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Integrating site-specific environmental graphic design within an urban context

Sanjyot Wagle

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Integrating Site-Specific Environmental Graphic Design within an Urban Context

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

Sanjyot Wagle
March 4, 2013
Title

Integrating Site-Specific Environmental Graphic Design within an Urban Context

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March, 2012

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There are opportunities for environmental graphic design solutions that can enable urban residents to grasp information faster, reach destinations sooner and foster memorable experiences. In the daily negotiation of city living there may also be opportunities for educating residents about meaningful community-related topics. Graphic design can play a key role in addressing these goals. Environmental graphic design and wayfinding can help make urban experiences easier and more interesting. Incorporating the strategies of layering and sequencing within environmental graphic design solutions can strengthen the overall design and the particular messages being conveyed.

One socially important topic city residents need to be made more aware of is the significance and challenges of homeless animals living within the urban environment. Services such as animal shelters and animal rescue groups are non-profit organizations that continue to face challenges in supporting needy animals despite government assistance. Public participation in solving these issues could help these organizations grow and function more smoothly. Through effective design planning and the use of environmental graphic design solutions, designers could experiment with message-making strategies that visually communicate more effectively to the public and yield more tangible positive results.

This exploration investigates the roles of physical and informational layering, sequencing and visual hierarchy, and how these design strategies can help convey sensitive social messages effectively. This thesis also studies how specific urban spaces can contribute to environmental graphic design projects. It joins a larger continuum of design work that focuses on how space and certain physical contexts can be used strategically to host social messages and seeks to make those messages memorable through successful visual and verbal problem solving.
Explanatory Diagram

Animal-Related Organizations
- Zoos/Wildlife Reserves
- Animal Shelters
- Veterinary Hospitals/Clinics

- Awareness
  About animals related issues and their importance

- Education
  About facts and details that help understand the issues

- Solution
  Direct and/or indirect involvement

Psychology of Urban Audience

Influence of Urban Design

Design Planning

+ Specific Placemaking Factors

Orientation

Connection

Direction

Animation

Environmental Graphic Design

2D
- Maps
- Posters
- Banners
- Signs
- Panels

3D
- Street Furniture
- Kiosks
- Exhibitions
- Installations

Readability
Usability
Regulations

Visual Hierarchy

Sequencing

Layering

Complexity

Readability
Usability
Regulations
Selected Key Questions

What factors determine key locations to convey appropriate messages in a busy urban environment?

How can layering and sequencing decisions make the design more effective?

How can environmental graphic design solutions be used at specific sites to convey a message?

In what ways can emphasis and hierarchy be achieved in an urban space with preexisting design solutions?

Associated Areas of Study

Visual Communication
Information Design
Environmental Graphic Design
Installation Art
Urban and Community Studies
Cultural Anthropology
Sociology
Psychology
This thesis investigates how 2D and 3D environmental graphic design solutions can be integrated within a city to focus the minds of its residents on an important social message.

Ideally this message-making strategy would lead to the city residents becoming actively involved in solving the problem. In this study, the emphasis would be on helping local animal-related organizations solve their problems by using the principles of layering and sequencing of visual and informational content.

Factors like the complexity of the city, the lifestyles of its residents, and placemaking attributes that assist people in exploring their surroundings will help develop environmental graphic design solutions that contribute to more meaningful urban experiences.

The focus of this study is to stimulate residents to be more responsible toward local urban animal problems like adoption, spaying and neutering, medical care etc. and more helpful to the organizations trying to solve these problems in their own ways, whether it be in time, money or professional skills. This study also explores the ways in which design factors like physical and informational layering, message sequencing and the visual and verbal hierarchy can play a role in sending the desired message through the meaningful installation of a design system in specific parts of the city.

A potential application for this thesis could communicate important urban animal issues of a particular city through a system of environmental graphic design installations at key urban locations. A thoughtful range of locations would provide the scope to explore graphic design solutions around the city that educate and influence residents, which is one of the prime focuses of this study.

Another relevant application could be a system of graphic design solutions ranging from 2D printed material such as handbooks and informational brochures to 3D installations such as custom-built, interactive maps, kiosks installed in the city to promote local animal shelters and the ways residents can help them.

Such design solutions would help focus residents’ attention on a specific organization and its individual needs.
One Day Poem Pavilion

Jiyeon Song  
Society for Environmental Graphic Design  
www.segd.org  
2008

Description

The One Day Poem Pavilion was Jiyeon Song’s graduate thesis project in the Media Design Program at the Art Center College of Design in Pasadena, California.

The pavilion is a geodesic dome-shaped shelter with letters perforated in the cover that allow light into the shelter, projecting the text of poetry onto the ground beneath. The specific arrangements of the perforations reveal different shadow poems according to the solar calendar. Using this ‘slow media’ technique, the project demonstrates the poetic, transitory, site-sensitive, and time-based nature of light and shadow.

The time-based nature of the poem, and the visitor’s specific encounter with it, allow different experiences of either seeing a stanza of the poem or the entire poem. This approach focuses on individual experiences rather than offering the same experience to all visitors.

Relevance

This design is meaningful, has a purpose, and is memorable and successful in captivating the viewer’s mind. In this example, the designer has used something as common as sunlight to produce a message through design. The involvement of a natural factor to create a message gives this project a more powerful poetic effect. If the poems mentioned in this design were projected digitally or presented in printed form, they may not have had as much of an impact. But when such an installation changes depending on the time of day the resulting shadows make a memorable experience.

The design application for this thesis has similar goals in terms of experience and impact. The use of time-based factors portraying a change in the design over time might be successful in making this thesis implementation more interesting and memorable.

The installation as seen by a visitor

The poems cast as light passes through the perforations.
Precedents

**Signs of Love/Signs for Holidays**

The Glenn Group  
Society for Environmental Graphic Design  
www.segd.org

**Description**

*Signs of Love* and *Signs for Holidays* were two separate uncommon street sign postings in downtown Reno, Nevada. Designed to inspire double takes and smiles, the signs were posted on existing sign poles during the holiday season in 2005 and the night before Valentine’s Day 2007. The design team’s primary challenges were to make the signs as authentic looking as possible, and still have a different message in them. In a city where street art and renegade postings are not common, the signs inspired surprise, delight, and good feelings about the city.

**Relevance**

Designers of this sign system received feedback that described it as a breath of fresh air for people who had to look at existing, mundane city traffic signage every day. This additional layer of messages brought a smile to their faces and made their day brighter. The application of this thesis focuses on developing a fresh environment where people are attracted to the message and its depth. Though this design precedent chose to imitate the current official signage in a city, the design application of this thesis will attempt to break these boundaries and not add to the saturated layers of existing information on the street. In a city’s environment, this thesis application will try to achieve interaction from the audience at a higher level than signage or other information graphics. It will not only provide information but also communicate an important problem of the particular city.
**Precedents**

**Bronx Children’s Zoo**


Dept. of Exhibition and Graphic Arts, New York Zoological Society, New York

**Description**

This specific exhibit was designed and constructed by the New York Zoological Society as a part of the Bronx Children's Zoo. In each exhibit within this zoo there are designs called 'toys.' These are man-made creations that imitate various animal appendages or parts, and are meant for children to interact with and experience them, such as a moment in a turtle's armored shell.

Other installations in the zoo's area (not shown in the picture) are scaled to children as well. Written information is kept within the vocabulary of a third-grader, and typography is presented in size and spacing that is accessible to the inquisitive young eyes of the children.

**Relevance**

This project is an excellent example of the kind of impact direct experiences and interaction can have on an individual. Using this idea to develop effective and successful environmental designs may prove more beneficial than producing simply good looking layouts of information.

The proposed thesis application attempts to do the same by developing a memorable experience at some point in a citizen's routine in a city, and each experience will hopefully teach him/her something valuable about animals. This kind of interactive experience will hopefully make a lasting impression in their minds.
Research Model

Questions to Help Analyze a Public Space


Description

Author Ronald Lee Fleming states, “Designers who find good answers to these questions will be well on their way to creating better public spaces. However, we believe that most designs can also be improved through concentrated review by a discerning group of potential users, who should also find good answers to these questions.”

The questions listed below help the designer form a basic understanding of how he/she is going to approach the design problem. Before initiating a design for a particular space, it is necessary to study the history of the place, its structure, how people are using it, unintentional uses, etc. Designers also need to think from the user’s point of view to experience the space. This perspective will influence their design concepts from the initial stages and help build a stronger design suitable to the specific space.

Relevance

The questions listed below helped initiate the research needed to explore spaces that this author intended to design. Some questions (2, 3, 4, 6, 18) were important from the viewpoint of knowing if the placemaking strategies (p. 22), that assist people in exploring their surroundings could be helpful in analyzing a public space and in developing more effective designs in that space.

1. Do the configuration and size of the space support the functions that were planned for it?
2. Does the space have a complexity that allows it to be enjoyed by a variety of users?
3. Conversely, is it simple enough to be memorable as an integral space?
4. Is there a dear sense of direction across the space to popular destinations?
5. If you were blindfolded, would you encounter obstacles in passing across the space?
6. Does the space support a defined palette of colors appropriate to the cityscape?
7. Can one comfortably eat outdoors, watch a concert, or do both at the same time?
8. Can a small child find sources of amusement in the space? Are there design clues that can help a lost child find its way out of the space?
9. Can an elderly person sit in a sunny spot in the space and feel safe?
10. Is one free to move about the space without feeling intimidated by others?
11. Does the space avoid complex level changes, sunken areas, and hidden alcoves that might encourage antisocial behavior?
12. Conversely, does it provide a variety of feelings of enclosure that sustain various levels of intimacy?
13. Does the space indulge a location where people want to be seen by others?
14. Are the materials in the space easily maintained or replaced, such as stone dust or gravel?
15. Can a handicapped person easily traverse the space and find comfortable places to rest within it, use the drinking fountain, and find the restrooms?
16. Does the space provide a clear sense of destination for pedestrians?
17. Is the space designed to support social events? Are there electric outlets inserts for kiosks, and places for removable bollards to block off areas? If desirable, are there public electrical hookups and wireless internet for people looking to work on computers in the afternoon or during a lunch hour?
### Compare/Contrast Matrix


### Description

Kathleen Kaminski’s MFA Thesis *Graphic Design and Architecture at Their Intersection* studied the link between the two design fields, exploring the roles of each in Environmental Graphic Design, which is an essential part of this proposed thesis study.

### Relevance

Ms. Kaminski’s research models describe how she arranged information in a tabular, matrix format that made the available facts clearer and helped discover a new scope for further research. In this thesis (Pg. 11 onwards), the research and analysis matrices help understand what information is available, and what needs to be further researched in order to achieve the thesis goals.

#### 3 Dimensions

<table>
<thead>
<tr>
<th>Graphic treatment in building materials coloration, pattern, structural grid</th>
<th>Landmarks, monuments that use typography or graphic elements integral to design</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theme environments that use elements as ornaments (retail, entertainment, hospitality)</td>
<td>Billboards, highway signs, street signs, regulatory signs</td>
</tr>
</tbody>
</table>

#### 2 Dimensions

<table>
<thead>
<tr>
<th>Ornamental building graphics banners, non-typographic</th>
<th>Signs applied to buildings and interiors (stock signage)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stencils, paint, pattern</td>
<td>Books, magazines, reports, posters</td>
</tr>
</tbody>
</table>

#### Graphic Design

Typically ink on sheets, paper, vinyl, film, etc.

Palm-sized to the limits of presses to communicate ideas, convey character

#### Environmental Graphic Design

Typically ink or paint on weather resistant sheets (vinyl, fiberglass, porcelain enamel, aluminum or other sheet metals) or any other typical architectural building material (brick, stone, glass, neon, etc.)

