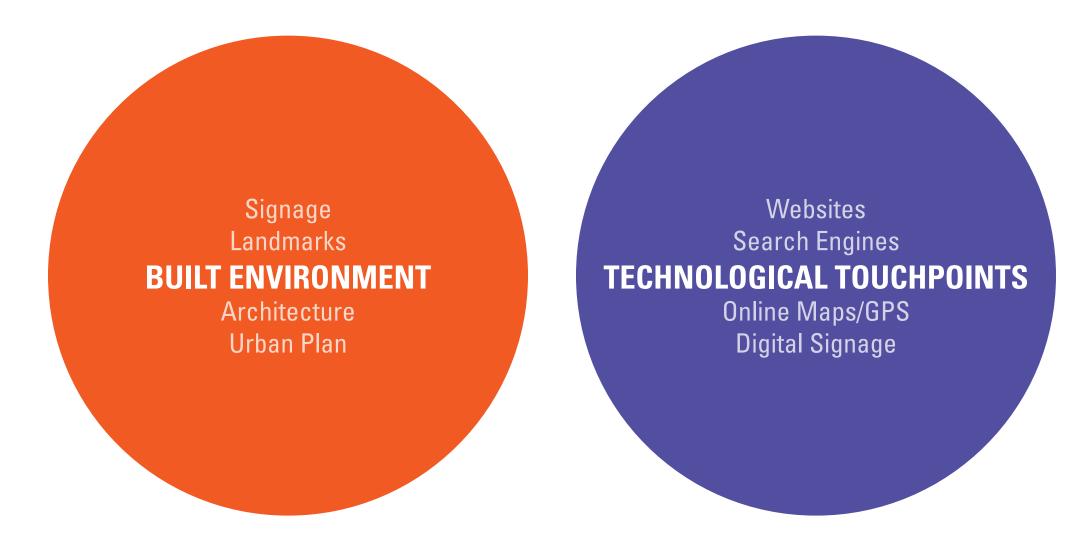


THE ELEMENTS OF EFFECTIVE WAYFINDING





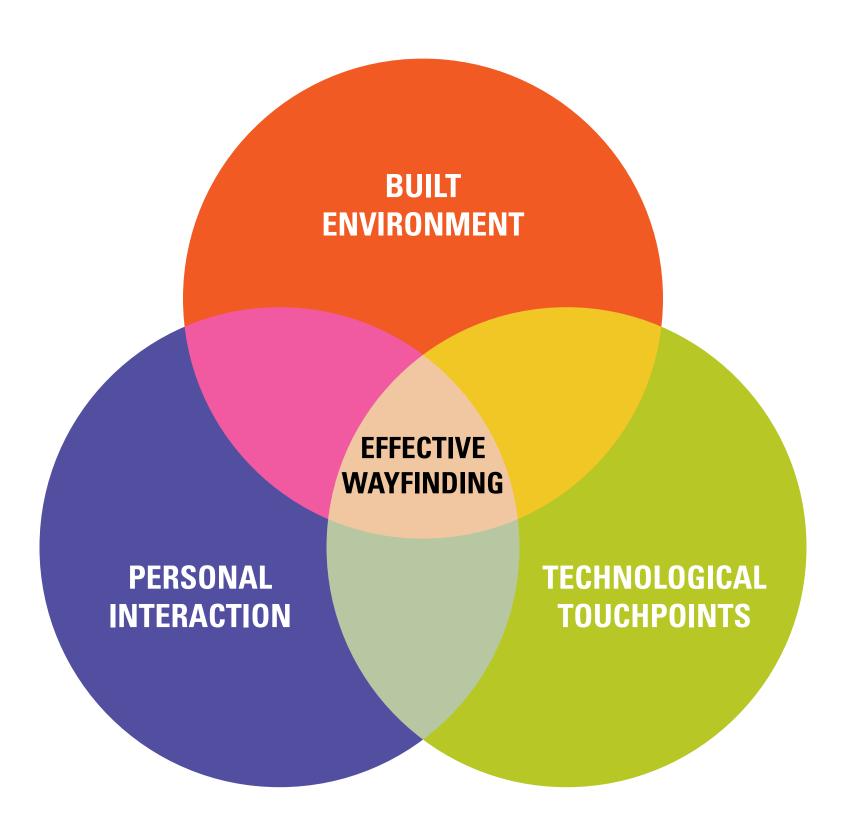
The Elements of Effective Wayfinding





Websites Search Engines **TECHNOLOGICAL TOUCHPOINTS** Online Maps/GPS Digital Signage

Students Staff and Faculty **PERSONAL INTERACTION** Security/Police Word of Mouth

