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Environmental graphic design program for the 220th anniversary of Rochester, New York

Nataya Brahmacupta

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Environmental Graphic Design Program
for the 220th Anniversary
of Rochester, New York

A thesis submitted to the Faculty of
the College of Imaging Arts and Science
in candidacy for the degree of Master of Fine Arts

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May 23, 2003
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Nataya Brahmacupta
May 23, 2003
Acknowledgement

I would like to dedicate this thesis to my parents and my sister, for their support of my endeavors and for their belief in my capabilities. Inspiration comes in many forms.

I would like to thank my thesis advisors Professor Deborah Beardslee, Professor Bruce Ian Meader and Professor Robert Meyers for their guidance, insight, and patience throughout this thesis project.
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Introduction

Environmental Graphic Design embraces many design disciplines including graphic, architectural, interior, landscape and industrial design. These fields are all concerned with aspects of wayfinding, communicating identity and information, and shaping the idea of the place.

Rochester was settled in 1784 and is now known as a stimulating, inventive, metropolitan community – the third largest urban area in the state of New York. This high-tech community has also preserved so many links with the past that it claims more sites on the National Register of Historic Places than any other city its size. In 2004, Rochester will have its 220th Anniversary. This will be a great opportunity to celebrate this rich history and to promote the tourism industry as a key income source for the city.

In the historical information of Rochester, it was found that the city had never celebrated its anniversary before. The 220th Anniversary of Rochester will be one of the most important events in local history since it will undoubtedly instill a sense of community pride in the people. The above reason has prompted the designer to study how environmental graphics can be a significant way to publicize this city, reflect attitude, depict activities and imply value. An environmental graphic design program will be developed for this event. Research and implementation will involve information design theory and systems design thinking. The project will consist of an integrated identity program and design applications including signage, maps, brochures and other collateral materials.
Problem Statement

The audio-visual program, *The City of Rochester Graphic Identity Program*, shows an example of when the city failed to effectively communicate who it is, where it is, and what it is doing. It did not succeed in providing guides and services to the public – a very important part of its job. It is natural for the public to acquire a negative impression from their confusion. This signifies that the city government is lax and disorganized. Given this problem, a new city mark would be designed to become standardized for each city organization. It would have legibility, distinctiveness, versatility, a conceptual unity, cost effectiveness, graphic simplicity and timelessness. Additionally, it is the responsibility of designers to acknowledge the existing surroundings by creating an appropriate visual communications solution – through the use of typography, colors and images. The history of the city, the existing city fabric and the city's vision of the future will all be considered. A comprehensive, distinctive, and functional wayfinding system with high image value not only impresses people and makes them feel comfortable, it also communicates to everyone that the city is efficient, organized and caring.

The creation of the environmental graphic design program for the City of Rochester will require comprehensive research in the fields of information design and systems design. A variety of precedents in both fields will be identified to operate as meaningful influences on this study.
Many areas of research were identified and examined during this thesis project. External audits of environmental graphic design solutions showed how a range of problems could be solved in a variety of locations and why they are uniquely suited to their sites and events. These solutions related to pedestrian and vehicular systems, historical markers, site identifiers, gateway signs, banner programs and collateral materials that can go together to make a city accessible to visitors. Existing graphic design solutions were explored from a city scale to a neighborhood scale.

Environmental graphic design programs for cities, planners and designers have to be sensitive to urban character and architecture, as well as to the primary purpose of the program or campaign. For example, Cincinnati, Ohio created a bicentennial system in 1988. Not only did the environmental graphic design solutions help to promote special events, but they also addressed more permanent wayfinding systems and needs. For the Cincinnati bicentennial design program based on the city landmarks, the resulting series of icons was used for signs, printed design and licensed products.

In environmental graphic design programs for smaller urban sites such as towns and neighborhoods, Canal City, Japan, for example, the design emphasis was on making one area stand out from its neighbors. Design solutions can help differentiate one uninspired suburb from another and identify the unique but hidden assets of a seemingly nondescript city neighborhood.

Particular precedents have been examined on the following pages with the intention of identifying connections to, and inspiration for this thesis study.
Purpose

The goals of the Bicentennial were to forge a new national commitment, a new spirit for '76, a spirit for which the Revolution was fought. This is a spirit which would unite the nation in purpose and in dedication to the advancement of human welfare as the United States moved into its third century. The American Revolution Bicentennial Commission wished to identify those activities which would contribute to the attainment of the bicentennial goals, and would promote awareness of the Bicentennial.

The American Revolution Bicentennial symbol is derived from the stars, stripes and colors of the United States flag. The symbol takes the form of an American 5-pointed star in white, surrounded by continuous red, white and blue stripes which form a second star. This double star is symbolic of the two centuries which have passed since the America Revolution.

Design Considerations

Designed by Bruce Blackburn, these colorful stripes also evoke a feeling of festivity and suggest the furled bunting traditionally used in times of celebration throughout the nation's history.

The American Revolution Bicentennial Symbol was studied in this thesis project in order to understand how systems design elements - concept, typography, color, image and layout - could be employed to portray the qualities of the symbol.
Purpose

A communications master plan, visual identity, and a merchandise program were developed for this multiple-use complex. Almost a city in itself, Canal City includes hotel, retail and office space where people live, work and relax.

Design Considerations

Designed by Selbert Perkins Design Collaborative, a graphic design company in Arlington, Massachusetts, Canal City’s logo is bright and crisp. The blue organic shape, which is incorporated into its logo, represents water and a canal. The red circle and yellow crescent moon shapes depict aspects of the universe as well as specific attributes of the architectural complex itself. Although, the abstract design does not allude to a local landmark or its historical past, it is a representation of the specific architectural form and interior spaces.

The environmental graphic design program for Canal City was examined in this project for its consistent use of visual characteristics throughout the two-dimensional and three-dimensional designs. By repeating the forms of its logo – the curve and circle shape – the design solutions are harmonious and work well as a whole.
A City Graphic Program for Rochester, New York

Purpose

The objective of the new city mark is to preserve elements of Rochester's past and present. The characteristics of a good mark are legibility, distinctiveness, versatility, conceptual unity, cost-effectiveness, graphic simplicity and timelessness.

Design Considerations

Designed by Lee Green, the Rochester city mark was developed from the simplified forms of a flour mill and a flower, which are two concepts that have been used to represent Rochester over time. The Rochester city mark is in one color. It has been printed in black or blue on many applications such as stationery systems, promotional materials, reports, flyers, buildings, signs, and television advertising. For special applications such as an office flag, awards, and plaques, the city seal can be produced in 2 colors, blue and gold. These two colors are employed as Rochester's corporate colors.

The Rochester city mark was studied because the designer of this thesis project had an intention to combine and adapt it for the 220th Anniversary of Rochester campaign. Moreover, it was analyzed for its consistent use of design elements throughout the corporate materials.
Cincinnati Bicentennial 1988

When Cincinnati celebrated its bicentennial in 1988, temporary environmental graphics were part of the package from the beginning. These signs led, in turn, to several permanent sign systems.

Design Considerations

Design standards were developed, not to be a series of rigid formulas, but as basic reference tools that could be applied more imaginatively. The standards suggest creative freedom and flexibility. The resulting series of icons, based on city landmarks and a bright color palette, were used for signs, print graphics and licensed products throughout the year.

The environmental graphic design program for the Cincinnati Bicentennial was studied in this project in order to understand how the design elements were used effectively communicate the content of the campaign.
Research for this project was conducted in the areas of environmental graphic design, information design, and local Rochester history.