Small (house numbers) to monumental (the Eiffel Tower with millennium markers)

#### Architecture

Materials that are weather resistant and structurally sound

Room size to monumental
Research Analysis Matrices

Using the research strategies in previous models, other studies on environmental installations and graphic solutions designed for public participation in social causes, the following matrices were developed to better understand existing projects related to:

Environmental Graphic Design

Social Cause Design

Animal Advocacy

Public Art

The above disciplines are the key areas this thesis study explores. Projects from these areas were brought together and classified into groups and sub-groups based on various criteria such as purpose of design, tone of design-message, ways of design execution etc. The ones that furthered research knowledge are listed in the matrices that follow (pp. 12–15).

The pictures and details of each of the projects are mentioned in the appendices at the end of this thesis document, in the order of the matrices referenced.
## Research Analysis Matrix 1

Environmental Graphic Design

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Tone of Message</th>
<th>Single Layer</th>
<th>Multi Layer</th>
<th>Single Layer</th>
<th>Multi Layer</th>
<th>Interactive</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Informational</strong></td>
<td>Serious</td>
<td>Ride a Bus Installation</td>
<td>Holocaust Museum</td>
<td></td>
<td></td>
<td>Betty Brinn's Children's Museum</td>
</tr>
<tr>
<td></td>
<td>Friendly</td>
<td></td>
<td>Museum of Natural History</td>
<td>Bellevue Art Museum</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ornamental</strong></td>
<td>Serious</td>
<td></td>
<td></td>
<td>Adobe Office</td>
<td>Lax Gateway</td>
<td>Phoenix Zoo Desert Trail</td>
</tr>
<tr>
<td></td>
<td>Friendly</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Jack Daniels Visitors Center</td>
</tr>
<tr>
<td><strong>Instructional</strong></td>
<td>Serious</td>
<td>Accessible Signage in Parking Lot</td>
<td>Traffic Signs</td>
<td>Aladdin in Vegas</td>
<td></td>
<td>Paris Airport ADP</td>
</tr>
<tr>
<td></td>
<td>Friendly</td>
<td></td>
<td>Intersection Signs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Promotional</strong></td>
<td>Serious</td>
<td>Government Signs</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Friendly</td>
<td>Flags</td>
<td></td>
<td>Good Grief: Children's Museum of Manhattan</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Religious Signs</td>
<td></td>
<td>AmericaOne Identity</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Appendix 1 – p. 81)
### Research Analysis Matrix 2

#### Social Cause Design

<table>
<thead>
<tr>
<th>DESIGN MODE</th>
<th>TONE OF MESSAGE</th>
<th>Shocking</th>
<th>Friendly</th>
<th>Humorous</th>
<th>Factual</th>
<th>Inspirational</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphic</td>
<td>Shocking</td>
<td>ARC</td>
<td></td>
<td>Bottled Water</td>
<td>Global Warming Campaign</td>
<td>‘This is Hope’</td>
</tr>
<tr>
<td></td>
<td>Friendly</td>
<td>Use Both Sides</td>
<td></td>
<td></td>
<td>Global Issues</td>
<td></td>
</tr>
<tr>
<td>Photographic</td>
<td>Shocking</td>
<td>Iraq War</td>
<td>Donate Clothes</td>
<td>Crime Related Issues</td>
<td>Superman</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Friendly</td>
<td>PETA</td>
<td>Community Issues</td>
<td>PETA</td>
<td>Celebrity PETA Ads</td>
<td></td>
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<tr>
<td></td>
<td>Shocking</td>
<td>Rise of the New World</td>
<td></td>
<td></td>
<td>Health Issues</td>
<td></td>
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<tr>
<td></td>
<td>Friendly</td>
<td>Iraq War</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Typographic</td>
<td>Shocking</td>
<td>Impactthedrivers.org</td>
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<td></td>
<td>Global Warming</td>
<td></td>
</tr>
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<td></td>
<td>Friendly</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Illustrative</td>
<td>Shocking</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Friendly</td>
<td></td>
<td></td>
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</table>

(Appendix 2 – p. 86)
<table>
<thead>
<tr>
<th>ANIMAL ORGANIZATIONS</th>
<th>PHASES OF INFORMATION</th>
<th>Literacy</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>World Wildlife Fund (WWF)</strong></td>
<td>Nature Preservation</td>
<td>Climate Change Facts</td>
<td>Protect America’s Arctic</td>
</tr>
<tr>
<td></td>
<td>Change Global Forces</td>
<td>Species Under Threat</td>
<td>Adopt a Species Program</td>
</tr>
<tr>
<td></td>
<td>Work for Community and Nature</td>
<td>The World’s Water Facts</td>
<td>Urge a Congress Member</td>
</tr>
<tr>
<td></td>
<td>Work for Animal Reserves and Against Extinction</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>People for Ethical Treatment of Animals (PETA)</strong></td>
<td>Animal Cruelty</td>
<td>Animals Used as Labour</td>
<td>Celebrity Involvements</td>
</tr>
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<td></td>
<td>Fur Trade</td>
<td>Animals in Cosmetic Testing</td>
<td>No to Fur</td>
</tr>
<tr>
<td></td>
<td>GoVeg.com</td>
<td>Animals in Food Testing</td>
<td>1000 Recipes for Vegans</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Animals in Medical Research</td>
<td>Donate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Killed for Fur</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bred for Meat</td>
<td></td>
</tr>
<tr>
<td><strong>Verona Street Animal Shelter (VSAS)</strong></td>
<td>Adopting</td>
<td>Training and Laws</td>
<td>Foster Homes</td>
</tr>
<tr>
<td></td>
<td>Cat Care</td>
<td>Cat Euthanasia</td>
<td>Care for a Cat</td>
</tr>
<tr>
<td></td>
<td>Dog Care</td>
<td>Feral Cats</td>
<td>Donate</td>
</tr>
<tr>
<td></td>
<td>Abandoned Animals</td>
<td>Moving Options</td>
<td>Rescue Groups</td>
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<tr>
<td></td>
<td>Neuter / Spay</td>
<td>Spend Time with Animals</td>
<td>Walk a Shelter Dog</td>
</tr>
</tbody>
</table>

(Appendix 3 – p. 92)
<table>
<thead>
<tr>
<th>CONTEXT</th>
<th>Purpose</th>
<th>City Museum in Melbourne</th>
<th>Summer in the City</th>
<th>Hand Gesture Statues in Australia</th>
<th>Educational</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Activity Areas</td>
<td>Catch Attention</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Activity</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Symbolic</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low Activity Areas</td>
<td>Catch Attention</td>
<td>One Day Poem</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Activity</td>
<td>FISH by Urban Art Projects (UAP)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Symbolic</td>
<td></td>
<td></td>
<td></td>
<td>BIRDS by UAP</td>
</tr>
<tr>
<td></td>
<td>Educational</td>
<td></td>
<td></td>
<td></td>
<td>GROW by UAP</td>
</tr>
<tr>
<td>Standing Traffic</td>
<td>Catch Attention</td>
<td>Water Sky Garden</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Activity</td>
<td>Her Secret is Patience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Symbolic</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Educational</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Appendix 4 – p. 94)
Related Research

This section of the thesis focuses on analyzing how the following concepts are influences on site-specific installation designs aimed to solve problems related to animal advocacy.

<table>
<thead>
<tr>
<th>Graphic Design</th>
<th>Layering</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sequencing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Urban Design</th>
<th>Urban Public Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Placemaking</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Animal Advocacy</th>
<th>Different Approaches to Solve Animal Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rochester Animal Services</td>
</tr>
<tr>
<td></td>
<td>Urban Animal Issues (Verona Street Animal Shelter)</td>
</tr>
</tbody>
</table>

Relevance of the above research toward the goals of this thesis are further elaborated in this section. This research helps focus attention on new ideas used in implementation of this thesis study.
## Related Research

### Layering


*Expedition Earth* Exhibit, Rochester Museum and Science Center, Rochester, NY

### Definition

Layering is two or more messages, designs or strategies existing simultaneously, conveying one or more ideas to the audience.

*Natural Treasures*, the Object Theater’s first production at Rochester Museum and Science Center, is a 17-minute fully automated show that choreographs high-definition video, sound, and lighting effects with authentic objects from the RMSC’s collections. These objects “magically” appear, weaving an entertaining narrative of the natural processes and human ingenuity that have combined to shape our region’s history and prosperity.

The exhibit surveys greater Rochester’s wealth of freshwater resources, created by mile-high glaciers more than 10,000 years ago. Exhibits showcase how various animals coped with extreme climatic conditions using interactive and multi-dimensional ways (shown on Pg. 18). These exhibits consist of layered communication, such as audio-visual elements, life-size installations and tactile elements that help visitors experience the exhibit as designers intended.

For example, in one of the sections, a polar bear was on exhibit, with a sculpture placed inside a glass case for visual reference. Outside, a piece of its fur was displayed for the audience to understand how its skin tolerates the low temperatures. Also, there was a slider on the outer side of the exhibit, that, when moved, highlighted different stages of the bear’s life, its habitat, its prey, its actions, etc. The lights used to highlight these sections, the information written on the display panels, and the installation of the bear and its fur, all combined to make this exhibit an effective learning experience.

### Impact and Significance

The use of various layers of communication has been beautifully executed in this exhibit, helping the viewer connect with it on more than one level. Giving the viewer a chance to participate in an exhibit as more than just a passive observer, makes it a success from the viewpoint of remembering and learning from the information.

The use of layers (simple to complex) could be further explored to make visual communication more effective, interactive and memorable.
Layering
(continued)

This part of the Expedition Earth exhibit at the Rochester Museum and Science Center shows various layers of information. One layer is the actual three dimensional display of an animal with the written information about it. It also contains tactile objects like paw prints and fur that help understand how the animals coped with extreme climatic conditions. Another layer of information, projected digitally on the glass, summarizes the unique features of the forests in which the bear is found.

There is an interactive element in this exhibit, that supplements the overall experience of identifying an animal by rolling the puzzle pieces. When all the three puzzle pieces match, the respective animal is displayed in the glass window.
Layering  
(continued)

This section of the *Expedition Earth* exhibit describes the various flora and fauna found under the sea. There are actual displays of underwater animals, plants and rocks. Written information about the elements or artifacts featured in the foreground display and a digital video playing on the screen installed outside the glass showcase include more detailed information.
**Sequencing**

*Definition from EDC*
Sequencing refers to putting events or actions in order.

One example of sequencing relates to chronological ordering, as is common with historical events. Another is the ordering of steps to carry out, as one may find with procedures such as instructions, recipes, and manuals. Time life cycles also use a sequential format.

*Definition from Dictionary.com*
Sequencing is the particular order in which related events or things may appear.

Based on the definitions by EDC and from Dictionary.com, the following is a simplified definition of Sequencing in design:

Sequencing is the order of succession in which one or many messages or designs may appear in the environment.

Sequencing may occur to imply a complete change of image or imply motion or action. In a linear sequence, the audience observes the content from beginning to end or in reverse. In a non-linear sequence, the audience sees the content simultaneously. Non-linear sequencing allows the audience to interpret a message in many different ways.

The factors to consider while designing a sequence are:
- Duration of time
- Pace of change
- Rhythm
- Additive or subtractive sequence
- Transition

**Impact and Significance**
While targeting a particular audience with a particular message, the attention should be on the right message being delivered at the right place, at the right time. This level of precision can be established by arranging the message or design in a sequence influenced by the above factors. Depending on the content, importance can be given to some factors. For example, if the content is being displayed for a short amount of time, the sequence may have to cover more information in less time. Hence, identifying key components of the content will be of high importance. If interaction with the design is of main importance, an additive or subtractive sequence will be helpful in establishing that.

Sequencing has the power to lead the eye and the mind in many different ways and using the correct way will lead to the message becoming clear and memorable.
Whyte has researched a typical metropolitan city and some specific areas within to understand how certain urban sites become ‘specific.’ He was a keen observer of how people interacted with urban public spaces, that include the totality of spaces used freely on a day-to-day basis by the general public, such as streets, plazas, parks and public infrastructure and some areas of privately owned properties such as building facades or domestic gardens. He has observed the factors that affect the number of people using that site, the vegetation, natural factors like presence of sunlight, water etc, or other architectural factors like the presence of stairs, railings, canopies, sitting areas, etc.