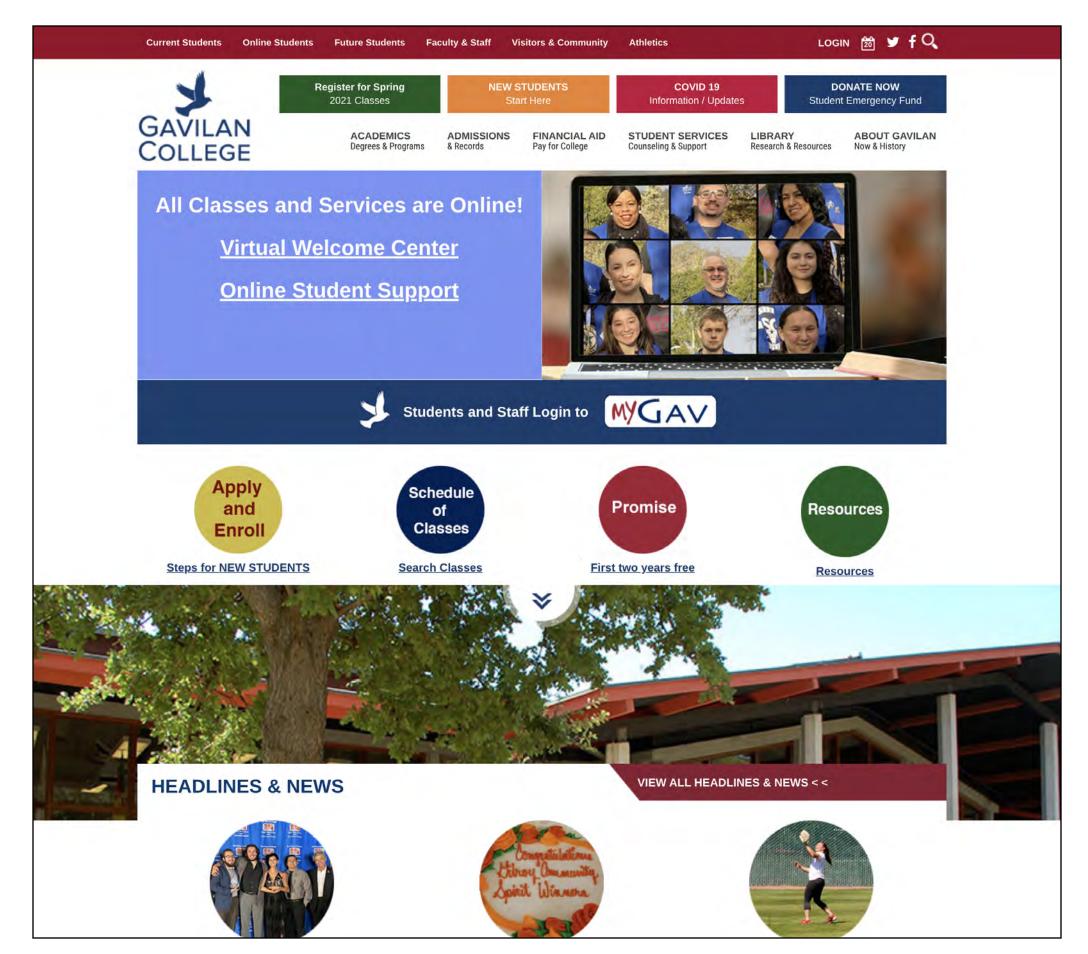


The Elements of Effective Wayfinding



**TECHNOLOGY AND GAVILAN** 





Technology and Gavilan: Website