Environmental Graphic Design
Research for existing graphic design solutions was gathered primarily from books and websites.

The book by Gail Diebler Finke, You Are Here: Graphics That Direct, Explain and Entertain, revealed many existing graphic design solutions in a range of environments from educational and cultural environments to urban and temporary environments.

Gail Diebler Finke also wrote a book, City Signs, which was explored in order to understand how environmental graphic design programs could help to promote their cities or areas. This book presented various case studies from cities, towns and neighborhoods to parks and festivals.

Moreover, some existing graphic design solutions were gathered from design firms' websites such as Agnew Moyer Smith's and Corbin Design's.

The survey of these resources revealed examples of how environmental graphic design solutions could be adapted flexibly in two-dimensional designs, such as print media, as well as three-dimensional designs, such as licensed products and signage.
Information Graphic Design

Research was focused on two main areas: information design and systems design. Books by Richard Saul Wurman, *Information Architect* and Craig Denton, *Graphics for Visual Communication*, were among the most revealing.

The book by Richard Saul Wurman, *Information Architect*, identified the LATCH acronym as a method of information organization. His theory is that information can be organized in the following ways:

- **Location**: example: east to west
- **Alphabet**: example: a through z
- **Time**: example: 1800 through 2000
- **Category**: example: shoes, shirts, pants, etc.
- **Hierarchy**: example: large to small

Not only did this book reveal methods of information organization, but it also yielded the following quote from the author:

*The fundamental task of the information architect is to make information understandable. My passion has always been making the complex clear, clarifying, rather than simplifying it, and I have been talking about this for thirty years. Today, with the explosion of data, there is a crying need for this profession. We are going to have to be able to find patterns in data and organize it in ways that are understandable.*

In addition, the book by Craig Denton, *Graphics for Visual Communication*, was examined for an understanding of how visual communication can be considered into larger contexts and provide interactions between visual communication and the environment.

These two books were inspirational in terms of making design decisions that effectively communicate content and information.
Local Rochester History
Data for the existing graphic design solutions was examined from books and websites.

There are many books that revealed historical information on Rochester such as Rochester: A Brief History by Blake McKelvey, A Panoramic History of Rochester and Monroe County New York by Howard C. Hosmer, and The Image is Rochester by Gabe Dalmath and G.R. Defranco. In addition, a book by the Landmark Society of Western New York, 200 years of Rochester Architecture and Gardens and a book by Paul Malo, Landmarks Rochester and Monroe County: A Guide to Neighborhoods and Villages, were studied in order to gather historical information about the architecture in Rochester.

The process included reviewing websites, which contained historical and related information about Rochester.

These reviews were studied in order to generate useful, accurate information about Rochester for thesis applications.
Synthesis

Explanatory Diagram

Main Communication Goals:
- To present a sense of place
- To present a sense of community pride to the people
- To reflect attitude
- To depict activities
- To imply value
- To publicize Rochester
- To educate the public

This explanatory diagram presents the possibility of final design applications that would address both permanent and temporary communication needs in a range of scales and dimensions.
This project analyzed how environmental graphic design could help to promote the tourism industry as a key income source for the city and how graphic design could play a major role in creating a sense of place. The designer could focus on and create the design systems for only one area, so it was necessary to select a neighborhood area in Rochester to be the model for thesis project. The design solutions from the selected area will be the prototype for other areas in Rochester.

**Mind Mapping Method:**
Brainstorming starts with centering the idea that needs to be explored and expanding the ideas associated with this central idea through the creation of major branches. The ideation moves from broad concepts to more detailed concepts as the map radiates from the center to the outer edges.
Matrices Used to Organize Research

According to *The Universal Traveler*, a matrix can help clarify relationships between elements or attributes of a problem situation. By placing variables, attributes, or limitations of a problem on both axes of the matrix, designers are able to plot the interrelationships between specific pairings or intersections.

<table>
<thead>
<tr>
<th>Promotional Program</th>
<th>Potential Thematic Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attributes of Rochester</td>
<td>Dramatic</td>
</tr>
<tr>
<td>Festivals</td>
<td></td>
</tr>
<tr>
<td>Dining</td>
<td></td>
</tr>
<tr>
<td>Shopping</td>
<td></td>
</tr>
<tr>
<td>Cultural Institutions</td>
<td></td>
</tr>
<tr>
<td>Historical Attractions</td>
<td></td>
</tr>
<tr>
<td>Sports</td>
<td></td>
</tr>
<tr>
<td>Regional Attractions</td>
<td></td>
</tr>
</tbody>
</table>
The second matrix was employed to identify the design solutions that may be appropriate for specific target audiences. This approach revealed possible design solutions, both permanent and temporary artifacts in a range of scales and dimensions.
The last matrix was focused on investigating possible physical contexts. By studying this, it not only revealed unexpected viewing experiences, but also revealed the unexpected proportions and installation considerations for the final design solutions.
For the promotional campaign for the city, the design solution will be concerned with both temporary artifacts for special events and permanent artifacts for the long term identity program.

This diagram shows how both permanent and temporary campaigns can work together. The long-term promotional goals focus on overall identity concerns and historical landmarks. The short-term promotional goals emphasize the special events.
Synthesis

Content Analysis

Based on the process previously described, Park Avenue was selected as a model neighborhood area for this thesis project. Park Avenue is known as the street of all seasons because many activities take place there throughout the year. This thesis project aims to promote this area in different ways.

Scoring Method (from RSVP Cycles by Lawrence Halprin)
The scoring method is a useful tool for identifying obvious, unusual or subtle perceptual or behavioral patterns that may exist within a given context. Some aspects of the situation may be constant or non-changing; others may be more variable or frequently changing over time.

By working with this method, identical copies of a transparent map were used to score the Park Avenue area according to identified criteria such as vehicular traffic, foot traffic, sunlight and shade, and bus stop positions. When these maps were overlaid, interrelationships and connections were identified. This approach revealed focal points and key locations for further design development.

Using the scoring method to find the appropriate positions for the applications showed that the six focal points on Park Avenue are as follows:

- Alexander Street at Park Avenue
- Goodman Street at Park Avenue
- Oxford Street at Park Avenue
- Berkeley Street at Park Avenue
- Buckingham Street at Park Avenue
- Culver Road at Park Avenue
When these maps were overlaid, interrelationships and connections were identified.
## Synthesis

### Selection of Appropriate Locations

<table>
<thead>
<tr>
<th>Physical Context</th>
<th>Applications</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>• In the air</td>
<td>Gateway signs at Culver Road and at Alexander Street</td>
<td>To welcome visitors and provide a sense of memory</td>
</tr>
<tr>
<td>(Drive through)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• On the sidewalk</td>
<td>Pylons located on the sidewalk along Park Avenue</td>
<td>To educate visitors on local history of the Park Avenue and East Avenue areas</td>
</tr>
<tr>
<td>(Walk around)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• On the ground</td>
<td>Tiles marked with the wayfinding symbol</td>
<td>To help walkers stay on the track to the notable architecture</td>
</tr>
<tr>
<td>(Walk over)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• In the shop windows, On the benches</td>
<td>Promotional poster for special events (i.e. Park Avenue Art Festival)</td>
<td>To provide information on the special events</td>
</tr>
<tr>
<td>(Look across)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• In the pocket</td>
<td>Self-guided house tours of East Avenue and Park Avenue</td>
<td>To guide visitors through house tours in the Park Avenue and East Avenue areas</td>
</tr>
<tr>
<td>(Look at, Held in Hand)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Synthesis

Potential Locations

Using the scoring method, design applications will be positioned at six main locations on Park Avenue.