Whyte recorded certain chosen spots within a city and analyzed how people would prefer to meet at intersections, near bus stops and stand and talk for a while. Pedestrians enter buildings with nice, broad, welcoming stairs more often than buildings with shut doors or other uninviting elements. The presence of a cafe and / or a larger number of people at one place would be more likely to attract attention than a quiet, subdued park bench. Whyte observed how people prefer to use movable chairs rather than those built into the ground and many more interesting facts that may help in building better cities or making the city more interactive.

**Impact and Significance**

By learning the social life of small urban spaces, many unintentional uses of a city’s structure come to light and these tips could be used while placing a design within the city. Learning how and why people prefer to use or interact with certain specific spaces over others, can help install designs more appropriately in some city spaces so as to get maximum viewership or maximum interaction from the target audience.

---

**Related Research**

**Urban Public Spaces**

The introduction of this thesis mentions the concepts of Orientation, Connection, Direction and Animation with respect to their roles in placemaking and their influences on making certain spaces more preferred over others. These concepts are further explained in this section.

**Placemaking**


**Definition**

Placemaking is the strategic placement of structures in an environment considering the influencing factors, the planned factors, and the organic factors.

Every location has some unique identity and some memorable qualities to it that remain intact in the human mind. This is called sense of place. Making use of this concept at a specific site to create a message can be successfully accomplished if certain placemaking factors are kept in mind:

**Orientation**

This covers the research that reveals the layers of meaning, and only then affirms the metaphors through interaction with the community. What is the history of a place? What makes people come to a certain place and feel related? Researching the history of a site makes it easier to find a connection between a place and the people in it, and thus to incorporate it in an application.

**Connection**

This refers to binding a site together with a matrix of related messages and engaging the user in a visual relationship that helps define spatial ties. Answers from the orientation stage can be used toward designing a space, and creating a place-specific relationship, thus making a connection with the people using it.

**Direction**

This provides the visual clarity that links the placemaking elements so that the visitor can clearly navigate the space. How does one enter and exit a space and why? What signs and factors will assist people in finding their destination? Answers to such questions help trigger approaches toward making the designed space successful.

**Animation**

This tests how the varied uses and activities that can build complexity in and around the space will be employed. Once the space is fully functional, do the people use it appropriately (as previously conceptualized)? Are people finding it comfortable to navigate or use this space? How can a design break the rigidity of the space or bring about comfortable movement? Answers to these questions help review the design choices made during the process of creating a space.

**Impact and Significance**

Spaces designed using the above placemaking factors have the potential of becoming landmarks. Capturing the sense of place and designing around it will help the design become as memorable as the site in which it resides.
Different Approaches to Solve Animal Issues


The Feminist Approach

Beginning in the 1980s, feminist theorists developed a feminist approach to the issue of the moral status of animals, or what is now termed “animal ethics.” According to author Josephine Donovan, a feminist approach to caring for animals involves considering them as individuals who have feelings, who can communicate those feelings, and to whom humans have moral obligations. In this approach, animal issues are dealt with on an individual basis, one animal at a time. No mass decisions are made based on assumptions and presumptions. The feminist approach pays attention to not only the suffering animal but also the political, economic or environmental issues that cause the suffering. Where the masculine approach concerns with rights, rules, and tends often to seem like “a math problem,” the feminine approach offers a more flexible and emotional connection between humans and animals.
Different Approaches to Solve Animal Issues
(continued)

“The Humane Approach to Human-Animal Problems.”
25 September 2009.

Launched in 2008 to increase spay/neuter rates in Louisiana and Mississippi, this campaign was based on extensive research into pet owners’ attitudes and behaviors on the issue.

The Humane Approach
According to The Humane Society of The United States, the humane approach to solving animal issues is based on the following:

Respect for the environment
Tolerance and understanding of living things
Willingness to resolve conflicts using non-lethal means

Here are some of the many promotional materials produced by The Humane Society of The United States to achieve their goals:

Billboard

Poster
Different Approaches to Solve Animal Issues
(continued)

“The Humane Approach to Human-Animal Problems” continued

The billboard and poster on this page highlight the numbers of shelter animals euthanized annually and compel owners of unaltered pets to consider how the personal decision of spaying or neutering their pet can make a difference.

For more information go to http://hsus.typepad.com/wayne/2009/03/spay-neuter.html
The Empathy-Based Approach

According to Teresa Wagner’s *Animals in Our Hearts*, an empathy-based approach is one in which practitioners:

- Are empathic toward animals, which means they always seek to understand the inner experiences of animals from the animals’ or their owners’ frame of reference,
- Approach their work with humility, and
- Use real-life examples or experiences, to relate to the audience for a solution.

Impact and Significance

The range of approaches used by different practitioners in the field of animal ethics provide an overview of what kind of messages they are trying to deliver about the same problem. These are some of the many ways or directions to approach a common problem. The most effective of these ways will get the greatest response, changes in attitude, changes in environment, and more. The tones these approaches use (friendly, serious, sarcastic) or the feelings these practitioners are trying to target in the audience are different for each approach. The designer must determine which combination is best suited for each design in order to achieve the best results.
### Different Approaches to Solve Animal Issues
(continued)

<table>
<thead>
<tr>
<th>Impact and Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>The range of approaches used by different practitioners in the field of animal ethics provide an overview of what kind of messages they are trying to deliver about the same problem.</td>
</tr>
<tr>
<td>The feminist approach addresses the topic with emotion and invokes a sense of caring and responsibility. The masculine approach uses the idea of justice and rights.</td>
</tr>
<tr>
<td>The humane approach uses facts to help readers deal with reality, but in a calm, educational tone.</td>
</tr>
<tr>
<td>The empathy-based approach makes readers feel place themselves in the animals’ place and feel their experiences, problems, etc.</td>
</tr>
<tr>
<td>These are some of the many ways or directions to approach an animal-related problem. The most effective of these ways may yield great responses in terms of changes in attitude, thinking of a reader or even lead them to help solve the problem. The tone of each message (friendly, serious, sarcastic) and the feelings these practitioners are trying to target in the audience are different for each approach. The designer must determine which approach, or a combination of more than one approach, is best suited for a design in order to achieve the best results.</td>
</tr>
</tbody>
</table>
Rochester Animal Services (RAS) is a municipal animal care and control agency dedicated to improving the safety and quality of life for city residents and their animals. The animal shelter houses and cares for stray, disowned, and aggressive animals on a temporary basis. It also provides temporary sheltering for pets whose owners are in crisis due to domestic violence or disasters. Such care involves proper nutrition, cleaning, and disease control.

The following are the programs and services RAS offers:
- Enforcement
- Pet Adoption Services
- Low-income Spay/Neuter Program
- PAW (Pets are Welcome) Resources
- Animal Events
- Anti-Animal Fighting Taskforce
- Dog Bite Prevention and Responsible Guardian Program
- Volunteer Opportunities
- Wildlife Rehabilitation Placement

**Impact and Significance**

The programs and services at RAS address the urban animal problems Rochester faces. Most, if not all, of the problems are similar in other American cities. Researching these programs gives an idea of what the general public needs to know about the work RAS does for the betterment of urban animals. Awareness about these programs would educate residents about local animal-related issues and possibly attract volunteers to help contribute their time and resources toward solving urban animal problems.
Verona Street Animal Shelter (VSAS) is a part of Rochester Animal Services. It is also one of the biggest shelters in Rochester. Chris Fitzgerald, the director at VSAS was interviewed in November 2009, to gain more information about the specific problems VSAS faces today. The following questions were drafted to glean maximum information about the shelter and his views:

What kind of problems do you face at the shelter?

What are the key issues that are encountered at the shelter?

What kinds of regulations do you exercise at the shelter?

What services do you offer to the public and the animals?

What is the reputation of the shelter in the minds of the general public?

What is the response you get from the public for these services?

In what way do you want the mind-set of the public to change toward VSAS and the animals it serves?

In summary, Mr. Fitzgerald narrated how the key problems were spaying/neutering, increasing feral cat population, lack of care for sick cats and dogs, need for promoting importance of animal adoption and lack of dog walkers. He mentioned that many Rochester residents were not aware of the ways in which VSAS helped animals. Many still believed that VSAS was a pound where animals were cruelly handled, caged and euthanized, without any efforts to keep them alive. He also mentioned how creating awareness about volunteer opportunities available at the shelter would help reduce animal euthanasia and further assist the shelter in keeping up with the needs of homeless animals.

Impact and Significance
The interview confirmed that VSAS deals with problems pertaining mainly to dogs and cats, which are the majority of the urban pet and stray population. Efforts are made at VSAS to deal with issues such as:

Need to spay and neuter feral cats
Cat pneumonia
Lack of cat care homes
Lack of volunteers to walk dogs in the shelter
Lack of adoption awareness
Cat euthanasia

Not all of the public is aware of how much VSAS does for the urban animals. VSAS wants to be known as a professional, courteous and compassionate shelter that urges people to take up challenges for animals.
Synthesis

The researched topics were analyzed and studied to observe which direction would be best suited to proceed with respect to ideation and thesis application. In this section, the following conclusions and decisions were made to help direct this thesis.

Layering
Layered message-making decisions were based on the problems of VSAS

Sequencing
Potential incorporation of sequencing was established, keeping in mind the site locations, VSAS location, the message the installations may carry, and the order in which they may appear.

Placemaking Principles
Specific sites in within Rochester city limits were chosen based on placemaking principles and Whyte’s study of urban public spaces.

Humane Approach to Human-Animal Problems
An appropriate and effective approach to solve the VSAS problems was finalized after studying various precedents from the past.
Layered Message-Making

The research from Verona Street Animal Shelter was used to deduce that there is a need for a main foundation of messages to be delivered to the audience in order to fulfill the purpose of this thesis. Considering the objectives in the outside content that helps VSAS solve their problems by involving Rochester residents, the following needed to be done:

**Awareness**
Inform the audience of what is going on about the topic. Enlighten them about the problems the animal shelter is facing, and grab their attention in a message that summarizes these problems.

**Education**
To retain this attention, the audience should be informed about the facts to support the statements made in the message. These facts and other information would restate the idea that these problems are real and need attention and action from the residents.

**Action**
After attention and retention are achieved, something fruitful needs to come from this message. Just informing the public and hoping to get an action will not work. The message and design itself should contain elements that trigger the public to contribute in their way to the shelter and thus to the community.

These steps can be disclosed to the public in layers. Physical layers of materials displaying visuals would be designed and constructed. These would house informational facts and figures related to the message being conveyed. The combination of these physical and informational layers of communication will satisfy the communication goals.
As discussed earlier in this thesis, sequencing can be an effective strategy for communication in more ways than one. The following ways of sequencing were thought to be most suitable for this thesis:

**Design Sequence**
Using graphics, images, fonts, colors, etc. in a way that as they are revealed, either change or transform as the design progresses and become an experience for the reader. For example, starting with cool color tones and progressing into warm color tones as the message becomes more serious and demands more attention. Or begin with softer shapes and graphics, like curves and circles and introduce more edgy, sharp shapes like squares, diamonds etc. as the tone of message becomes more sharp.

**Additive or Subtractive Sequence**
Design the site specific installations in a manner such that at every stage of communication (Awareness, Education and Action), a new addition or subtraction is made in or from the design to gradually lead to something more concrete, better, interesting, clear and memorable.