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

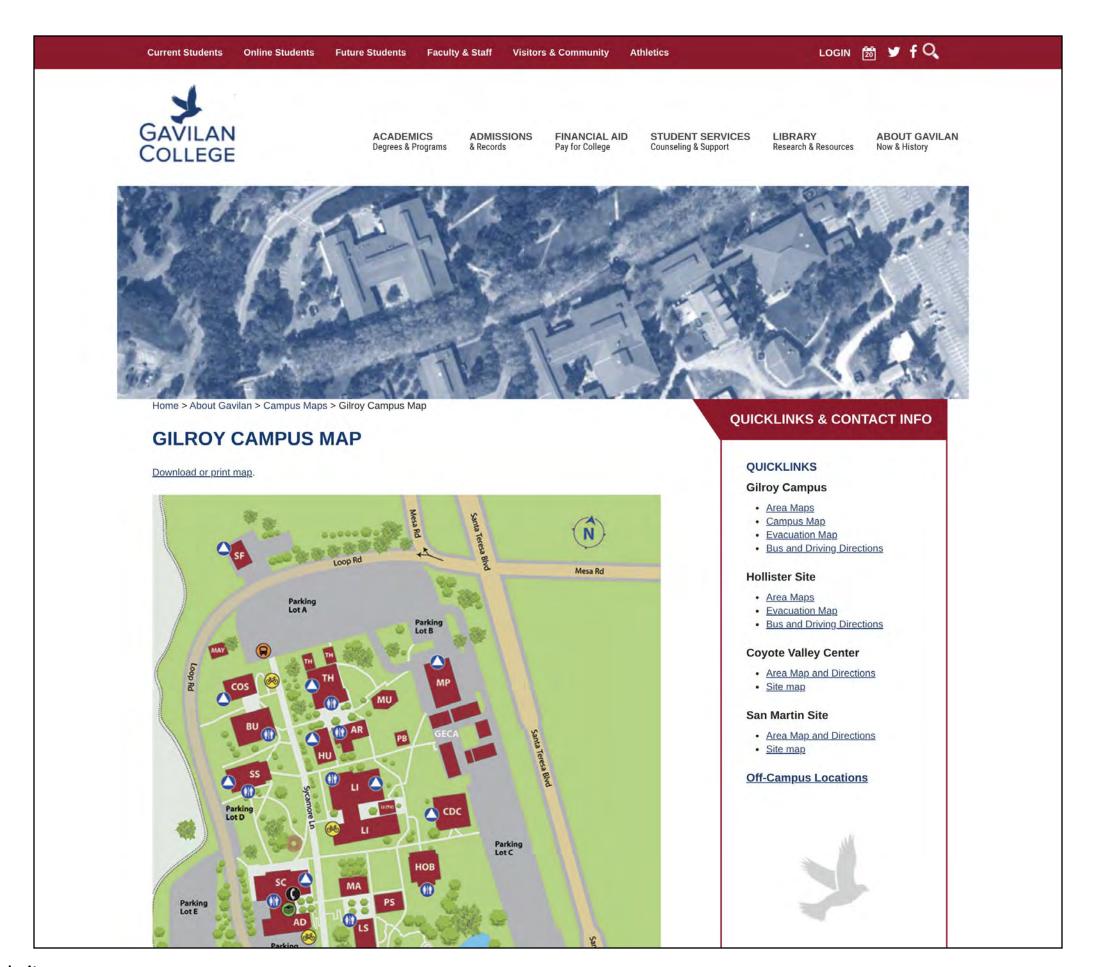
- Area Map and Directions
- Site map

#### Off-Campus Locations