This map presents the positions of proposed gateway signs, pylons and wayfinding symbols.
Based on findings in the synthesis stage, these initial sketches were designed within the constraint of an ideation matrix in order to be able to see the connection between the attributes of Rochester (vertical axis) and the selected potential thematic goals (horizontal axis). The following design alternative sketches were for image generation and initial brainstorming.

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<td>Sports</td>
<td></td>
</tr>
<tr>
<td>Regional Attractions</td>
<td></td>
</tr>
</tbody>
</table>

Alternative 1: Park Avenue + Entertaining
This conveys a Park Avenue area that will have entertaining as a thematic goal. The illustrations of activities such as shopping and dining are used to define the meaning of entertainment and recreation.
Ideation

Design Alternative

Alternative 2: East Avenue + Historical
This conveys an East Avenue area that will have history as a thematic goal. The illustrations of notable architecture are used to represent history and education.

Alternative 3: Park Avenue + Artistic
This conveys a Park Avenue area that will have art as a thematic goal. The illustrations of art equipment and activities during the Park Avenue Art Fest are used to represent art and entertainment.
After experimenting with the visual connections and initial brainstorming from the ideation stage, the designer had a better understanding of how to relate concepts with content. The historical and educational aspects were selected to be the dominant characteristics of the Park Avenue area. The garden theme for this area was developed to integrate a comprehensive visual aspect that reflected some of the qualities of this particular place. In the development stage, the design application became more specific and in-depth by combining unexpected physical contexts and conceptual approaches. For example, the wayfinding symbol that was installed flush to the ground surface revealed an unexpected viewing experience to pedestrians who saw the top view only.

The following pages represent how design concepts could be incorporated into various unexpected viewing experiences that are in the air, on the sidewalk, on the ground, in the shop windows, on the benches and in people’s hands.
Ideation

*Design Development*

Ideation sketches reflecting the garden theme

The sketches of flowery graphics

The sketches of the pylon design

The sketches of the gateway sign design

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In the design development stage, various graphic illustrations reflecting the garden theme were tested for each design application.

Following are gateway sign designs that each includes a different set of graphic decisions.
Not only were graphic illustrations tested, but the designer also tested several color palettes. The color palette shown below was selected to be one of the dominant graphic decisions.

The first side of the pylon would have large graphic elements so that drivers and pedestrians could see them from various viewing distances. Other sides would provide information about local history in the Park Avenue area; therefore, the graphic elements – typography and images – would be smaller than the first one. This decision was intended to encourage pedestrians to move closer to the pylon and read the information.
The vertical orientation of this poster layout was inspired by the vertical orientation of trees. The dates of the Park Avenue Summer Art Festival were incorporated into the poster layout as additional visual elaboration.

Promotional poster for the Park Avenue Summer Art Festival
Ideation

*Design Development: Promotional Poster*

For another version of the promotional poster, flowery illustrations were developed and incorporated in a range of sizes and densities.

Promotional poster for the Park Avenue Summer Art Festival
These are the design ideations for the wayfinding symbol. The characteristics of the porch at George Eastman House were simplified to be a symbol for the house tour of the East Avenue and Park Avenue areas.

To help walkers stay on the track to notable architecture, the symbol was incorporated with a compass-like outline to represent the directions.
To reflect the garden theme, the green color palette was selected. Moreover, meaningful line notations were added within the composition to represent the track and walking activity.

The numbering system on the map in this brochure corresponds to the wayfinding symbol system, which is provided on the sidewalk. If visitors follow numbers on the map, they will see architectural icons on the sidewalk in front of highlighted buildings on the tour.
Implementation

Final Application

The final design solutions will depict an outdoor museum where visitors and Rochester residents will be educated on local history and architectural information. The design solutions will be some of the significant ways to publicize the Park Avenue area. The design solutions from this area will act as prototypes for other neighborhood areas.

In selecting the final design approaches, systems design thinking was employed to create a heightened sense of unity. It reinforced all design applications and insured a sense of cohesiveness. Some considerations for systems design planning are listed below:

Systems Design Thinking

<table>
<thead>
<tr>
<th>Systems</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typographic</td>
<td>typographic variables, manipulation</td>
</tr>
<tr>
<td>Image systems</td>
<td>style, medium, formal attributes</td>
</tr>
<tr>
<td>Color systems</td>
<td>range, contrast, color palette</td>
</tr>
<tr>
<td>Language systems</td>
<td>grammar, punctuation, structure</td>
</tr>
<tr>
<td>Spatial systems</td>
<td>compositional use, orientation</td>
</tr>
<tr>
<td>Conceptual systems</td>
<td>approach, themes, rhetorical codes</td>
</tr>
</tbody>
</table>
Implementation

Final Application

Theme
Park Avenue area:
The flowery illustrations were developed to represent a garden theme. In the design solution layout, the organic shapes of the graphic illustrations represent recreational and entertaining ideas, which are the main thematic goals for this thesis study.

Color Decisions
The first design solutions for Park Avenue and East Avenue were explored from the aspect of lilac's color. Referring to the Lilac Festival, an important event in the city of Rochester, the lilac's lavender color has been chosen to be one of the dominant elements. The original mark with a lavender color palette was applied to the design solutions of the gateway sign, promotional poster, brochure and the pylons.

Typographic Decisions
Two typefaces were chosen for the thesis project. For main titles, the serif typeface, Times Roman, has been selected to be in contrast with the running text, which is Helvetica Neue. Times Roman is generally regarded as the best of the modern or transitional typefaces. It offers readability, character, and a certain utilitarian quality. Helvetica Neue, the san serif typeface, has unity, harmonious structure, outstanding legibility, a wealth of weights and neutrality.

Moreover, the final design solutions were developed based on feedback from the thesis committee and the evaluation stage. The comments revealed suggestions to:

- Incorporate graphic elements reflecting the 220th Anniversary of
- Rochester in the gateway sign and on the promotional poster
- Decrease the size of flowery illustrations in the poster composition
- Remove photographic imagery and replace them with more meaningful ones in the poster layout
- Include the use of physical layering and transparency in the brochure
- Simplify the shapes and colors of some graphic elements such as the car illustration on the gateway sign presentation
- Develop design solutions for the High Falls area to show the relationship and continuity with another neighborhood area
Gateway sign
Communication Goal: To communicate a welcoming impression to the visitors of Park Avenue, especially for those who pass by in their cars.


**Pylon**

**Communication Goal:** To provide historical information and depict sites of historic interest to passers by.

The pylon was designed in a triangular format to be accessible to both drivers and pedestrians. Large graphic elements were incorporated on one side which faces the townscape and the people driving by. The remaining sides facing the pedestrians provide information on the local history of the Park Avenue and East Avenue areas.
Implementation

Wayfinding Symbol: Park Avenue Area

Wayfinding Symbol

Communication Goal: To direct visitors to notable architecture in the Park Avenue and East Avenue areas.

This architectural icon appears on the sidewalk in front of all highlighted buildings on the house tour.
Implementation

Poster: Park Avenue Area

Rochester's 20th Anniversary

27th Annual
Park Avenue
Summer Art Fest

One of Rochester's oldest and most unique neighborhoods celebrates its 27th annual festival of arts, crafts and music. This festival annually attracts over 250,000 people. This year's festival will feature 300 artists, vendors, and exhibitors from 21 states and Canada.

Saturday and Sunday
August 2nd - 3rd, 2003
10am - 6pm daily

Promotional Poster

Communication Goal: To provide information on special events.