Examples of additive and subtractive sequencing are found in our day-to-day life. From constructing buildings – starting from the foundation, to cooking food – adding one ingredient at a time in a certain order. Every step in these activities is designed for a particular function either to make the process easy, achieve better results in less time or make minimum errors. A similar step-by-step additive or subtractive sequence could be used for creating meaningful visual aids.
Synthesis

Specific Urban Sites

After researching placemaking and urban design factors, various locations within the city of Rochester were identified as having the potential of serving as interesting and specific sites. These sites are those people pass by or wait at almost every day during their routines. In places like these the chances of a design or a message being noticed are higher than other urban spaces:

<table>
<thead>
<tr>
<th>Animal Shelter Premises</th>
<th>Park Avenue Shopping District</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Hall</td>
<td>Park Entrances</td>
</tr>
<tr>
<td>Churches</td>
<td>Public Library</td>
</tr>
<tr>
<td>Courthouse</td>
<td>Rochester Museum and Science Center</td>
</tr>
<tr>
<td>Dog Licensing/Registration Office</td>
<td>School Premises</td>
</tr>
<tr>
<td>Fountains</td>
<td>Statues</td>
</tr>
<tr>
<td>Kodak Headquarters</td>
<td>Strong Museum of Play</td>
</tr>
<tr>
<td>Major Bus Stops</td>
<td>University Premises</td>
</tr>
<tr>
<td>Memorial Art Gallery</td>
<td>Xerox Headquarters</td>
</tr>
</tbody>
</table>

The aim is to find sites within Rochester where the general public would take a moment and notice the design solution and the message it carries. These sites would be specific for this message. For example, if someone waits at a bus stop every day for a few minutes during the day, then that is the place he/she would observe everyday while passing time. That particular bus stop would have become a part of their daily observation and any change in it would be noticeable to the viewer. It is this quality of a particular site that needs to be captured and used for displaying meaningful messages. Then the message would depend on the design aesthetic and pragmatic value for effectiveness. But the site would give it a platform to be noticed.
Specific Rochester Sites

The previous placemaking strategies (p. 22) of finding specific sites were applied to the city of Rochester. Places from the brainstorming list were narrowed to a few important locations within the city, short listed based on the following criteria:

- The amount of crowd the location attracted
- The kind of audience the location attracted
- Whether the feel of the location environment matched the sense of the main thesis message
- Whether the location was in close proximity to the animal shelter
- Whether there were chances that pet owners/lovers would gather nearby the location
- The presence of landmarks or places to wait in and around that area.

This map of Rochester is magnified to show the chosen areas to explore and potential specific sites for thesis implementation.

Source: Google Maps 2010
These sites were selected as final locations because each had its own specific attributes suitable for the application of this thesis. The attributes specific to each site are:

<table>
<thead>
<tr>
<th>Site</th>
<th>Attributes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brown Square Park</td>
<td>• Common dog walking area&lt;br&gt;• Common play area, picnic area&lt;br&gt;• Presence of benches, fountains, walkways&lt;br&gt;• Next to the Verona Street Animal Shelter (VSAS)</td>
</tr>
<tr>
<td>Blue Cross Arena</td>
<td>• Busy street environment&lt;br&gt;• Broad, spacious sidewalks&lt;br&gt;• Presence of shops and other official buildings&lt;br&gt;• Presence of bus stop&lt;br&gt;• 1 mile from VSAS</td>
</tr>
<tr>
<td>Corn Hill Landing</td>
<td>• Common dog walking area&lt;br&gt;• Available area for people to sit, play, socialize&lt;br&gt;• Relaxed environment&lt;br&gt;• Presence of stairs, sitting areas, sidewalks&lt;br&gt;• Presence of nearby restaurants, markets&lt;br&gt;• 1.3 miles from VSAS</td>
</tr>
<tr>
<td>Little Theatre/Spot Coffee Cafe</td>
<td>• Mixed crowd of youngsters, adults, art enthusiasts, moviegoers, etc.&lt;br&gt;• Presence of art galleries, cafes nearby&lt;br&gt;• Presence of restaurants with outside seating&lt;br&gt;• Located in the heart of the city&lt;br&gt;• 2.2 miles from VSAS</td>
</tr>
</tbody>
</table>

(Refer to map on Page 34 for exact locations of the above sites in Rochester)

The above locations are sequenced in order of their proximity to VSAS. All the above factors were taken into consideration while moving into the ideation phase of this study.
Specific Rochester Sites
(continued)

Corn Hill Landing

Exchange Boulevard

Entrance on to Corn Hill Landing from Exchange Blvd.

After entering Corn Hill Landing, walking toward riverwalk

Approaching the riverwalk

Climbing down on to the riverwalk

The riverwalk
Specific Rochester Sites
(continued)

Brown Square Park

Entering into Brown Square Park from Verona Street

Sitting area with pet-related signs at Brown Square Park
Synthesis

Specific Rochester Sites
(continued)

Blue Cross Arena

Outside Blue Cross Arena at War Memorial Square

Waiting/Standing area outside Blue Cross Arena

Bus stop outside Blue Cross Arena
As mentioned briefly in the previous sections of this thesis, the motive of conducting this synthesis was to identify clear goals in order to develop implementation ideas. The following is a summary of goals that were kept in mind while developing the ideas that follow:

**Layering Possibilities**

- Physical layering (of panels, forms, other media)
- Informational layering (of facts, solutions, statements, details, etc.)

**Sequencing Possibilities**

- Physical sequencing (of panels/images/forms appearing/disappearing one after the other, in a particular, appropriate sequence)
- Informational sequencing (arranged in a sequence based on importance of information)

**Animal Issues at Verona Street Animal Shelter**

These are selected from a list of issues based on those needing immediate attention, in order of importance as stated by VSAS authorities:

- Increasing rate of cat euthanasia
- Lack of dog walkers for the shelter dogs
- Spaying/neutering of feral cats

**Specific Rochester Sites**

- Corn Hill Landing
- Brown Square Park
- East Avenue from Little Theatre to Spot Coffee Cafe
- Blue Cross Arena

**Message-Making Approaches**

- Awareness
- Education
- Action
When ideation began, a number of thoughts were put down on paper to elicit any ideas, or innovative concepts that could be used for this thesis’ goals. Following are some initial stage ideation sketches that were inspired by additive sequencing, 3-dimensional installations, and simplified graphic treatment:

**Initial Sketches**

Cube-like structures containing visuals of animals depicting their restricted shelter environment.

The cubes could be modular and movable to form various structures.

Cage-like structures that are built in an additive process and eventually reveal an intended message.

Outdoor murals in human/animal shapes, that can also be used as benches.
Ideation

Initial Sketches
(continued)

Exploring a step-by-step addition of structures to form an end result that looks like a shelter for animals.
**Ideation**

**Conceptual Sketches**

A lot of brainstorming, sketching, and experimentation was the initial start of the ideation stage. Different ways of using forms, text, visual elements, styles, patterns, etc were explored to establish a direction in which further ideation stages may go. Here are some of the next level concepts and sketches:

**Using Identical Forms**

Animal-related issue: Feeding feral cats is not the solution

The issue in context here is how feeding feral cats is not the solution to helping them. Feral cats are found mostly near places they find or obtain food, such as fish markets, dairy farms, or homes of people who feed them more often.

This approach explores forms of a cat, and food cats like such as fish and milk, to make the public relate to the issue.

Further exploration of these forms and their arrangement, as well as the introduction of information panels and their possible sequence:
Conceptual Sketches
(continued)

Exploring how addition of panels, addition of information and the sequence of this addition would work in communicating the main idea of helping feral cats.
Conceptual Sketches
(continued)

Using Human-Animal Forms

Animal-related issues: Lack of dog walkers and cat caretakers

One of the issues in this context is how abandoned or stray dogs in the shelter experience stress due to being caged continuously within the shelter, the reason behind this being the lack of dog walking volunteers.

The other issue in this context is how the lack of cat caretakers results in cats falling prey to pneumonia and thus being euthanized so that they do not spread it to the other shelter cats.

In this approach, both human and animal forms are used to establish an immediate connection with the public and initiate a thought process about solving the issue.

Installation describing the issue of lack of dog walkers

Further exploration of these forms and their arrangement followed, including the introduction of wayfinding information panels pointing out the direction and distance to VSAS and their possible sequence, placing them at the sites:

Installation describing the issue of lack of cat caretakers
Animal-related issue: Cat euthanasia

Every year there are about 3000 cats that are reported at VSAS, of which 500 are adopted and 500 are taken by rescue groups. But the rest of the 2000 cats are most likely euthanized due to lack of space at the shelter, no voluntary caretakers and the risk of spreading pneumonia within the shelter.

In this approach cat gestures are used to make the public aware of the above facts in an effective sequence.

Further exploration of these forms and their arrangement:
Ideation

Conceptual Sketches
(continued)

The idea was to design visuals around bus stop benches/seating areas that narrate how 5,000 cats were brought to the local shelter every year of which 3,000 are euthanized. The zeros in the numbers were treated to look like cats.

Using Form and Typography

Animal-related issue: Lack of adoptive people and rescue groups

In comparison to dogs, a very less number of cats get adopted. This is partially due to the attitude of people toward cats being very independent and not giving them the same feeling of loyalty as a dog does. This results in a large number of cats getting euthanized every year. To make people aware of this issue, they need to learn facts about how many cats can be saved if they decide to adopt and support them.

In this approach both type and form are used to convey facts directly.

Some of these ideas were chosen to link them with specific sites, determining the significance of the sites and deriving more effective concepts. The pages that follow explain the next ideation steps of this thesis project.
**Concept 1**

**Lack of Dog Walkers**

**Issue**
The issue here is the lack of dog-walking volunteers. Since shelter dogs have to stay for long hours in noisy cages, and the smells of different animals increase their stress levels, they become susceptible to mental and physical health problems.

**Site**
Corn Hill Landing, Rochester, New York

**Significance of Site**
Corn Hill Landing, as discussed in the research and synthesis section, gets a good number of dog walkers from neighboring areas because of the presence of open spaces, broad sidewalks along the banks of the Genesee River, etc. There are spaces to sit, relax, play, run, walk, etc. The presence of these factors, in addition to the restaurants and markets surrounding it, makes this a place where the presence of such a message would not be missed. People would have time to look and learn from the design, and daily visitors would be able to witness the changes that may occur in stages in the design, thus leading to understanding the message of the design.

**Details of Concept**
This concept uses human and animal forms to relate directly with the viewer. The forms catch attention and the information panels retain it. The concept comprises of the message delivered in three stages that would appear in the manner shown on the next page. It starts with alerting the viewer to not walk away from solving the shelter’s problem of dog walkers. It continues to give a detailed report of the facts and figures of how the dogs in the shelter are victims of stress, and ends with offering a solution to volunteer to walk the shelter dogs during free time, explaining how it may profit the viewer as well.
Concept 1
(continued)

This concept involves the addition of new informational and visual layers being added to the existing ones in three stages.

Stage 1 involves visuals and information related to awareness about the animal issue. Stage 2 involves another panel added to Stage 1 that details about the issue and educates the reader.

In Stage 3, the message offers the reader a solution to the issue and the visual elements change direction, which helps describe the information panels more effectively. It stands for changing the direction toward doing the right thing, helping the shelter.

Ideation
Concept 1
(continued)

Placing the approaches within their respective sites helped visualize how they would be viewed from different angles depending on neighboring elements such as stairs, walkways, the installation angle, viewing distance and proportions.

Sketches placed within photographs of the Corn Hill Landing site
## Ideation

### Concept 2

**Help Control Feral Cat Population**

**Issue**
The issue here is the increasing feral cat population in the city and the reasons behind it. Feral cats are found mostly near places where they find food, such as fish markets, dairy farms, or people’s homes. Most of these kinds of people do not realize that the problem will not be solved by just feeding these cats. In reality, healthy cats will populate faster. Therefore, the real solution is to spay/neuter the cats.

**Site**
East Avenue from Little Theatre to Spot Coffee Cafe, Rochester, New York

**Significance of Site**
The Little Theatre to Spot Coffee Cafe stretch, as discussed in the Synthesis section (Page 35), has many art galleries, cafes, restaurants, shops, a music school, etc that collectively attract a mixed crowd from youngsters to adults, moviegoers to art enthusiasts. Such a variety of audiences in a small stretch of the street would prove profitable for this project. Placing a design installation carrying a feral cat feeding message, in an environment with cafes and restaurants would have more impact than if it were placed at some other random location without human dining facilities.