**Technology and Gavilan: Website** 





Technology and Gavilan: Website





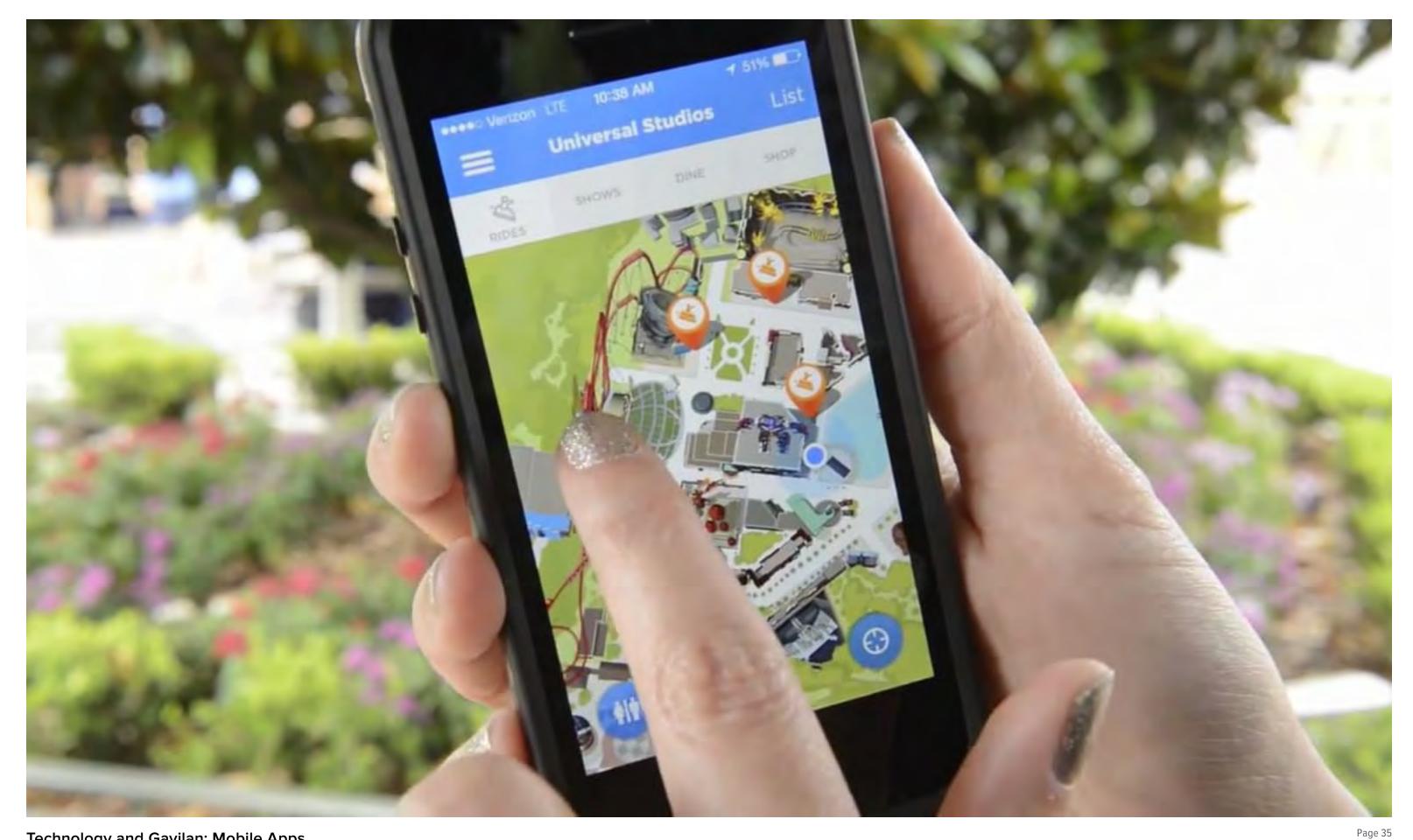






Technology and Gavilan: Kiosks