This poster was explored for the 27th Annual Park Avenue Art Fest. It provides information on the festival and includes photographic images which illustrate its activities.
Brochure cover for self-guided tours of the Park Avenue and East Avenue areas

Visitors and Rochester residents can get this brochure from the Downtown Visitor Information Center.
Brochure: Park Avenue Area

Communication Goal: To assist visitors through a self-guided house tour of East Avenue and Park Avenue architecture.

This brochure provides a house tour map and architectural information.
Implementation

Solutions in Context

Pylon facing pedestrians
To educate passers by on local history of this area

Promotional Poster
To provide information on special events

Brochure
To assist visitors through a self-guided house tour of East Avenue and Park Avenue architecture

Pylon facing townscape
Incorporating larger graphic elements which visitors can see from a distance

Wayfinding Symbol
To help walkers stay on track to notable architecture

Gateway Sign
To welcome visitors and provide a sense of memory
Implementation

Final Application

To show the relationship and continuity with another neighborhood area, design applications were explored for the High Falls area as well.

Theme
High Falls area:
The water wave illustrations were developed to represent a water theme. The curve of the water wave illustrations represents the movement and power of water – especially the waterfall.

Color Decisions
Referring to the water, the color blue has been chosen to be one of the dominant elements. The original mark with a yellow color palette was applied to the design solutions of the gateway sign and the pylons.
Implementation

Gateway Sign: High Falls Area

Gateway sign
Communication Goal: To communicate a welcoming feeling to visitors when first getting into the High Falls area, especially for people driving by in cars.
Pylon

Communication Goal: To provide historical information and depict sites of historic interest in the High Falls area to passersby.
Intermediate Evaluation

To determine additional refinements for further design development, the evaluation focused on particular aspects of the design solutions. The different perspectives shared by those who completed the questionnaire challenged the designer to develop more effective final design solutions.

In the evaluation process, the designer was concerned about the following: target audiences (who), the appropriate places (where), appropriate timing (when), and the way to present the design solutions to evaluators (how).

First, the questionnaires were distributed in person to the target audiences which included:
- International tourists
- American tourists
- County residents
- City residents, especially in the Park Avenue area

To find the target audience, the designer focused on the appropriate places that both the designer and evaluators could spend time in the evaluation process. The evaluations would be conducted at the following places: coffee shops, RIT library, University of Rochester library, laundromats, and restaurants.

The most appropriate time for evaluation was either on a weekday, not during rush hour, from 10 am to 4 pm, or on the weekend.

The designer explained the concepts of the thesis project, as well as the main communication goals of the promotional campaign to the evaluators. The evaluation was conducted after the designer presented layouts of the design solutions.
The questionnaire was divided into three major parts:

**Message**
To explore the appropriateness of the main communication goals reflected in the design solutions.

**Aesthetics**
To evaluate the effectiveness of the use of imagery and graphic elements that connect design concepts with the subject matter.

**Function**
To evaluate the visibility of the design solutions positioned in their chosen contexts.

The following are examples of questions in the questionnaire that provided feedback for the final design solutions:

**Message**
- Are the concepts of the campaign clear?
  - Confusing
  - 1 2 3 4 5 Clear
- Do the design concepts communicate clearly within each chosen environment?
  - Poor
  - 1 2 3 4 5 Effective

**Aesthetics**
- Are the visual characteristics of the design solutions successful—typography, colors, and images?
  - Poor
  - 1 2 3 4 5 Effective
- Do the visual characteristics of the design solutions seem appropriate for their contexts?
  - Poor
  - 1 2 3 4 5 Effective

**Function**
- Can you see the designs clearly from various viewing distances?
  - Poor
  - 1 2 3 4 5 Effective
The Summary of Evaluation

This evaluation was the result of responses from twenty questionnaires. The rating ranges from 1 to 5.

1 = poor
2 = below average
3 = average
4 = good
5 = best

Message
1 The concepts of the campaign are clear. (4.85)
2 The design concepts communicate clearly within each chosen environment. (4.85)
3 The design solutions communicate a welcoming feeling. (4.7)
4 The goal of reflecting quality of the place has been achieved in the design solutions. (4.85)

Message had a rating range from good to best which means that the concepts of this project have been appropriately interpreted.

Aesthetics
1 The visual characteristics of the design solutions are successful – typography, colors and images. (4.7)
2 The visual characteristics of the design solutions seem appropriate for their contexts. (4.8)
3 The design solutions have unity. (4.95)

Aesthetics had a high rating which means that the typography, colors and images have been effectively selected.

Function
1 The designs can be clearly seen from various viewing distances. (4.9)
2 The gateway signage solutions would be accessible/ visible enough for people driving by in cars. (4.9)

Function actually had the higher rating which means that the use of the design applications have been successful in the opinion of target audiences.

(See Appendix III, Evaluation Forms and Completed Evaluation)
The work was displayed during the second Graduate Thesis exhibition in the Bevier Gallery. The show was a venue to get a general audience exposed to this project. It was interesting to explain the project to the viewers so that they could understand the simple solutions to complex problem solving.

The thesis panels presented the thesis project definition, research and analysis and the design implementation at that current developing stage. All design applications, including the three dimensional model of the pylon, were shown with an appropriately sized human figure to define the scale of the project for the viewer.

(See Appendix I, *Explanatory Panels in thesis exhibition*)

Gallery visitors viewing presentation

Gallery visitors viewing the brochure application
According to the evaluation results, this thesis study has accomplished the goal of incorporating principles of environmental graphic design and critical thinking into the promotional campaign. Assessment of evaluation result has helped to clarify specific aspects of the campaign, and revealed these outcomes:

- Ability to organize research references and information for exploring the functional solutions in the field of environmental graphic design.

- Ability to incorporate the concepts of a promotional campaign into environmental graphic design solutions.

- Ability to explore Rochester identities and demonstrate some possibilities for the synthesis of these identities in the design solutions.

- Ability to convey the main communication goals of the thesis study in various design solutions.

The main communication goals of this thesis study have been clearly defined and the design solutions have satisfied those goals; however, opportunities still exist to improve details of the wayfinding system. The audience may or may not know how the wayfinding system relates to the promotional campaign. Future opportunities would lead to testing a new set of wayfinding solutions. Other design solutions could be developed for applications beyond environmental graphic design such as television commercials and websites. These applications might reach a wider audience who might otherwise never have a chance to see environmental graphic design solutions implemented on site.
Retrospective Evaluation

**Strengths**

- In the synthesizing stage, the designer applied a useful design strategy, *the scoring method*, a tool for identifying obvious, unusual or subtle perceptual or behavioral patterns that may exist within a given context.

- The designer identified the neighborhood area and highlighted its information for visitors and Rochester residents by developing the environmental graphic design program.

- The design solutions captured the festive spirit which is the hallmark of the Park Avenue neighborhood.

- The design solutions for each chosen context incorporated similar graphic elements so that the systems design has a unity and continuity.

**Weaknesses**

- The language barrier was one of the designer’s difficulties. English is the designer’s second language, so she had to spend extra time translating and digesting the research information to assure accuracy.

- Limited timeframe was a constraint for the designer.