**Details of Concept**
This approach uses forms of a cat and forms of cat preferred food such as fish, milk, etc. This concept uses repetition of similar forms/shapes. The shapes of the fish and cat are derived from the same foundation shape to establish a feeling of continuity and make the content cohesive. This message does not dissuade the audience from feeding cats, but only makes them aware of how they can help feral cats by spaying/neutering them. This will help control the feral cat population. The stages in which this message would appear are shown on the next page.
Concept 2 (continued)

Stage 1 of this installation introduces the issue along with supporting visual elements derived from similar shapes and forms.

Stage 2 repeats these shapes and forms to portray the increasing population of feral cats and limited food available to them, as explained in detail in the information panel.

Stage 3 offers a solution to the issue and the shapes come together to form a pattern that would describe the solution to the issue.
Some modifications were made after taking into consideration the suggestions and feedback from thesis advisors. The forms of the cat and the cat food (fish) were modified to be more connected to each other. This coordination of forms is meant to represent the relationship between feeding cats and increasing feral cat population.
**Ideation**

**Concept 3**

**Cat Euthanasia**

**Issue**
The issue in context is the growing rate of cat euthanasia. Every year Verona Street Animal Shelter reports 3000 cats from around the city, of which only 1000 are adopted, and the rest are at risk of cat pneumonia, rampant in cold weather. Adding to the misery, the lack of space in the shelter for so many cats perpetuates the spread of the disease and the cats have to be euthanized. The solution for this is people in the city opening their home to care for sick cats. Foster homes would prove to be a great help, whether temporary or permanent.

**Site**
Brown Square Park, Rochester, New York

**Significance of Site**
The Brown Square Park is the closest site to VSAS. Since the cat euthanasia problem is regarded as the most important of all at VSAS, it would be advisable to locate the designs addressing this problem in closest proximity to the shelter. This will facilitate immediate identification of the shelter by the viewer and provoke action on their part. Also, as mentioned in the research, the park has ample space and attracts various audiences with a relaxed mind set to experience the design in the park and think about its message, unlike the alternative hurried experience on a busy street.

**Details of Concept**
This design uses a bar graph structure to compare numbers of cats reported, adopted and euthanized. Typography is the most effective element in this concept, since the information needs to be delivered directly and quickly to the viewer due to its critical nature. The look of the designs and the stages in which they progress are shown below.
Ideation

Concept 4

Issue
Lack of dog-walking volunteers

Site
Corn Hill Landing

Details of Concept

Stage 1
This design involves active and inactive elements. The elements standing straight up on top of the horizontal bar are active elements containing the awareness message and the rest are flipped below the bar and are inactive.

The viewer can read messages on the active elements but still gets a hint of what is coming up next, by viewing the partially hidden inactive elements.
Concept 4 (continued)

A couple of weeks later, after the viewer has had time to notice Stage 1, the design in Stage 2 with one of the informative inactive elements will be flipped up to become activated. Some of the secondary elements, such as the graphic man/dog in the design, would also become active/inactive to generate greater effect.

In the last stage, the final informative layer, offering a solution to the issue and suggesting action, would be flipped up and the secondary elements of the previous stages will be flipped back down.
After careful analysis of the information to be conveyed, the message containing information, study of the sites, the approach toward designing these messages and feedback from the thesis committee, the following concept was developed. This concept was tied in very closely with the mission of this thesis, made use of the site and its characteristics, attracted the audience and conveyed the message to them in an innovative manner.

Site
Corn Hill Landing, Rochester, New York

Significance of Site
Corn Hill Landing is in the historic Corn Hill area of Rochester. Surrounded by pet-friendly apartments, restaurants and a market that attract a mixed crowd of pet lovers, dog walkers, joggers, families, children and adults. The open atmosphere of Corn Hill Landing with the presence of the riverwalk, stairs, sidewalks, sitting areas, parking areas, waterfront, playing areas and more make this a social place where people from nearby neighborhoods like to spend time, either walking their pets, playing with their children, daily exercise or visiting nearby restaurants.

Details of Concept
In this concept, the design would be placed at two different locations within the Corn Hill Landing area. These locations are shown in red in the map of Corn Hill Landing below.

Map of Corn Hill Landing and location of design
The design installation at the first location catches the attention of people approaching Corn Hill Landing using the sidewalk, the pedestrian crossing or either of the parking lots.

Once the design has captured a person's attention, the message continues to build on the design installations at the second location along the riverwalk. The presence of stairs climbing up to the elevated landing area and down on to the riverwalk facilitates the process of reading the message across the installations at both locations.

When the person is at Location 1 (see images below), he/she can view the presence of an installation at Location 2 down the stairs and that will prompt them to go closer and read. The person may be spending time in the Corn Hill Landing area walking their pet, playing with their children, exercising or just spending time in their own way. On viewing these installations, he/she would have the time to experience it, think about the message and hopefully learn from it.

Animal-Related Issue
The issue here is the lack of dog-walking volunteers. Since shelter dogs have to stay in the noisy cages for long hours, the different smells of different animals aggravate their stress levels, and they become victims of mental and physical health problems.

A system of installations explaining this issue, placed in an environment like Corn Hill Landing, which is visited by nearby dog walkers, pet lovers and Corn Hill residents, would gain more effect. This step by step process of revealing newer information over a period of time, would make the process of communication more persuasive.

Below are sketches showing how the two locations would house the designs:
Selected Concept Development

The following are explorations of the ways in which the design installations will appear at the two locations:

Stage 1

Location 1
Panel 1

Location 2
Panel 2
Panel 3

Location 1
Back of Panel 1

Stage 2

Location 1
Panel 1

Location 2
Panel 2
Panel 3
Panel 4

Location 1
Back of Panel 1

Stage 3

Location 1
Panel 1

Location 2
Panel 2
Panel 3
Panel 4
Panel 5

Location 1
Back of Panel 1

Enlarged versions of each panel can be found in Appendix 6, page 101.
### Messages in Installations

The messages and purposes of the panels on page 58 are listed below in the order in which they would appear:

<table>
<thead>
<tr>
<th>Panel</th>
<th>Purpose</th>
<th>Message</th>
</tr>
</thead>
</table>
| 1     | Catch attention | When it’s time to go  
You can’t say no |
| 2 and 3 | Retain attention and create awareness about issue | You can’t avoid an urgent face when it’s time for a walk.  
Unfortunately, shelter dogs are confined to cages, waiting desperately for that walk. |
| 4     | Education and details about the issue | The isolation and restricted activity for shelter dogs cause behavior problems in the dogs, that affect their quality of life and physical health.  
Shelter dogs are subjected to sensing numerous smells and noises of the other animals in the shelter. This unnatural environment results in mental stress and affects their chances of adoption. |
| 5     | Action/Solution | Your walk is healthy for someone else, too.  
Say yes to shelter dogs. Provide them with their much needed exercise, affection and socialization that these caged dogs need to stay healthy, happy and adoptable. Just like your buddy at home. |
Layering and Sequencing

Layering
The layering aspect of this thesis study was explored in the research and synthesis sections, and is described in the proposed design concept through the use of various information panels. These panels form physical as well as informational layers containing the Awareness, Education and Action/Solution content. As newer information is added to existing information in an effective sequence, the message becomes more powerful and persuasive.

Sequencing
The sequence explored in this concept is an additive one. The addition of messaging on the panels occurs in the following order:

- Catching attention of the audience
- Retaining it into following panels
- Stating the issue
- Stating details about the issue
- Offering a solution and provoking action
- Branding Verona Street Animal Shelter and
- Directing the audience toward the shelter

This sequence stands as a step by step process for the viewer to follow in order to make the learning process interesting and memorable.
Developing the selected concept further, the design below shows that the major physical and informational changes take place in Week 3 and Week 5 stages. The sequence in which Week 3 reveals details of the message and Week 5 reveals the final layer of provoking action, makes this experience very interesting, informative and memorable.

Here, the change occurs in Panel 4, where the ideas mentioned in detail are also presented in the form of visually dominant type forms to portray information symbolically.

When Panel 5 is added in this sequence, it physically overlaps part of Panel 4 and offers a solution to the problems mentioned. Hence, not only does it physically overlap the panel but also symbolically covers up the problem with a solution. There is also a color addition in this sequence that suggests a major, noticeable change in the sequence.

Enlarged versions of each panel can be found in Appendix 7, page 103.
Below is another exploration of the design message, which restricts the use of colors to gray, green, black and white. It also explores the effect of custom shapes of the information panels and whether it helps in reading and understanding the message more effectively.

Panels 3 and 4 can be read vertically as well as some portions can be read horizontally as if the latter is in continuation to the former. Also, addition of a smaller panel between them (that states facts from the shelter) also adds one more layer of information, and portrays the same continual reading quality.

The addition of the color green, that symbolizes nature, walk, outdoor feeling and grey that stands for concrete, urban and serious feel, combined with a sudden change in the shape of Panel 5, makes this design experience more interesting and gels very well with the information on the panel (suggesting bringing about a change). Also, some keywords within the copy have been highlighted in bold, to provide an easier way to skim through the important words if they do not want to read the entire message, as the weeks progress. Enlarged versions of each panel can be found in Appendix 7, page 105.
Intermediate Evaluation

Survey

A survey based on the most current version of the design concept was developed and distributed electronically for the intermediate evaluation. Survey participants selected were dog owners and dog walkers. Approximately half of the survey participants were Rochester residents, while the other half were personal acquaintances of the author of this thesis who volunteered to be a part of this thesis study.

The participants were asked to observe the provided presentation, which stated the aim of the thesis and a brief explanation about the design concept, and were then directed to an online survey through a hyperlink embedded at the end of the presentation.

Screen shots of the survey results are shown below.
### Intermediate Evaluation

#### Survey (continued)

**2. On a scale of 1–5 (1 being the lowest), Rate how observant are you of your surroundings while walking your dog?**

<table>
<thead>
<tr>
<th>Response</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>9.1%</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>81.8%</td>
<td>9</td>
</tr>
<tr>
<td>5</td>
<td>9.1%</td>
<td>1</td>
</tr>
</tbody>
</table>

- answered question: 11
- skipped question: 0

**3. On a scale of 1–5 (1 being the lowest), Rate how much knowledge do you have about your nearest shelter?**

<table>
<thead>
<tr>
<th>Response</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>18.2%</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>54.5%</td>
<td>6</td>
</tr>
<tr>
<td>3</td>
<td>9.1%</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>18.2%</td>
<td>2</td>
</tr>
</tbody>
</table>

- answered question: 11
- skipped question: 0
### Survey (continued)

#### 4. Does the first installation interest you to read further?

<table>
<thead>
<tr>
<th>Response</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>90.9%</td>
<td>10</td>
</tr>
<tr>
<td>No</td>
<td>9.1%</td>
<td>1</td>
</tr>
</tbody>
</table>

answered question: 11
skipped question: 0

#### 5. If ‘Yes’, which of the following interests you to read further?

<table>
<thead>
<tr>
<th>Response</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Copy</td>
<td>9.1%</td>
<td>1</td>
</tr>
<tr>
<td>The Idea</td>
<td>36.4%</td>
<td>4</td>
</tr>
<tr>
<td>The Design</td>
<td>45.5%</td>
<td>5</td>
</tr>
<tr>
<td>This question does not apply to me</td>
<td>9.1%</td>
<td>1</td>
</tr>
</tbody>
</table>

answered question: 11
skipped question: 0

#### 6. Does the sequence, in which the installations appear, make it easier for you to understand the topic?

<table>
<thead>
<tr>
<th>Response</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>63.6%</td>
<td>7</td>
</tr>
<tr>
<td>Somewhat</td>
<td>36.4%</td>
<td>4</td>
</tr>
<tr>
<td>No</td>
<td>0.0%</td>
<td>0</td>
</tr>
</tbody>
</table>

answered question: 11
skipped question: 0
**Intermediate Evaluation**

### Survey (continued)

#### 7. What kind of feel does this design/message set?  

<table>
<thead>
<tr>
<th>Feel</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friendly</td>
<td>36.4%</td>
<td>4</td>
</tr>
<tr>
<td>Serious</td>
<td>36.4%</td>
<td>4</td>
</tr>
<tr>
<td>None</td>
<td>18.2%</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>9.1%</td>
<td>1</td>
</tr>
</tbody>
</table>