clearstory



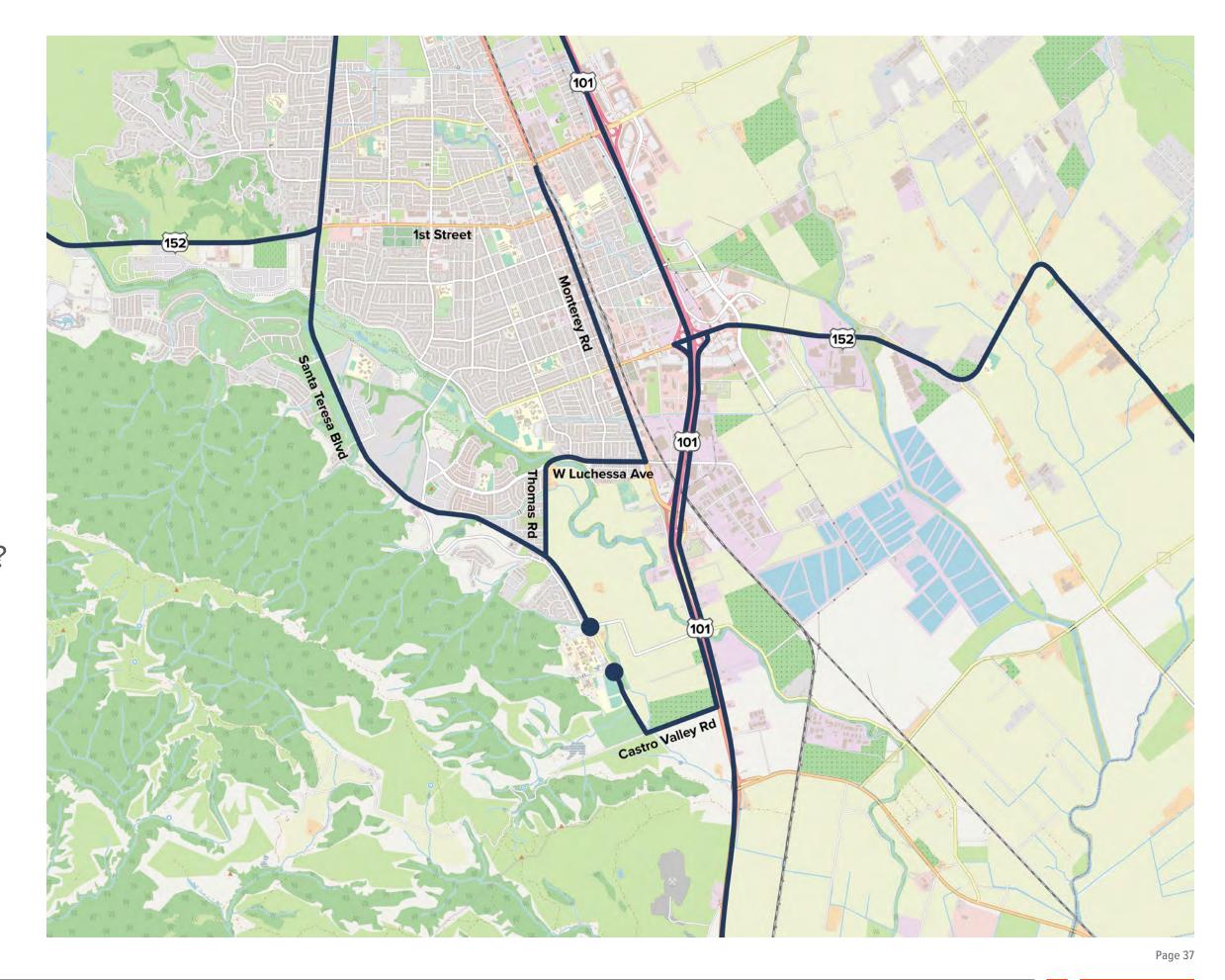
Technology and Gavilan: Mobile Apps



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?