- To more clearly represent the communication goals for the wayfinding design solution, the designer could have added signs along the house tour walkway explaining the purpose of the symbols installed flush on the sidewalk for those who didn’t have the self-guided tour brochure.
Conclusion

This thesis study was intended to reveal the importance of environmental graphic design for a city during a special event as a means to help promote Rochester as a desirable place to visit. It was intended to develop a good impression for Rochester residents and visitors. Moreover, environmental graphic design can help to identify attractions, explain points of historic interest and delineate unique areas within the city. It was planned to demonstrate how graphic design can play a major role in creating a "sense of place" – that the designs can reflect an overall atmosphere, essence or spirit of a neighborhood. The synthesizing stage of this thesis study revealed how graphic design can be represented in various kinds of solutions according to different physical contexts. Starting with the city entrances, identity and welcome signs greet visitors and present a friendly face. Pylons provide historical information and depict historic interest. Collateral materials, which include a poster, brochure, map, and a wayfinding symbol – provide orientation, direction, information and identification. The systems design of this thesis study suggested a unifying means to promote a city through development of the cohesive set of environmental graphic design solutions.

This thesis study confirmed that the effective planning, design and execution of an environmental graphic design system can result in a successful design solution.

In the designer's opinion, this thesis study contributes to the design field and helps to improve the process of solving wayfinding, identity and information problem. The synthesizing stage of this thesis study allowed the designer to study and apply a valuable method, the scoring method, into the thesis content. This method not only helped the designer to find the appropriate positions for applications, but also helped the designer to incorporate local history of that area into their chosen contexts. The design solutions were developed to have strong unity and a spirit of the particular neighborhood. These would help create a bridge across neighborhoods, between the Park Avenue area and the High Falls area for example.
Conclusion

Personally, this thesis study increased the designer's ability in the areas of research, analysis, and implementation. The process of organizing information, refining design decisions and implementing solutions were the most valuable skills acquired. These skills will carry forward as the designer embarks on her future career. The designer will be able to assess clients’ needs, gather relevant information, draw from her own experience and synthesize these components into thoughtful and appropriate solutions. Because the designer had to go through the design process step by step, she became more fully aware of the difficulties which can be encountered in developing and implementing a design application. This experience assures that the designer will always remain aware of the vital interaction between client needs, project goals, and physical, emotional and psychological contexts in order to design informative and effective solutions.
<table>
<thead>
<tr>
<th>Glossary of Terms</th>
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</table>

**Banners**
Fabric signs, often purely decorative, usually synthetic. Design and message can be sewn on, printed or applied in some other manner. Large banners must include slashes or holes so they resist tearing in the wind.

**Environmental Graphic Design**
Environmental graphic design is the planning, design and execution of graphic elements in the built and natural environments, and environmental graphics include sign, wayfinding and communication systems that identify, direct, inform, interpret and visually enhance the environment.

**Grid**
A structural system or framework for organizing elements within a format. A grid can be conceptual or physical. It can be built on a typographic, compositional or constructional basis. It can be regular, irregular or progressive in rhythm.

**Information Design**
Information Design is an area of graphic design that is concerned with understanding reader and user responses to written and visually presented information.

**Message**
The intended communication outcome of meaning to an audience.

**Pragmatic**
The pragmatic dimension looks at the effectiveness of the functional aspects of the graphic design, and deals with issues such as readability, functionality and usability.

**Pylons**
Freestanding sign with two or more sides; sign surface extends from ground to the top of the sign.

**Readability**
Readability refers to the ease or comfort of reading visual communication elements.

**Systems Theory**
System approach concerned with conceptual, color, image, spatial, typographic, and language systems. It makes information more communicable and effective to audiences.

**Wayfinding signs**
A system of directional signs that provide the public with navigational information.
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Books:


Ching, Francis D.K. Form, Space and Order. A Division of International Thomson Publishing Inc. 1996


Bibliography

Books:

Kroehl, Heinze. *Communication Design 2000*. ABC Verlag, Zurich, Switzerland 1987


Bibliography

Websites:
Society for Environmental Graphic Design
www.segd.com

A Unify Field Theory of Design
www.edge.org/documents/digerati/Wurman.html
www.nathan.com

Design Firms
www.kadg.com/main.html
www.amsite.com
www.cdf.org/frameset.html
www.corbindesign.com
wayfinding-consultants.com

Articles on Environmental Graphic Design
www.signweb.com/ada/cont/wayfinding00800.html

Greater Rochester Visitors Association, Inc.
www.visitrochester.com
www.vintageviews.org/vv-tl/timeline/timeline0.html
www.vintageviews.org/vv-tl/pages/Park_Ave.htm

Behavioral and Social Factors in Environmental Design
www.unl.edu/casestudy/456/sharon.htm
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<tr>
<td>65</td>
<td>Appendix III</td>
<td>Evaluation form and completed evaluation</td>
</tr>
</tbody>
</table>
The first panel provided definitions of environmental graphic design and the thesis project. The explanatory diagram was used to explain the summary of the thesis study. It also showed examples from the research and analysis stages, as well as final design solutions and a mindmap exploration.
The second panel provided information about other stages in the design process. Particular methods and tools such as scoring and the generative matrix were also included. This panel revealed how the research could move toward aesthetic and design implementation.
The last panel presented the design solutions in their development stage at that time.
In the Bevier Gallery, the three main panels, the brochures of Park Avenue and East Avenue Discovery and the three dimensional model of the pylon were displayed in the second Graduate Thesis Exhibition.
Appendix I

Thesis Exhibition

Three dimensional model of the pylon

Printed brochures
These are examples of the environmental graphic designs created by Nowakteufelknyrim, a graphic design company in Germany. These show the unexpected viewing experience of a city map that was installed on the sidewalk.

http://www.n-t-k.de/orientation/pilot.htm
These are examples of the work designed by Nowakteufelnyrim, a graphic design company in Germany. These pieces show how a printed brochure, which included a city map, worked together with the directional signage.

http://www.n-t-k.de/orientation/isotypo.htm
Riverwalk of Industrial Artifacts Interpretive Panels designed by Agnew Moyer Smith, a visual communication and planning firm in Pittsburgh, Pennsylvania. These interpretive panels explain and illustrate various keys to Pittsburgh’s industrial past.

http://www.amsite.com/
These are examples of the environmental graphic designs that were designed by Thinkframe, a graphic design company in Philadelphia, Pennsylvania. These banners show different graphic solutions in sequence.

http://www.thinkframe.com/
Evaluation

Evaluation Form and Completed Evaluation
Evaluation

*Environmental Graphic Design for Rochester, New York*

This evaluation form is related to a thesis project conducted by a student in the Graduate Graphic Design Program at Rochester Institute of Technology. The accompanying layouts are design solutions for a promotional campaign for the 220th Anniversary of Rochester.

