

INTRODUCTION

Signage and wayfinding systems are designed for various types of places and activities: We find them in hospitals, universities, in exhibitions, in theme parks, in museums, in shopping centres, outdoors in cities, or in nature as trail markings, as well as a number of other places. In addition, we also often use the mobile phone as a "wayfinding system" in many different environments and contexts, with services such as Google maps and MazeMap.

HUNNDALEN

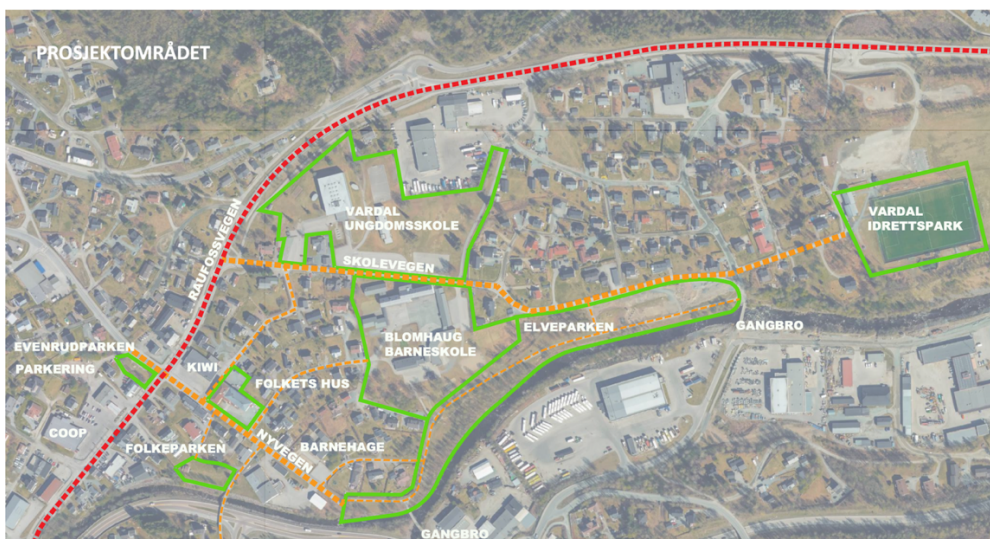
Hunndalen is considered one of Gjøvik's districts and is located approximately 3 km west of Gjøvik city center. It is one of the oldest industrial sites in what constitutes former Oppland county. There are approximately 5,000 residents in this district and the area has a vibrant community with many activities and associations.

Gjøvik Municipality has entered into an agreement and partnership with the Norwegian state to upgrade Hunndalen. The goal is to include all residents and counteract social exclusion, especially among young people. You can read more here:

<https://www.gjovik.kommune.no/aktuelt/signert-avtale-om-omradesatsning-i-hunndalen.52771.aspx>

PROJECT BRIEF

In this year's project, you will design a **wayfinding system for Hunndalen, focusing on community hubs / activity areas / parks, and also inside Folkets Hus.**



- Conduct user and location research in the form of desk research, interviews, observations, surveys etc.
- Develop a **concept**
- Design a holistic signage and wayfinding system for the concept that will cover the needs for:
 - **Overview information**
 - **Directional information**
 - **Locational information** on all applicable surfaces and formats

Some relevant keywords to consider:

- Landmarks, functions, routes and roads, access routes and destination points.
- Maps as needed in various contexts / locations.
- Overview signs / graphics.
- Directional signs / graphics.
- Locational signs / graphics.
- Integration with digital systems.
- Possible other design interventions for wayfinding and location experience (e.g., creating landmarks, use of colouring etc.)

DELIVERABLES

A minimum of three deliverables are expected:

1. Documentation of the research and user involvement.
2. A design manual containing descriptions and specifications for:
 - A simple graphic profile with name, colours, typography and design elements.
 - Principles and systematics for naming* and structuring target points (*see requirements).
 - Proposed (signs and markings) materials and mounting solutions (poles, wall-mounted, pylon, temporary signage, banners etc.)
 - Specification of proposed sign types with sizes and mounting heights ("signs" can also be in the form of paint / graphics directly on walls and surfaces).
 - Layout, colour, and typographic specifications for the various sign types and surfaces.
 - Arrows and custom pictograms.
 - Use and integration of digital solutions for navigation and wayfinding.
3. Visualizations and mock-ups of the system in the environment

REQUIREMENTS

Gjøvik Municipality already has a sign manual:

(<https://www.gjovik.kommune.no/grafiskprofil/maler/skilt/>)

You are required to comply with the following:

- You must incorporate the colour **Gjøvikblå** (see sign manual) into your design
- You must follow the **guidelines for universal design**
- **Existing naming** of parks and other areas should be retained