*answered question: 11, skipped question: 0*

#### 8. After having seen these installations would you be interested in learning more about this topic?  

<table>
<thead>
<tr>
<th>Interest</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>54.5%</td>
<td>6</td>
</tr>
<tr>
<td>Maybe</td>
<td>36.4%</td>
<td>4</td>
</tr>
<tr>
<td>No</td>
<td>9.1%</td>
<td>1</td>
</tr>
</tbody>
</table>

*answered question: 11, skipped question: 0*

#### 9. Does this information influence you to do something for your local animal shelter?  

<table>
<thead>
<tr>
<th>Influence</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>36.4%</td>
<td>4</td>
</tr>
<tr>
<td>Somewhat</td>
<td>54.5%</td>
<td>6</td>
</tr>
<tr>
<td>No</td>
<td>9.1%</td>
<td>1</td>
</tr>
</tbody>
</table>

*answered question: 11, skipped question: 0*
## Intermediate Evaluation

<table>
<thead>
<tr>
<th>Survey Result</th>
<th>Thesis Committee Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>In addition to the electronic survey, a thesis committee meeting feedback was also taken</td>
</tr>
<tr>
<td></td>
<td>into consideration. During the meeting, the current design concept was analyzed and</td>
</tr>
<tr>
<td></td>
<td>evaluated in terms of its overall strengths, weaknesses and effectiveness of design</td>
</tr>
<tr>
<td></td>
<td>decisions.</td>
</tr>
<tr>
<td></td>
<td>The suggestions and criticism from the committee members were very helpful in further</td>
</tr>
<tr>
<td></td>
<td>exploring some necessary changes in the design concept in order to make the message</td>
</tr>
<tr>
<td></td>
<td>more clear and concise.</td>
</tr>
<tr>
<td></td>
<td><strong>Summary</strong></td>
</tr>
<tr>
<td></td>
<td>The overall responses from survey participants and committee members were</td>
</tr>
<tr>
<td></td>
<td>generally positive. The results from both sources are summarized as follows:</td>
</tr>
<tr>
<td></td>
<td><strong>Continue to develop the flow of design through the panels</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Work to make the copy more memorable</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Incorporate the use patterns to convey the essence of information on each panel</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Explore ways of making the message on the last panel more influential</strong></td>
</tr>
<tr>
<td></td>
<td>The intermediate evaluation provided useful feedback and suggestions to apply to the</td>
</tr>
<tr>
<td></td>
<td>final solution. As this thesis survey was conducted in a limited amount of time, this</td>
</tr>
<tr>
<td></td>
<td>intermediate electronic survey involved participation of 11 people. It is necessary to</td>
</tr>
<tr>
<td></td>
<td>keep in mind that the above results may be different for a larger number of participants.</td>
</tr>
</tbody>
</table>
Implementation

The final design solution was further developed based on the feedback obtained from the intermediate evaluation. The following are design updates applied to the final solution.

Imagery
Another layer of information was added to the last panel. This comprised of some photographs of shelter dogs, ranging from puppies to adults, along with their brief introduction. These selected images are intended to create an interesting visual effect, as well as to evoke the emotional involvement of the audience. Including these details helped to strengthen the connection of the viewer to the shelter dogs. The main aim was so the viewer could see who they would be helping.

The cut-outs appeared to be too dark and almost felt too overpowering and negative. Hence, changing their color from black to charcoal grey helped tone them down.

Addition and subtraction of some elements in the panels and explorations of the coverage of green and grey areas helped make the design transition between panels clearer and more related to the supporting information.

Copy
To make the last panel more influential, one more headline was added to it: “Give them a few minutes of your time.” This line and the addition of information about some shelter dogs add a personal touch to the last panel. It seems that the dogs shown in the panel are calling out to the reader for their time.

The remaining copy was refined to be less complex. If a viewer had limited reading time, he/she would be able to perceive the same message in less time.

Typography
After trying several typographical treatments, the decision was made to keep it simple and change only a few things that added significant meaning. For example, highlighted information that reads across two panels was converted to a bolder stroke weight to improve legibility. Also, changing alignment of some lines from left to right alignment helped legibility and eliminated the need for the unnecessary custom shape of Panel 4.
When it's time to go, you can't say no.

You can't ignore an urgent face when it's time for a walk.

Unfortunately, shelter dogs are confined to cages, waiting desperately for that walk.
When it’s time to go, you can’t say no.

Implementation: Final Design

Unfortunately, shelter dogs are confined to cages, waiting desperately for that walk. They can’t ignore an urgent face when it’s time for a walk. Unfortunately, shelter dogs are subjected to sensing numerous smells in the shelter every minute of the day. This unnatural environment results in mental stress and affects their chances of adoption.

Today, Verona Street Animal Society has 31 dogs who need a friend. Shelter dogs are isolated and restricted in cages for hours, sometimes for days. This can cause dog behavior problems, that affect their quality of life and physical health.

Shelter dogs are subjected to sensing numerous smells in the shelter every minute of the day. This unnatural environment results in mental stress and affects their chances of adoption.

Today, Verona Street Animal Society has 31 dogs who need a friend. Shelter dogs are isolated and restricted in cages for hours, sometimes for days. This can cause dog behavior problems, that affect their quality of life and physical health.

Shelter dogs are subjected to sensing numerous smells in the shelter every minute of the day. This unnatural environment results in mental stress and affects their chances of adoption.

Today, Verona Street Animal Society has 31 dogs who need a friend. Shelter dogs are isolated and restricted in cages for hours, sometimes for days. This can cause dog behavior problems, that affect their quality of life and physical health.
When it's time to go, you can't say no.

You can't ignore an urgent face when it's time for a walk.

Unfortunately, shelter dogs are confined to cages, waiting desperately for that walk.

Say yes to shelter dogs. Giving them and many other dogs some exercise, affection, and socialization is important for their psychological and physical health.

You are just 1.3 miles away from many lovable dogs.

When it's time to go, you can't say no.

You are just 1.3 miles away from many lovable dogs.

You can't ignore an urgent face when it's time for a walk.

Unfortunately, shelter dogs are confined to cages, waiting desperately for that walk.

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Unfortunately, shelter dogs are confined to cages, waiting desperately for that walk.

Say yes to shelter dogs. Giving them and many other dogs some exercise, affection, and socialization is important for their psychological and physical health.

You are just 1.3 miles away from many lovable dogs.
Dissemination

Short Term  

Bevier Gallery Exhibition
The short term dissemination phase involved exhibition of the design process and work-in-progress of this thesis project to peers, faculty, thesis advisors and a general audience within the RIT gallery setting. The five panels shown below were designed and installed to present the information. Each panel used physical arrangement of panels and visual graphics to convey the feeling of an urban environment. The color theme, layout and arrangement of panels were carefully decided to achieve maximum from the exhibition space.

Exhibition March 15 – April 8 2010

Positive feedback and helpful suggestions were received from the audience members attending the event. Feedback was applied to further explorations of the thesis study and application process. (Refer to Appendix 8, page 111 for actual thesis exhibition panel layouts.)
## Dissemination

<table>
<thead>
<tr>
<th><strong>Future Dissemination</strong></th>
<th><strong>Verona Street Animal Shelter Annual Events</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>VSAS holds annual events such as marathons to raise money, appreciation weeks and open houses to attract local residents, all in order to help their pets and introducing people to the shelter services.</td>
</tr>
<tr>
<td></td>
<td>The resulting concepts of this thesis will be showcased in one or more of these events. Feedback from local residents who gather for this cause will help evaluate this thesis more effectively.</td>
</tr>
</tbody>
</table>

**segdDesign (SEGD Design Magazine)**

Another platform on which this thesis research could be showcased is segdDESIGN, which is a design magazine published quarterly by Society for Environmental Graphic Design (SEGD) for its members. SEGD is a global community of people working at the intersection of communication design and the built environment. segdDESIGN serves as a useful educational publication for designers around the world from various design fields. It is a rich source of information on the key people, research, technologies, materials, and resources that influence communications in the built environment.

Information found in this thesis project could serve as a compass to guide the development of future environmental graphic design projects, regardless of whether the design message is for particular social benefit or is more generally informational. The design methods learned and recorded in this report during the research, synthesis, ideation implementation, dissemination, and evaluation phases could inspire future design project development.

The information gathered in the Research and Synthesis sections of this thesis could be used by fellow graphic designers who are interested in further investigating the subject of environmental graphic design solutions for a social cause in an urban context.
Retrospective Evaluation

The retrospective evaluation for the application was a follow-up survey conducted with the help of VSAS employees and volunteers. The final design was shown to each respondent along with the mission of this thesis.

Evaluation of the design by the people directly related to VSAS was beneficial to the project development. It provided the ability to compare feedback from the intermediate evaluation stage, in order to measure the effectiveness of the implementation.

The survey questions and responses were:

### 1. Does the visual appearance of this system of installations appeal to you?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>72.4%</td>
<td>21</td>
</tr>
<tr>
<td>No</td>
<td>10.3%</td>
<td>3</td>
</tr>
<tr>
<td>Maybe</td>
<td>17.2%</td>
<td>5</td>
</tr>
</tbody>
</table>

### 2. Does the sequence of the installation panels help you better understand the issue of lack of dog walkers?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>79.3%</td>
<td>23</td>
</tr>
<tr>
<td>No</td>
<td>3.4%</td>
<td>1</td>
</tr>
<tr>
<td>Maybe</td>
<td>17.2%</td>
<td>5</td>
</tr>
</tbody>
</table>

Answered question: 29
Skipped question: 0
### Retrospective Evaluation (continued)

#### 3. Does the installation message resonate with you?

<table>
<thead>
<tr>
<th>Response</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>82.8% 24</td>
</tr>
<tr>
<td>No</td>
<td>3.4% 1</td>
</tr>
<tr>
<td>Maybe</td>
<td>13.8% 4</td>
</tr>
</tbody>
</table>

**Answered question: 29**  
**Skipped question: 0**

#### 4. Do you think more of such installation designs can make people aware of VSAS problems and help solve them?

<table>
<thead>
<tr>
<th>Response</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>72.4% 27</td>
</tr>
<tr>
<td>No</td>
<td>3.4% 1</td>
</tr>
<tr>
<td>Maybe</td>
<td>24.1% 7</td>
</tr>
</tbody>
</table>

**Answered question: 29**  
**Skipped question: 0**
From the survey gathered, all respondents were overwhelmingly positive about the design application. They felt that the design made significant impact, was easy to understand and visually appealing, and had strong potential for achieving its mission.

According to authorities at VSAS, one of the most important issues they face is the growing rate of cat euthanasia. If another design installation is created, VSAS requested it to revolve around promoting adoption and care of homeless cats.

**Thesis Committee Feedback**

The final design application was evaluated by the thesis committee members, and the aesthetic and pragmatic considerations of the application were carefully analyzed. In the interest of time, only one installation promoting one animal-related issue was designed. Further exploration of design solutions assisting other VSAS issues were recommended for future development.

Designing the back of the installation panels 2, 3, 4 and 5 was also suggested, as it may prove useful in adding another layer of important information. Currently, the installation unfolding sequence stretches over a period of five weeks. Further research as to how a shorter or longer period of time would affect this installation, was suggested.

**Summary**

Overall, the retrospective evaluation was a confirmation that the design application was successful, and that the original goals for this thesis have been achieved. The changes made after the intermediate evaluation such as simplifying the design, editing and realigning the copy to make it easier to read, helped communicate the message more successfully.