Please mark the appropriate category
- [ ] International tourist
- [ ] American tourist
- [ ] County resident
- [ ] City resident

<table>
<thead>
<tr>
<th>Message</th>
<th>Visitors/ Tourists</th>
<th>Rochester Residents</th>
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</thead>
<tbody>
<tr>
<td>Are the concepts of the campaign clear?</td>
<td>Confusing</td>
<td>Clear</td>
</tr>
<tr>
<td>Do the design concepts communicate clearly within each chosen environment?</td>
<td>Poor</td>
<td>Effective</td>
</tr>
<tr>
<td>Do these design solutions communicate a welcoming feeling?</td>
<td>Poor</td>
<td>Effective</td>
</tr>
<tr>
<td>Has the goal of reflecting quality of the place been achieved in these design solutions?</td>
<td>Poor</td>
<td>Effective</td>
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<table>
<thead>
<tr>
<th>Aesthetics</th>
<th>Visitors/ Tourists</th>
<th>Rochester Residents</th>
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<tbody>
<tr>
<td>Are the visual characteristics of the design solutions successful—typography, colors, and images?</td>
<td>Poor</td>
<td>Effective</td>
</tr>
<tr>
<td>Do the visual characteristics of the design solutions seem appropriate for their contexts?</td>
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</tr>
<tr>
<td>Do the design solutions have unity? (look like the same family)</td>
<td>Poor</td>
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<td>Can you see the designs clearly from various viewing distances?</td>
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<td>Would the gateway signage solutions be accessible/ visible enough for people driving by in cars?</td>
<td>Poor</td>
<td>Effective</td>
</tr>
<tr>
<td>Do you have any suggestions?</td>
<td></td>
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Your evaluation is essential for further development. Thank you.
Evaluation

Environmental Graphic Design for Rochester, New York

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Please mark the appropriate category

Visitors/ Tourists

- International tourist
- American tourist
- County resident
- City resident

Rochester Residents

Message

Are the concepts of the campaign clear?
Confusing 1 2 3 4 5 Clear

Do the design concepts communicate clearly within each chosen environment?
Poor 1 2 3 4 5 Effective

Do these design solutions communicate a welcoming feeling?
Poor 1 2 3 4 5 Effective

Has the goal of reflecting quality of the place been achieved in these design solutions?
Poor 1 2 3 4 5 Effective

Aesthetics

Are the visual characteristics of the design solutions successful—typography, colors, and images?
Poor 1 2 3 4 5 Effective

Do the visual characteristics of the design solutions seem appropriate for their contexts?
Poor 1 2 3 4 5 Effective

Do the design solutions have unity? (look like the same family)
Poor 1 2 3 4 5 Effective

Function

Can you see the designs clearly from various viewing distances?
Poor 1 2 3 4 5 Effective

Would the gateway signage solutions be accessible/visible enough for people driving by in cars?
Poor 1 2 3 4 5 Effective

I wish the color of the poster would be more colorful so it looks more fun.

Do you have any suggestions?

Your evaluation is essential for further development. Thank you.
Evaluation

Environmental Graphic Design for Rochester, New York

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Message

Are the concepts of the campaign clear?

Confusing 1 2 3 4 5 Clear

Do the design concepts communicate clearly within each chosen environment?

Poor 1 2 3 4 5 Effective

Do these design solutions communicated a promotional and welcoming feeling?

Poor 1 2 3 4 5 Effective

Has the goals of reflecting quality of the place been achieved in these design solutions?

Poor 1 2 3 4 5 Effective

Aesthetics

Are the visual characteristics of the design solutions successful—typography, colors, and images?

Poor 1 2 3 4 5 Effective

Do the visual characteristics of the design solutions seem appropriate for their contexts?

Poor 1 2 3 4 5 Effective

Are the design solutions have unity? (look like the same family)

Poor 1 2 3 4 5 Effective

Function

Can you see the designs clearly from various viewing distances?

Poor 1 2 3 4 5 Effective

Would the gateway signage solutions be accessible/visible enough for people driving by in cars?

Poor 1 2 3 4 5 Effective

Do you have any suggestions?

THE SHAPE OF GATEWAY SIGN SHOULD HAVE A CONNECTION FORM ITS COLUMN AND ITS SIGN.

Your evaluation is essential for further development. Thank you.
Evaluation

Environmental Graphic Design for Rochester, New York

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Message

Are the concepts of the campaign clear?

Confusing 1 2 3 4 5 Clear

Do the design concepts communicate clearly within each chosen environment?

Poor 1 2 3 4 5 Effective

Do these design solutions communicated a promotional and welcoming feeling?

Poor 1 2 3 4 5 Effective

Has the goals of reflecting quality of the place been achieved in these design solutions?

Poor 1 2 3 4 5 Effective

Aesthetics

Are the visual characteristics of the design solutions successful—typography, colors, and images?

Poor 1 2 3 4 5 Effective

Do the visual characteristics of the design solutions seem appropriate for their contexts?

Poor 1 2 3 4 5 Effective

Are the design solutions have unity? (look like the same family)

Poor 1 2 3 4 5 Effective

Function

Can you see the designs clearly from various viewing distances?

Poor 1 2 3 4 5 Effective

Would the gateway signage solutions be accessible/ visible enough for people driving by in cars?

Poor 1 2 3 4 5 Effective

Do you have any suggestions?

________________________________________________________________________

Your evaluation is essential for further development. Thank you.
## Evaluation

### Environmental Graphic Design for Rochester, New York

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<td>Do these design solutions communicated a promotional and welcoming feeling?</td>
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<tr>
<td>Are the design solutions have unity? (look like the same family)</td>
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<tr>
<td>Poor</td>
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### Function

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<th>3</th>
<th>4</th>
<th>5</th>
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<tbody>
<tr>
<td>Can you see the designs clearly from various viewing distances?</td>
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<td></td>
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<td></td>
<td>5</td>
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<td></td>
<td></td>
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<td>5</td>
</tr>
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</table>

Very nice after all. I am very impressed. I would like to see more.

Your evaluation is essential for further development. Thank you.
**Environmental Graphic Design for Rochester, New York**

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Please mark the appropriate category

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<tr>
<td>Do the design concepts communicate clearly within each chosen environment?</td>
</tr>
<tr>
<td>Those can communicate a prominent point of each place.</td>
</tr>
<tr>
<td>direction for those two is too close. Maybe you should adjust some more but still need to keep them in the same family.</td>
</tr>
<tr>
<td>So that people can see a difference more than this...</td>
</tr>
</tbody>
</table>

Has the goal of reflecting quality of the place been achieved in these design solutions?

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</tr>
<tr>
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</tbody>
</table>

Do you have any suggestions?

- nice color choices and graphic elements.
- Should we have some words or just a short sentence in the wayfinding symbol? Somebody might not know its purpose, how is it related to this campaign?

Your evaluation is essential for further development. Thank you.
**Evaluation**

*Environmental Graphic Design for Rochester, New York*

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<td>□ American tourist</td>
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</table>

**Message**

Are the concepts of the campaign clear?

- Confusing
  - 1
  - 2
  - 3
  - 4
  - 5 Clear

Do the design concepts communicate clearly within each chosen environment?

- Poor
  - 1
  - 2
  - 3
  - 4
  - 5 Effective

Do these design solutions communicate a welcoming feeling?

- Poor
  - 1
  - 2
  - 3
  - 4
  - 5 Effective

Has the goal of reflecting quality of the place been achieved in these design solutions?

- Poor
  - 1
  - 2
  - 3
  - 4
  - 5 Effective

**Aesthetics**

Are the visual characteristics of the design solutions successful—typography, colors, and images?

- Poor
  - 1
  - 2
  - 3
  - 4
  - 5 Effective

Do the visual characteristics of the design solutions seem appropriate for their contexts?

- Poor
  - 1
  - 2
  - 3
  - 4
  - 5 Effective

Do the design solutions have unity? (look like the same family)

- Poor
  - 1
  - 2
  - 3
  - 4
  - 5 Effective

**Function**

Can you see the designs clearly from various viewing distances?

- Poor
  - 1
  - 2
  - 3
  - 4
  - 5 Effective

Would the gateway signage solutions be accessible/visible enough for people driving by in cars?

- Poor
  - 1
  - 2
  - 3
  - 4
  - 5 Effective

Do you have any suggestions?

Your evaluation is essential for further development. Thank you.
Evaluation

Environmental Graphic Design for Rochester, New York

This evaluation form is related to a thesis project conducted by a student in the Graduate Graphic Design Program at Rochester Institute of Technology. The accompanying layouts are design solutions for a promotional campaign for the 220th Anniversary of Rochester.