Workshop: Regional Map

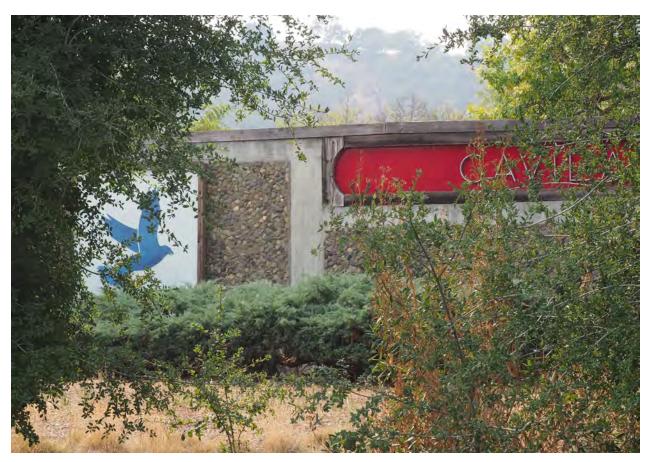


- Is there a desire to replace any of the various gateway signs on Campus?
- Is there a need for an electronic readerboard at one or both entries? Has it been discussed with neighbors?
- · What would the content be for a readerboard?



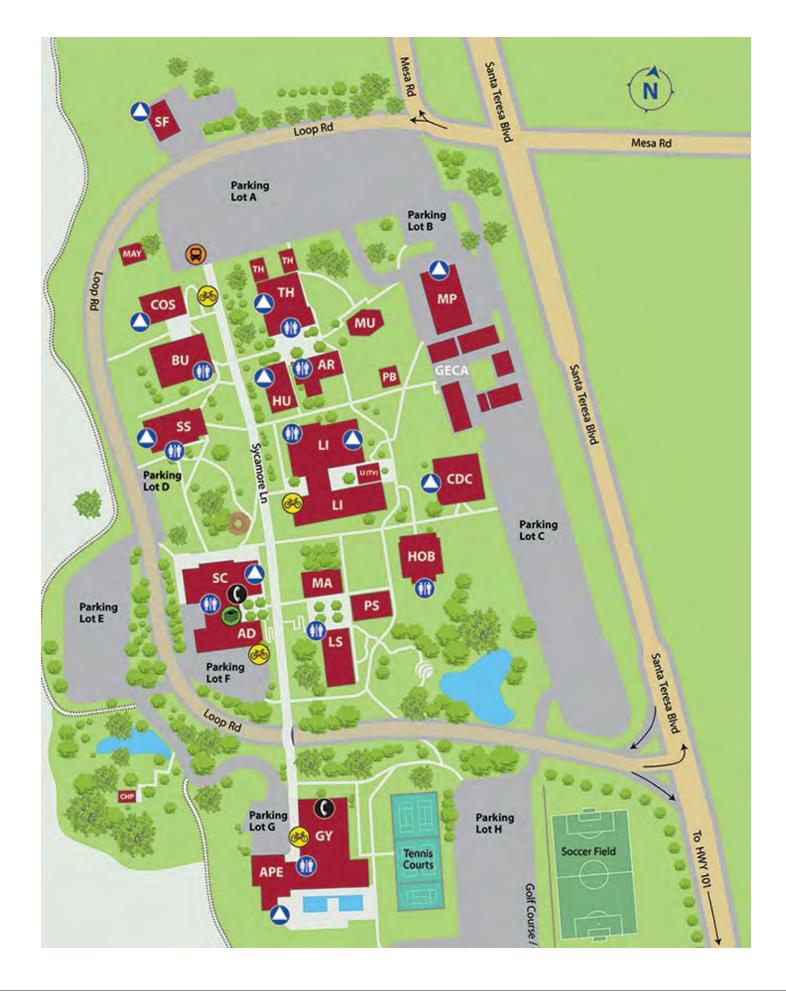






Workshop: Gateway Signage

- 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?