If this project is developed further, the copy on the panels would be modified to resonate more strongly with the audience. Also, the life-size cutouts of humans and dogs would be made more realistic based on research shown in Appendix 5, page 97.
Conclusion

The collective incorporation of required research, synthesis, ideation, implementation, dissemination, and evaluation phases of this project has helped to successfully develop an effective and useful graphic design installation that promotes an important social cause within an urban public context. This thesis provides an opportunity for learning, understanding and promoting social causes by combining the principles and strategies of environmental graphic design with pragmatic considerations related to informational layering, sequencing and visual hierarchy.

Throughout this thesis, and particularly within the Precedents section, there are examples of design solutions for social causes that use different approaches (empathetic, humane, feminine). There are also design precedents for planning spaces within a city based on residents’ daily interaction. The Research section showcases design solutions that employ layering and sequencing to strengthen visual communication.

This thesis project goes beyond the existing considerations mentioned above in the following ways:

- by developing a solution specific to a particular site in the city;
- by unfolding a sequence that makes the message easier to locate, access and understand;
- by including multi-layered information about a local animal-related social issue.

This thesis contributes to the field of graphic design by attempting to provide useful guidelines for the development of future environmental graphic design problems through addressing locally significant social issues, and defining the roles specific urban spaces can play in message effectiveness. Designers who initially consult this thesis as a guide may also be able to contribute to this study, making it an educational platform for an additive, comparative database of such work.

During the process of this study, the author further realized how designers can play key roles in influencing, and perhaps even shaping, their own communities. It was challenging to prioritize one of several issues facing the Verona Street Animal Shelter. Due to required time considerations, as well as the independent nature of this study, a few aspects could not be completely investigated such as thorough design consideration of the backside of each panel, exploration of actual fabrication materials and processes, production of a 3D prototype installation of the final design and documentation of viewer responses at the actual Corn Hill Landing site. Given more time, these would have been important and worthwhile endeavors.

This thesis was successful in synthesizing information from diverse subject areas such as urban design, social cause design and exhibit design and project results add to a continuum of site-specific urban installations that address social issues. This author has fulfilled initial goals related to selecting, layering and sequencing complex information about local animal-related issues in an urban environment and successfully developed a design application that demonstrates appropriate selection, prioritization and integration of research findings. This thesis involvement was a positive and valuable learning experience within the author’s graduate study in many ways. In addition to increasing design awareness, the author also strengthened organizational and time management skills and learned more about collaborating with local animal shelters, and soliciting and integrating their feedback.
# Glossary of Terms

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>The successful transmission of information through a common system of symbols, signs, behavior, speech, writing or signals. (Massachusetts Department of Education)</td>
</tr>
<tr>
<td>Design Guidelines</td>
<td>Criteria established to guide development toward a desired level of quality through the design of the physical environment. These criteria are applied on a discretionary basis relative to the context of development.</td>
</tr>
<tr>
<td>Environmental Graphic Design</td>
<td>Environmental Graphic Design (EGD) is a design profession embracing many design disciplines including graphic design, architecture, industrial design and landscape architecture. Practitioners in this field are concerned with the visual aspects of wayfinding, communicating identity and brands, information design, and shaping a sense of place.</td>
</tr>
<tr>
<td>Information Design</td>
<td>Information design is concerned with understanding reader and user responses to written and visually presented information.</td>
</tr>
<tr>
<td>Installation Art</td>
<td>Installation art describes an artistic genre of site-specific, three-dimensional works designed to transform the perception of a space.</td>
</tr>
<tr>
<td>Layering</td>
<td>Two or more messages, designs or strategies existing simultaneously at the same place/time, conveying one or more ideas to the audience. The necessity for layering arises when a lot of different kinds of information needs to be conveyed faster and at the same place/time.</td>
</tr>
<tr>
<td>Landmarks</td>
<td>Buildings, structures and spaces that create distinct visual orientation points that provide a sense of location to the observer within the neighborhood or district, such as those created by a significant natural feature or by an architectural form that is highly distinctive relative to its surrounding environment.</td>
</tr>
<tr>
<td>Message making</td>
<td>Conveying an idea or a concept by using design elements like visuals, typography, art, photography, etc. to acquire a desired action or result.</td>
</tr>
<tr>
<td>Placemaking</td>
<td>Strategic placement of structures in an environment considering the influencing factors, the planned factors and the organic factors.</td>
</tr>
<tr>
<td>Promotion</td>
<td>Used in connection with a campaign that is supported by various advertising activities, this covers marketing activities such as installing signs, organizing events and demonstrations.</td>
</tr>
<tr>
<td>Public Art</td>
<td>Site-specific artwork created to enhance and animate publicly accessible spaces through artistic interpretations that range from individual sculptures to integrated architectural and landscape features and treatments.</td>
</tr>
<tr>
<td>Sense of Place</td>
<td>The feelings associated with a place based on a unique identity or memory related to it. To some its a characteristic that some geographic places have and some do not.</td>
</tr>
<tr>
<td>Sequencing</td>
<td>The order of succession in which one or many visual and/or verbal messages may appear in the environment. Sequencing depends on the needs of a particular design concept and is affected by factors like number of visual components, verbal messages and overall proposed goals of the visual communication.</td>
</tr>
</tbody>
</table>
### Glossary of Terms

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supergraphics</td>
<td>Larger scale graphics usually painted directly on walls, doors and floors.</td>
</tr>
<tr>
<td>Urban Design</td>
<td>The arrangement, appearance and functionality of towns and cities and, in particular, the shaping and uses of urban public space.</td>
</tr>
<tr>
<td>Community Studies</td>
<td>Community studies is an academic field drawing on both sociology and anthropology, as well as the social research methods of ethnography and participant observation in the study of community. Community studies is sometimes combined with other fields, i.e., “Urban and Community Studies,” “Health and Community Studies,” or “Family and Community Studies.”</td>
</tr>
<tr>
<td>Wayfinding</td>
<td>The information available to people which they need to find their way to destinations in a natural or built environment that can be verbal, graphic, architectural and spatial. It is the development of a unified, visually cohesive graphic communication system.</td>
</tr>
</tbody>
</table>

Definitions for this study are derived using combinations of definitions from various sources including:

- www.dictionary.com
- www.graphicdesignforum.com
- www.segd.org
- www.aiga.org
- www.library.rit.edu
- *Graphic Design Archive Online*, Rochester Institute of Technology, New York
- *Signage and Wayfinding Design* by Chris Calori
- *The Art of Placemaking* by Ronald Lee Fleming
- *Design Dictionary* by Michael Elrhoff
Bibliography

Information Design and Environmental Graphic Design


Urban Design


Installation Art


Animal Advocacy


On-Site Research

Expedition Earth Exhibit, Rochester Museum and Science Center, Rochester, NY. 2008.

Bibliography (continued)

**Sequencing**


**Social Cause Design**

## Environmental Graphic Design Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Chatswood Transport Interchange, Ride a Bus Installation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Sydney, Australia</td>
</tr>
<tr>
<td>Client</td>
<td>CRI Development</td>
</tr>
<tr>
<td>Designer</td>
<td>Daniel Tobin</td>
</tr>
<tr>
<td>Project</td>
<td>City Museum Signage</td>
</tr>
<tr>
<td>Location</td>
<td>Melbourne, Australia</td>
</tr>
<tr>
<td>Client</td>
<td>City Museum</td>
</tr>
<tr>
<td>Design</td>
<td>Emerystudio</td>
</tr>
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---

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Environmental Graphic Design Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Craig Thomas Discovery and Visitor Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Wyoming, USA</td>
</tr>
<tr>
<td>Client</td>
<td>Craig Thomas Discovery and Visitor Center</td>
</tr>
<tr>
<td>Design</td>
<td>Ralph Appelbaum Associates</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project</th>
<th>Bellevue Art Museum Exhibit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Bellevue, Washington, USA</td>
</tr>
<tr>
<td>Client</td>
<td>Bellevue Art Museum</td>
</tr>
<tr>
<td>Designer</td>
<td>Stephen Holl</td>
</tr>
</tbody>
</table>
Appendix 1  Research Analysis Matrix 1

Environmental Graphic Design Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Eastbank Esplanade Urban Markers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Portland, Oregon, USA</td>
</tr>
<tr>
<td>Client</td>
<td>Portland Development Commission</td>
</tr>
<tr>
<td>Designer</td>
<td>Mayer/Reed</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project</th>
<th>Hollywood Shadow Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Hollywood, California, USA</td>
</tr>
<tr>
<td>Client</td>
<td>Unknown</td>
</tr>
<tr>
<td>Designer</td>
<td>Cameron McNall</td>
</tr>
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</table>

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## Appendix 1

### Research Analysis Matrix 1

**Environmental Graphic Design Projects**

<table>
<thead>
<tr>
<th>Project</th>
<th>Adobe Headquarters</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Location</strong></td>
<td>San Jose, California, USA</td>
</tr>
<tr>
<td><strong>Client</strong></td>
<td>Adobe Systems</td>
</tr>
<tr>
<td><strong>Design</strong></td>
<td>Mauk Design</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project</th>
<th>Desert Passage at the Aladdin</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Location</strong></td>
<td>Las Vegas, Nevada, USA</td>
</tr>
<tr>
<td><strong>Client</strong></td>
<td>The Aladdin Casino Resort</td>
</tr>
<tr>
<td><strong>Designer</strong></td>
<td>RTKL Associates, Inc.</td>
</tr>
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### Environmental Graphic Design Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Let’s Play Railway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Milwaukee, Wisconsin, USA</td>
</tr>
<tr>
<td>Client</td>
<td>Betty Brinn Children's Museum</td>
</tr>
<tr>
<td>Designer</td>
<td>Unknown</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Project</th>
<th>Charles de Gaulle Airport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Roissy Charles de Gaulle, France</td>
</tr>
<tr>
<td>Client</td>
<td>ADP – Aeroports de Paris</td>
</tr>
<tr>
<td>Designer</td>
<td>Coco Raynes Associates</td>
</tr>
</tbody>
</table>
# Social Cause Design Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Animal Rights Campaign Postcards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Location</strong></td>
<td>Unknown</td>
</tr>
<tr>
<td><strong>Client</strong></td>
<td>Animal Rights Campaign ARC</td>
</tr>
<tr>
<td><strong>Designer</strong></td>
<td>Unknown</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project</th>
<th>This is not grass, THIS IS HOPE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Location</strong></td>
<td>East Baltimore, Maryland, USA</td>
</tr>
<tr>
<td><strong>Client</strong></td>
<td>Unknown</td>
</tr>
<tr>
<td><strong>Designer</strong></td>
<td>Project M 2006</td>
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</table>
### Appendix 2

**Research Analysis Matrix 2**

### Social Cause Design Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Greenpeace Design Awards Winner</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Location</strong></td>
<td>Australia</td>
</tr>
<tr>
<td><strong>Client</strong></td>
<td>Greenpeace Australia</td>
</tr>
<tr>
<td><strong>Designer</strong></td>
<td>Spencer Harrison</td>
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</table>

<table>
<thead>
<tr>
<th>Project</th>
<th>Melbourne, Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Location</strong></td>
<td>Melbourne, Australia</td>
</tr>
<tr>
<td><strong>Client</strong></td>
<td>Greenpeace Australia</td>
</tr>
<tr>
<td><strong>Designer</strong></td>
<td>Sam Dickson</td>
</tr>
</tbody>
</table>

---

![Image of a banner signed by many people]

![Image of a shirt with a Superman symbol and text: "WE CAN'T ALWAYS RELY ON SOMEONE ELSE TO SAVE THE WORLD"]
# Social Cause Design Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>What do you consider lethal?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Sacramento, California, USA</td>
</tr>
<tr>
<td>Client</td>
<td>Impact Teen Drivers</td>
</tr>
<tr>
<td>Designer</td>
<td>Unknown</td>
</tr>
</tbody>
</table>

**Appendix 2** Research Analysis Matrix 2

<table>
<thead>
<tr>
<th>Project</th>
<th>What goes around, comes around. Stop Iraq War</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>New York, New York, USA</td>
</tr>
<tr>
<td>Client</td>
<td>Global Coalition for Peace</td>
</tr>
<tr>
<td>Design</td>
<td>Big Ant International</td>
</tr>
</tbody>
</table>
Appendix 2 Research Analysis Matrix 2

Social Cause Design Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Rise of a New World</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>San Francisco, California, USA</td>
</tr>
<tr>
<td>Client</td>
<td>HOW International Design Awards</td>
</tr>
<tr>
<td>Designer</td>
<td>Shawn Hsu</td>
</tr>
</tbody>
</table>
## Social Cause Design Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Start a Lie Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>USA (Nationwide)</td>
</tr>
<tr>
<td>Client</td>
<td>Tappening.com</td>
</tr>
<tr>
<td>Designer</td>
<td>Unknown</td>
</tr>
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</table>
### Social Cause Design Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Barack Obama Political Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>USA (Nationwide)</td>
</tr>
<tr>
<td>Client</td>
<td>Barack Obama Political Party</td>
</tr>
<tr>
<td>Designer</td>
<td>Shepard Fairey</td>
</tr>
</tbody>
</table>

![Image of Obama posters]
People for the Ethical Treatment of Animals (PETA), with more than 2 million members and supporters, is the largest animal rights organization in the world.