Please mark the appropriate category

Visitors/ Tourists

- [ ] International tourist
- [x] American tourist
- [ ] County resident
- [ ] City resident

Rochester Residents

- [ ] International tourist
- [ ] American tourist
- [ ] County resident
- [x] City resident

Message

Are the concepts of the campaign clear?

Confusing [ ] [ ] [ ] [ ] Clear [ ]

Do the design concepts communicate clearly within each chosen environment?

Poor [ ] [ ] [ ] [ ] Effective [ ]

Do these design solutions communicate a welcoming feeling?

Poor [ ] [ ] [ ] [ ] Effective [ ]

Has the goal of reflecting quality of the place been achieved in these design solutions?

Poor [ ] [ ] [ ] [ ] Effective [ ]

Aesthetics

Are the visual characteristics of the design solutions successful—typography, colors, and images?

Poor [ ] [ ] [ ] [ ] Effective [ ]

Do the visual characteristics of the design solutions seem appropriate for their contexts?

Poor [ ] [ ] [ ] [ ] Effective [ ]

Do the design solutions have unity? (look like the same family)

Poor [ ] [ ] [ ] [ ] Effective [ ]

Function

Can you see the designs clearly from various viewing distances?

Poor [ ] [ ] [ ] [ ] Effective [ ]

Would the gateway signage solutions be accessible/ visible enough for people driving by in cars?

Poor [ ] [ ] [ ] [ ] Effective [ ]

Do you have any suggestions?

I can't answer the above two Q's.

Your evaluation is essential for further development. Thank you.
**Evaluation**

*Environmental Graphic Design for Rochester, New York*

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**Aesthetics**

| Are the visual characteristics of the design solutions successful—typography, colors, and images? | Poor | 1 | 2 | 3 | 4 | 5 | Effective |
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**Function**

| Can you see the designs clearly from various viewing distances? | Poor | 1 | 2 | 3 | 4 | 5 | Effective |
| Would the gateway signage solutions be accessible/visible enough for people driving by in cars? | Poor | 1 | 2 | 3 | 4 | 5 | Effective |

Maybe use brighter colors that stand out to people of all ages! Good job!

Your evaluation is essential for further development. Thank you.
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Do you have any suggestions?

---

Your evaluation is essential for further development. Thank you.
Evaluation

Environmental Graphic Design for Rochester, New York

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Please mark the appropriate category

Visitors/ Tourists

- International tourist
- American tourist

Rochester Residents

- County resident
- City resident

Message

Are the concepts of the campaign clear?

Confusing 1 2 3 4 5 Clear

Do the design concepts communicate clearly within each chosen environment?

Poor 1 2 3 4 5 Effective

Do these design solutions communicate a welcoming feeling?

Poor 1 2 3 4 5 Effective

Has the goal of reflecting quality of the place been achieved in these design solutions?

Poor 1 2 3 4 5 Effective

Aesthetics

Are the visual characteristics of the design solutions successful—typography, colors, and images?

Poor 1 2 3 4 5 Effective

Do the visual characteristics of the design solutions seem appropriate for their contexts?

Poor 1 2 3 4 5 Effective

Do the design solutions have unity? (look like the same family)

Poor 1 2 3 4 5 Effective

Function

Can you see the designs clearly from various viewing distances?

Poor 1 2 3 4 5 Effective

Would the gateway signage solutions be accessible/ visible enough for people driving by in cars?

Poor 1 2 3 4 5 Effective

Do you have any suggestions?

Your evaluation is essential for further development. Thank you.
Evaluation

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Please mark the appropriate category

[ ] International tourist
[ ] American tourist
[ ] County resident
[ ] City resident

Visitors/ Tourists

Rochester Residents

Message

Are the concepts of the campaign clear?

Confusing

1 2 3 4 5

Clear

Do the design concepts communicate clearly within each chosen environment?

Poor

1 2 3 4 5

Effective

Do these design solutions communicate a welcoming feeling?

Poor

1 2 3 4 5

Effective

Has the goal of reflecting quality of the place been achieved in these design solutions?

Poor

1 2 3 4 5

Effective

Aesthetics

Are the visual characteristics of the design solutions successful—typography, colors, and images?

Poor

1 2 3 4 5

Effective

Do the visual characteristics of the design solutions seem appropriate for their contexts?

Poor

1 2 3 4 5

Effective

Do the design solutions have unity? (look like the same family)

Poor

1 2 3 4 5

Effective

Function

Can you see the designs clearly from various viewing distances?

Poor

1 2 3 4 5

Effective

Would the gateway signage solutions be accessible/ visible enough for people driving by in cars?

Poor

1 2 3 4 5

Effective

Do you have any suggestions?

- The color may seem a bit too sorrow but apart from that everything is great.

Your evaluation is essential for further development. Thank you.
Evaluation

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- American tourist
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Visitors/ Tourists

Rochester Residents

Message

Are the concepts of the campaign clear?

Confusing 1 2 3 4 Clear

Do the design concepts communicate clearly within each chosen environment?

Poor 1 2 3 4 Effective

Do these design solutions communicate a welcoming feeling?

Poor 1 2 3 4 Effective

Has the goal of reflecting quality of the place been achieved in these design solutions?

Poor 1 2 3 4 Effective

Aesthetics

Are the visual characteristics of the design solutions successful—typography, colors, and images?

Poor 1 2 3 4 Effective

Do the visual characteristics of the design solutions seem appropriate for their contexts?

Poor 1 2 3 4 Effective

Do the design solutions have unity? (look like the same family)

Poor 1 2 3 4 Effective

Function

Can you see the designs clearly from various viewing distances?

Poor 1 2 3 4 Effective

Would the gateway signage solutions be accessible/visible enough for people driving by in cars?

Poor 1 2 3 4 Effective

Do you have any suggestions?

COLOR FOR HIGH FALL IS VERY APPROPRIATE.

Your evaluation is essential for further development. Thank you.
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### Message

Are the concepts of the campaign clear?  
Confusing: □ □ □ □ □ | Clear: □ □ □ □ □ 3 4 5

Do the design concepts communicate clearly within each chosen environment?  
Poor: □ □ □ □ □ | Effective: □ □ □ □ □ 3 4 5

Do these design solutions communicate a welcoming feeling?  
Poor: □ □ □ □ □ | Effective: □ □ □ □ □ 3 4 5

Has the goal of reflecting quality of the place been achieved in these design solutions?  
Poor: □ □ □ □ □ | Effective: □ □ □ □ □ 3 4 5

### Aesthetics

Are the visual characteristics of the design solutions successful—typography, colors, and images?  
Poor: □ □ □ □ □ | Effective: □ □ □ □ □ 3 4 5

Do the visual characteristics of the design solutions seem appropriate for their contexts?  
Poor: □ □ □ □ □ | Effective: □ □ □ □ □ 3 4 5

Do the design solutions have unity? (look like the same family)  
Poor: □ □ □ □ □ | Effective: □ □ □ □ □ 3 4 5

### Function

Can you see the designs clearly from various viewing distances?  
Poor: □ □ □ □ □ | Effective: □ □ □ □ □ 3 4 5

Would the gateway signage solutions be accessible/ visible enough for people driving by in cars?  
Poor: □ □ □ □ □ | Effective: □ □ □ □ □ 3 4 5

