## Table of contents

- Foreword (p. viii)
- Acknowledgments (p. x)
- Introduction (p. xiii)
- 1 What Is Environmental Graphic Design? (p. 2)
- The Spectrum of EGD Activity (p. 4)
- The Importance of EGD Today (p. 9)
- You Can't Learn This in College (p. 12)
- What's Ahead in This Book (p. 12)
- 2 The Design Process (p. 14)
- The Client Is Part of the Process (p. 15)
- The Design Process Applied to EGD (p. 16)
- Phase 1 Data Collection and Analysis (Predesign) (p. 17)
- Phase 2 Schematic Design (p. 19)
- Phase 3 Design Development (p. 27)
- Phase 4 Documentation (p. 36)
- Phase 5 Bidding (Postdesign) (p. 45)
- Phase 6 Fabrication/Installation Observation (p. 50)
- Phase 7 Postinstallation Evaluation (p. 60)
- Chapter Wrap-Up (p. 61)
- 3 Overview of the Signage Pyramid Model (p. 62)
- Genesis of a Design Approach (p. 62)
- The Signage Pyramid's Component Systems (p. 63)
- The Signage Pyramid and Resource Allocation (p. 66)
- Chapter Wrap-Up (p. 69)
- 4 The Information Content System (p. 70)
- Kinds of Sign Information Content (p. 71)
- Hierarchy of Content (p. 75)
- Developing the Sign Information Content System (p. 76)
- Navigation: Message Hierarchy and Proximity (p. 86)
- Other Factors Affecting the Sign Information Content System (p. 89)
- Pictorial Information Content (p. 98)
- Signage Master Plans (p. 100)
- Chapter Wrap-Up (p. 101)
- 5 The Graphic System (p. 102)
- **Typography Overview** (p. 103)
- Choosing a Typeface (p. 104)
- **Typographic Treatment** (p. 108)
- Typographic Considerations in Signage for Nonsighted and Low-Sighted People (p. 114)
- Symbols and Arrows (p. 115)
- **Diagrams** (p. 120)
- Other Graphic Elements (p. 124)
- **Color** (p. 125)
- **Layout** (p. 131)

- Overview of Signage Graphic Application Process (p. 145)
- **Chapter Wrap-Up** (p. 150)
- 6 The Hardware System (p. 152)
- **Shape** (p. 152)
- Connotations of Form (p. 158)
- Sign Mounting Considerations (p. 161)
- **Sign Size Considerations** (p. 166)
- **Sign Lighting Overview** (p. 168)
- Sign Materials Overview (p. 172)
- **Basic Sign Materials** (p. 175)
- Electronic Message Display Devices (p. 187)
- Stock Sign Hardware Systems (p. 189)
- Sign Materials and Codes (p. 190)
- Overview of Coatings and Finishes Applied to Signs (p. 191)
- Chapter Wrap-Up (p. 197)
- **Project Credits** (p. 198)
- **Bibliography** (p. 200)
- **Index** (p. 202)