PETA focuses its attention on the four areas in which the largest numbers of animals suffer the most intensely for the longest periods of time: on factory farms, in laboratories, in the clothing trade, and in the entertainment industry. They also work on a variety of other issues, including the cruel killing of beavers, birds and other “pests,” and the abuse of backyard dogs.

PETA works through public education, cruelty investigations, research, animal rescue, legislation, special events, celebrity involvement, and protest campaigns.
Animal Issues

**Client**  
World Wildlife Fund (WWF)  
www.wwf.org

WWF’s aim perfectly describes its mission and what the organization is working toward:

- We need to stop damaging our only life support system.
- A system on which, factually, we all depend (whether people ignore it or not).
- We need to share our world with all the other species that live on it. Respectfully.
- We must stop being the cause of their disappearance. Their extinction.
- We must also learn to live with what natural resources are available to us.
- It’s not hard. It’s not rocket science. It just means that in living, we must stop polluting.
### Public Art Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Chat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Brisbane, Australia</td>
</tr>
<tr>
<td>Client</td>
<td>Consolidated Properties Group</td>
</tr>
<tr>
<td>Designer</td>
<td>Sebastian di Mauro</td>
</tr>
</tbody>
</table>

![Chat Public Art Project](image)
### Public Art Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Fish</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Location</strong></td>
<td>Australia</td>
</tr>
<tr>
<td><strong>Client</strong></td>
<td>Unknown</td>
</tr>
<tr>
<td><strong>Design</strong></td>
<td>Urban Art Projects</td>
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</table>

![Fish Project Image]

<table>
<thead>
<tr>
<th>Project</th>
<th>Playscape Birds</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Location</strong></td>
<td>Australia</td>
</tr>
<tr>
<td><strong>Client</strong></td>
<td>Unknown</td>
</tr>
<tr>
<td><strong>Design</strong></td>
<td>Urban Art Projects</td>
</tr>
</tbody>
</table>

![Playscape Birds Project Image]
## Public Art Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Grow</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Australia</td>
</tr>
<tr>
<td>Client</td>
<td>Unknown</td>
</tr>
<tr>
<td>Design</td>
<td>Urban Art Projects</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project</th>
<th>Summer in the City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Baltimore, Maryland, USA</td>
</tr>
<tr>
<td>Client</td>
<td>Baltimore Museum of Art</td>
</tr>
<tr>
<td>Designer</td>
<td>Franz West</td>
</tr>
</tbody>
</table>
Appendix 5  Study of Forms

An image gathering phase was included in order to understand forms of cats and dogs created by professional designers and sculptors. These would help create a new style of animal graphics, if this thesis’s implementation was explored further.

Study of Forms – Cat

2D Form

Line

Form

Pattern
Study of Forms – Cat

3D Form

Gesture / Posture
Appendix 5  Study of Forms (continued)

Study of Forms – Dog

2D Form

Line

Form
Study of Forms – Dog

3D Form
Appendix 6  Ideation – Concept Development  (from Pg. 58)

Location 1  Panel 1

When it’s time to go,
You can’t say no

Location 2  Panel 2

You can’t ignore an urgent face when it’s time for a walk

Location 2  Panel 3

Unfortunately, shelter dogs are confined to cages, waiting desperately for that walk

Location 2  Panel 4

The isolation and restricted activity for shelter dogs can cause behavior problems in the dogs that affect their quality of life and physical health.

Shelter dogs are subjected to sensing numerous smells and hearing various noises of the other animals in the shelter. This unnatural environment results in mental stress and affects their chances of adoption.

Stage 3  Location 1  Panel 1

When it’s time to go, you can’t say no

Location 2  Panel 2

You can’t ignore an urgent face when it’s time for a walk

Location 2  Panel 3

Unfortunately, shelter dogs are confined to cages, waiting desperately for that walk

Location 2  Panel 4

The isolation and restricted activity for shelter dogs can cause behavior problems in the dogs that affect their quality of life and physical health.

Shelter dogs are subjected to sensing numerous smells and hearing various noises of the other animals in the shelter. This unnatural environment results in mental stress and affects their chances of adoption.
Appendix 6  Ideation – Concept Development (from Pg. 58)

Location 2
Panel 5

Location 1
Back of Panel 1

You are just 1.3 miles away from walking a dog

Verona Street
Animal Shelter

Your walk is healthy for someone else too

Say yes to shelter dogs. Provide them with their much needed exercise, affection and socialization that these caged dogs need to stay healthy, happy and adoptable.

Just like your buddy at home
**Location 1**
Panel 1

*When it’s time to go,*
*You can’t say no*

**Location 2**
Panel 2

*You can’t ignore an urgent face when it’s time for a walk*

**Location 2**
Panel 3

*Unfortunately, shelter dogs are confined to cages, waiting desperately for that walk*

**Location 2**
Panel 4

*The isolation and restricted activity of shelter dogs can cause behavior problems in them that affect their quality of life and physical health.*

Shelter dogs are subjected to sensing numerous smells and noises of the other animals in the shelter. This unnatural environment results in mental stress and affects their chances of adoption.

**Location 2**
Panel 5

*Let’s say yes to shelter dogs.*

Panel 1 is behind the panels.
Appendix 7  Ideation – Concept Development (from Pg. 61)

Location 1 (Week 1 and 2)
Back of Panel 1

Location 1 (Week 3)
Back of Panel 1

You are just 1.3 miles away from walking a dog
Appendix 7  Ideation – Concept Development (from Pg. 62)

Location 1
Panel 1

Location 2
Panel 2

Location 2
Panel 3

Location 2
Panel 4

Location 2
Panel 5
Location 1
Back of Panel 1

You are just 1.3 miles away from walking a dog
Appendix 8  Bevier Gallery Thesis Exhibition Panels

Panel 1

Effective Integration of Site-Specific Environmental Graphic Design Solutions in an Urban Context

INTRODUCTION
To streamline the navigation of a city, information design solutions are often created to enable both residents and tourists to access key information faster and reach their destinations sooner in order to have a memorable urban experience. In the occasional or daily pragmatic negotiation of city living there may be opportunities for educating residents and visitors about other meaningful topics. One of these topics could be the overall significance of animals as well as animal-related services within the urban environment. Through effective design planning and the use of 2D and 3D environmental graphic design solutions, design strategies that convey messages more locally and personally to the public could be investigated. Exploration would focus on the role of layering, sequencing, simplicity and complexity as influenced by placemaking factors such as orientation, connection, direction and animation in an urban environment, as described by Ronald Lee Fleming in The Art of Placemaking.

RELEVANCE AND IMPORTANCE
This thesis investigates how 2D and 3D environmental graphic design solutions can be integrated within a city to potentially focus the minds of its residents towards an important cause or concern. In the case of this study, this cause would be related to local animal-related organizations. Keeping in mind the complexity of the city and the lifestyle of its residents, and following placemaking principles to design environmental graphic design solutions, this study will help designers create meaningful urban experiences. By the end of the study and its design implementation, the residents could be influenced through a system of meaningful installations as seen throughout their daily routines. This influence would in turn make them more aware and hopefully more responsible toward animals. This system would be integrated within the city's environment, yet stand apart from the usual, predictable layers of urban information.

Panel 2

One Day Poem Pavilion

Description
The One Day Poem Pavilion was Jiyeon Song’s graduate thesis project in the Media Design Program at the Art Center College of Design in Pasadena. The pavilion is a geodesic dome-shaped shelter punctured by a series of perforations that allow light into the shelter, at the same time projecting the text of poetry onto the ground beneath it. The specific arrangements of the perforations reveal different shadow poems according to the solar calendar. Using this “slow media” technique, the project demonstrates the poetic, transitory, site-sensitive, and time-based nature of light and shadow. The time-based nature of the poem, and the visitor’s specific encounters with it, allow different experiences of either seeing a stanza of the poem or the entire poem. This approach focuses on individual experiences rather than offering the same experience to all visitors.

Relevance
This design is meaningful, has a purpose and is memorable and successful in captivating the viewers’ mind. The design application for this thesis has similar goals in terms of experience and impact.

Related Influences and References

Signs of Love/ Signs for Holidays

Description
Signs of Love and Signs for Holidays were two separate guerrilla street sign postings in downtown Reno. Designed to inspire double takes and smiles, the signs were posted on existing sign poles during the holiday season in 2005 and the night before Valentine’s Day 2007. The design team’s primary challenges were to make the signs as authentic looking as possible, and to duck police officers and city officials during “installation.” In a city where street art and renegade postings are not common, the signs inspired surprise, delight, and good feelings about the city.

Relevance
This design system received feedback that described it as a breath of fresh air for people who have to look at the dull, boring wayfinding signage everyday. These signs brought a smile to their faces and made their day brighter. The application of this thesis hopes to create not just a trendy solution, but a fresh environment where people are attracted to the message and its depth. Though this design chose to imitate the current official signage in a city, the implementation of this thesis will choose to break these boundaries and not add to the saturated layers of existing information on the street.

Precedents

Panel 1

Panel 2
Panel 3

ASSOCIATED AREAS OF STUDY

Environmental Health Design
Environmental psychology
Geological and Community Health
Public Health

EXPLANATORY DIAGRAM

POSSIBLE APPLICATIONS

Panel 4

RESEARCH

Urban Spaces

RESEARCH

Verona Street Animal Shelter (VSAS)

Key Questions

What forms do passive design communication take in a multi-layered urban environment?

Why are architectural decisions not just an aesthetic enhancement?

How can 2D and 3D design decisions come together into a complex urban environment?
Appendix 8  
Bevier Gallery Thesis Exhibition Panels

Panel 5

SYNTHESIS

Findings from the desk research were analyzed to develop a strategy that could be used toward implementing the design for urban sites. These sites are those which people would pass by, wait at, and come up with conceptual approaches that findings involves good brainstorming and ideation.

The process of applying research and synthesis is how sites were selected. The findings from above were narrowed down to a few important locations within the city which were short listed based on:

- Whether there were chances that pet owners/lovers would pass by the proposed location.
- Whether the sense of the location matched the sense of urban sites.
- Whether there was an area of interest around the location.
- Whether the amount of crowd the location attracts was high.

Legend: Message-Making: The research from Table 2 and Figure 2 reveals that there are few urban locations where people are attracted to the message or design in the right sequence, considering that these problems are for real and need attention and action.

Key Questions Associated:

1. How can 2D and 3D design decisions come together and be extended across different urban locations that pass the above criteria, can become landmarks.
2. The previous theories of finding specific sites were applied to Rochester city. Places from the brainstorming around that area and more of such criteria based on the above.

IDEATION

The process of applying research and synthesis findings to urban locations is where ideation and ideation happens. This involves creating ideas that are elaborated on and making plans to implement them. Here are the initial level of ideation to implement urban environmental sensitivity. Each approach gives a view of individual urban challenges or problems through visual and written comprehension.

Sequence of Panels