1. KentVision Code and title of the module

DESG5006 Wayfinding and Signage

## Division and School/Department or partner institution which will be responsible for management of the module

Arts and Humanities (Kent School of Architecture and Planning)

## The level of the module (Level 4, Level 5, Level 6 or Level 7)

Level 5

## The number of credits and the ECTS value which the module represents

30 Credits (15 ECTS)

## Which term(s) the module is to be taught in (or other teaching pattern)

Spring Term

## Prerequisite and co-requisite modules and/or any module restrictions

None

## The course(s) of study to which the module contributes

Compulsory to the following courses:

BA (Hons) Graphic Design

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Build and demonstrate competency and proficiency in identifying and designing wayfinding and design strategies relevant to a specific space

8.2 Innovatively apply hardware and software to challenge and enhance human navigational experience of space through experimentation aided by digital tools

8.3 Articulate a critical understanding of the professional limitations and opportunities offered by new and emerging materials and technologies relevant to wayfinding and signage design

8.4 Autonomously analyse and critique existing wayfinding systems.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 To identify and solve problems by employing creative thinking and be aware of the relevant craft skills to apply

9.2 Be self-critical of work in progress, responding to the critical insights of others and investigating and assessing alternative methods and techniques.

9.3 Prioritise tasks and work efficiently on a project over a period of time.

## A synopsis of the curriculum

The physical world is complex and yet most people navigate their way around it with ease. Wayfinding and signage greatly impacts how people engage with and experience indoor and outdoor spaces, and is important for architects, designers, and event organisers when planning projects. Designers find solutions to wayfinding and sign design while simultaneously reflecting and creating brand expressions.

This module will cover how to work with human behaviour, including the consequences of bad way finding systems. On a practical level students will undertake site visits, study the spaces to be handled, engage in ethnographic research, analyse visitor traffic, different visitor types and accessibility, learn how to apply readability, legibility and positioning for signs, locational, directional and directory signs. Students will plan and create signage and information design that allows a user the best experiences of outdoor events, buildings and exhibitions.

Through a series of workshops, students will learn to design effective wayfinding strategies, and receive guidance about issuing production information to manufacturers.

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

## Contact Hours

Private Study: 252

Contact Hours: 48

Total: 300

## Assessment methods

* 1. Main assessment methods

Portfolio (100%)

13.2 Reassessment methods

Like-for-like

## Map of module learning outcomes (sections 8 and 9) to learning and teaching methods and methods of assessment

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |
| Private Study | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Workshops | **x** | **x** | **x** |  | **x** |  | **x** |
| Tutorials |  |  | **x** |  | **x** | **x** |  |
| **Assessment method** |  |  |  |  |  |  |  |
| Portfolio | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

## Inclusive module design

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

## Campus(es) or centre(s) where module will be delivered

Canterbury

## Internationalisation

This module focuses on practical and applied designs for wayfinding. Globally this sub-discipline is premised on Universal Design to transcend language and cultural issues. Lectures, seminar teaching and tutorials will draw on international source materials for historical and contemporary examples and theories of wayfinding and signage systems. Students will be encouraged to design for clear communication to international audiences.

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised  (if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
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