- 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?



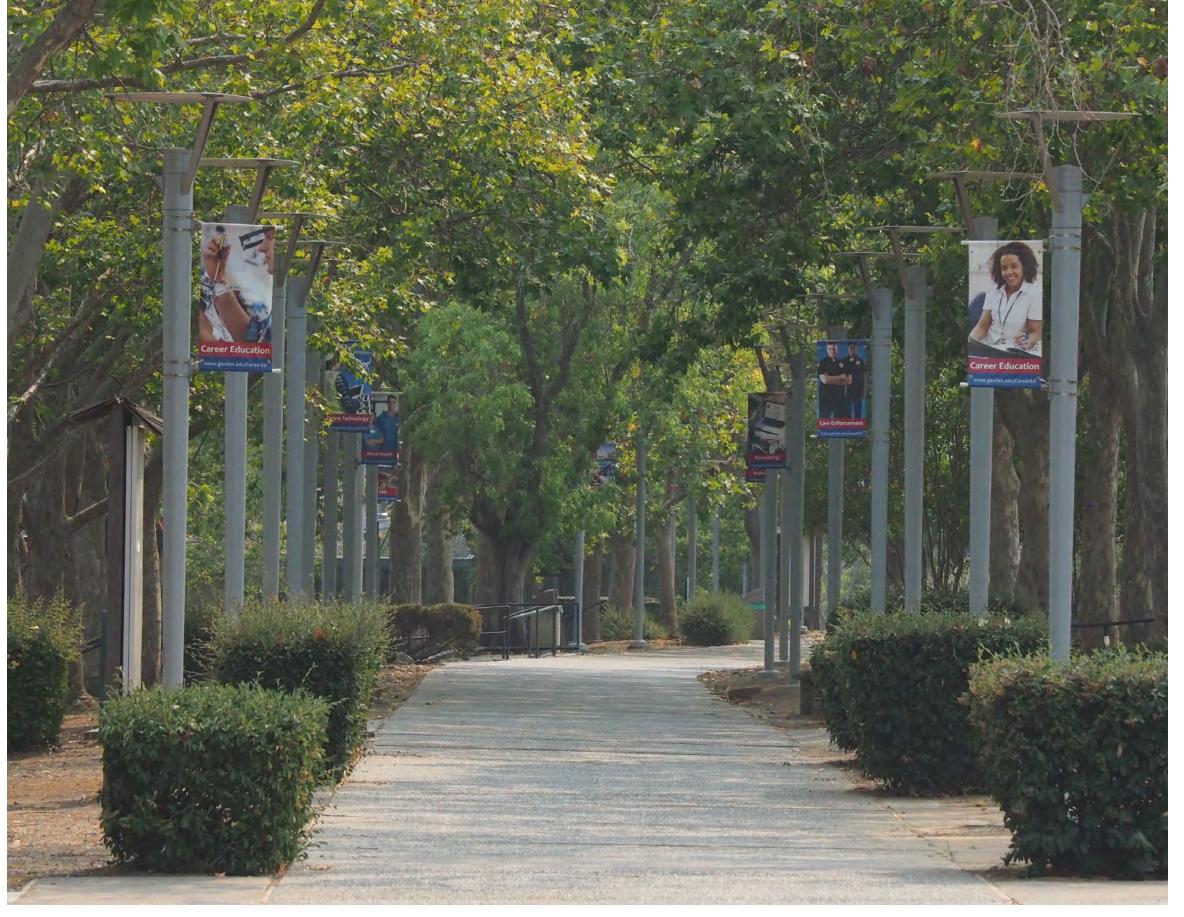




**Workshop: Existing Pedestrian Signage** 



 What are the defining characteristics of the Campus?



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# THANK YOU