Do you have any suggestions?  
**Color choice is very good. Very appropriate.**

Your evaluation is essential for further development. Thank you.
### Evaluation

**Environmental Graphic Design for Rochester, New York**

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#### Message

**Are the concepts of the campaign clear?**

- **Confusing**: 1 2 3 4 5 Clear

**Do the design concepts communicate clearly within each chosen environment?**

- **Poor**: 1 2 3 4 5 Effective

**Do these design solutions communicate a promotional and welcoming feeling?**

- **Poor**: 1 2 3 4 5 Effective

**Has the goal of reflecting quality of the place been achieved in these design solutions?**

- **Poor**: 1 2 3 4 5 Effective

#### Aesthetics

**Are the visual characteristics of the design solutions successful--typography, colors, and images?**

- **Poor**: 1 2 3 4 5 Effective

**Do the visual characteristics of the design solutions seem appropriate for their contexts?**

- **Poor**: 1 2 3 4 5 Effective

**Do the design solutions have unity? (look like the same family)**

- **Poor**: 1 2 3 4 5 Effective

#### Function

**Can you see the designs clearly from various viewing distances?**

- **Poor**: 1 2 3 4 5 Effective

**Would the gateway signage solutions be accessible/ visible enough for people driving by in cars?**

- **Poor**: 1 2 3 4 5 Effective

**Do you have any suggestions?**

Colors are fleasing - designs overall - flowers & water - and work well for both locales.

Your evaluation is essential for further development. Thank you.
Evaluation

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<td>Poor</td>
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Do the design concepts communicate clearly within each chosen environment?

| Poor | 1 | 2 | 3 | 4 | Effective |

Do these design solutions communicate a promotional and welcoming feeling?

| Poor | 1 | 2 | 3 | 4 | Effective |

Has the goals of reflecting quality of the place been achieved in these design solutions?

| Poor | 1 | 2 | 3 | 4 | Effective |

**Aesthetics**

Are the visual characteristics of the design solutions successful—typography, colors, and images?

| Poor | 1 | 2 | 3 | 4 | Effective |

Do the visual characteristics of the design solutions seem appropriate for their contexts?

| Poor | 1 | 2 | 3 | 4 | Effective |

Are the design solutions have unity? (look like the same family)

| Poor | 1 | 2 | 3 | 4 | Effective |

**Function**

Can you see the designs clearly from various viewing distances?

| Poor | 1 | 2 | 3 | 4 | Effective |

Would the gateway signage solutions be accessible/visible enough for people driving by in cars?

| Poor | 1 | 2 | 3 | 4 | Effective |

Do you have any suggestions?

Beautiful job.

Your evaluation is essential for further development. Thank you.
Evaluation

Environmental Graphic Design for Rochester, New York

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Visitors/ Tourists

Please mark the appropriate category

☐ International tourist
☐ American tourist

Rochester Residents

☐ County resident
☒ City resident

Message

Are the concepts of the campaign clear?

Confusing 1 2 3 4 5 Clear

Do the design concepts communicate clearly within each chosen environment?

Poor 1 2 3 4 5 Effective

Do these design solutions communicate a welcoming feeling?

Poor 1 2 3 4 5 Effective

Has the goal of reflecting quality of the place been achieved in these design solutions?

Poor 1 2 3 4 5 Effective

Aesthetics

Are the visual characteristics of the design solutions successful—typography, colors, and images?

Poor 1 2 3 4 5 Effective

Do the visual characteristics of the design solutions seem appropriate for their contexts?

Poor 1 2 3 4 5 Effective

Do the design solutions have unity? (look like the same family)

Poor 1 2 3 4 5 Effective

Function

Can you see the designs clearly from various viewing distances?

Poor 1 2 3 4 5 Effective

Would the gateway signage solutions be accessible/ visible enough for people driving by in cars?

Poor 1 2 3 4 5 Effective

Do you have any suggestions?

I like the symbol on the sidewalk.

Your evaluation is essential for further development. Thank you.
Evaluation

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- [ ] American tourist
- [x] City resident

Visitors/ Tourists

Rochester Residents

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Do the design concepts communicate clearly within each chosen environment?

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Are the visual characteristics of the design solutions successful—typography, colors, and images?

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Do the design solutions have unity? (look like the same family)

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Can you see the designs clearly from various viewing distances?

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Would the gateway signage solutions be accessible/ visible enough for people driving by in cars?

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Do you have any suggestions?

Your evaluation is essential for further development. Thank you.
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## Aesthetics

| Are the visual characteristics of the design solutions successful—typography, colors, and images? | Poor |
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| Do the visual characteristics of the design solutions seem appropriate for their contexts? | Poor |
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| Effective |

## Function

| Can you see the designs clearly from various viewing distances? | Poor |
| | 1 2 3 4 5 |
| Effective |
| Would the gateway signage solutions be accessible/ visible enough for people driving by in cars? | Poor |
| | 1 2 3 4 5 |
| Effective |

---

I think the color choice you did is a little bit young feeling. Maybe make the purple color darker.

Your evaluation is essential for further development. Thank you.
Evaluation

Environmental Graphic Design for Rochester, New York

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Please mark the appropriate category

- International tourist
- American tourist
- County resident
- City resident

Visitors/ Tourists

Rochester Residents

Message

Are the concepts of the campaign clear?

Confusing

1 2 3 4 5 Clear

Do the design concepts communicate clearly within each chosen environment?

Poor

1 2 3 4 5 Effective

Do these design solutions communicate a promotional and welcoming feeling?

Poor

1 2 3 4 5 Effective

Has the goals of reflecting quality of the place been achieved in these design solutions?

Poor

1 2 3 4 5 Effective

Aesthetics

Are the visual characteristics of the design solutions successful—typography, colors, and images?

Poor

1 2 3 4 5 Effective

Do the visual characteristics of the design solutions seem appropriate for their contexts?

Poor

1 2 3 4 5 Effective

Are the design solutions have unity? (look like the same family)

Poor

1 2 3 4 5 Effective

Function

Can you see the designs clearly from various viewing distances?

Poor

1 2 3 4 5 Effective

Would the gateway signage solutions be accessible/ visible enough for people driving by in cars?

Poor

1 2 3 4 5 Effective

Do you have any suggestions?

Your work is beautiful and effective. I thoroughly enjoy it.

Your evaluation is essential for further development. Thank you.
**Evaluation**

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### Message

- **Are the concepts of the campaign clear?**
  - Confusing [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5 [Clear]
  - Poor [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5 [Effective]
- **Do the design concepts communicate clearly within each chosen environment?**
  - Poor [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5 [Effective]
- **Do these design solutions communicate a welcoming feeling?**
  - Poor [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5 [Effective]
- **Has the goal of reflecting quality of the place been achieved in these design solutions?**
  - Poor [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5 [Effective]

### Aesthetics

- **Are the visual characteristics of the design solutions successful—typography, colors, and images?**
  - Poor [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5 [Effective]
- **Do the visual characteristics of the design solutions seem appropriate for their contexts?**
  - Poor [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5 [Effective]
- **Do the design solutions have unity? (look like the same family)**
  - Poor [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5 [Effective]

### Function

- **Can you see the designs clearly from various viewing distances?**
  - Poor [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5 [Effective]
- **Would the gateway signage solutions be accessible/ visible enough for people driving by in cars?**
  - Poor [ ] 1 [ ] 2 [ ] 3 [ ] 4 [ ] 5 [Effective]

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The only suggestion I had was for the color of the Park Ave signs. Green seems to make more sense as a color to represent the area, as compared to the purple the purple Area I think. Your evaluation is essential for further development. Thank you.