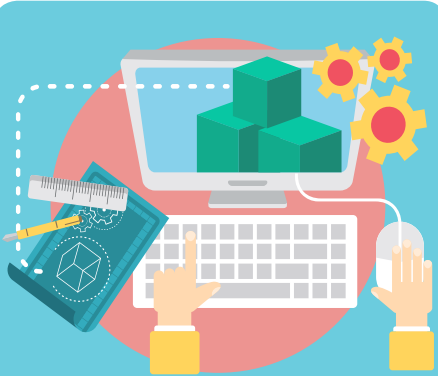


Way-finding and Signage Design



E-LEARNING

100% online. May include pre-recorded session, live streaming/webinar and discussion forum, where applicable.

ONLINE LEARNING VIA WEBINAR:

DAY 1: 17 Sep 2020

DAY 2: 18 Sep 2020

TIME: 9.00am to 12.30pm

DELIVERY MODE: e-Learning via webinar and BCAA Learning Management System (LMS)

FEE (incl of GST): S\$510.00

TARGET AUDIENCE

Developers / Building Owners, Architects, Interior Designers, Landscape Architects, Environmental Designers, Graphic / Visual Communication Designers, Signage Consultants / Contractors, Project Managers / Coordinators, Facilities Managers, Building Professionals involved in the design and implementation of way finding and signage.

CPD POINTS

SILA: -

INTRODUCTION

Way-finding and signage design should be considered holistically as part of the building and facilities planning process. This is to ensure that people can have safe and easy access to amenities and facilities provided in a building. Through this course, the participants will have a good appreciation of how way-finding plays a vital role in Universal Design (UD), especially in supporting the ageing population; learn of the principles, design considerations and communication strategies of way-finding and signage; and be familiar with the design requirements set out in SS 599:2014 Guide for Wayfinding Signage in Public Areas. The Instructor will also share his experiences through the use of positive and negative case-studies.

CONTENTS

KEY ESSENTIALS OF WAY-FINDING

- Principles of Way-finding
- Place-making & Environmental/ Architectural way-finding
- Way-finding and Universal Design

PRINCIPLES OF SIGNAGE

- Sign Typology
- Basic Signing Principles
- Branding & Identity
- Decision points
- Environmental Signage (Graphic) Design

INTERPRETATION OF SIGNAGE GUIDELINES

With reference to Singapore Standards – SS:599 Guide to Wayfinding Signage in Public Areas

- Universal Design Principles
- Ageing Issues – Vision & Cognition
- Principles of good signage application
- Ergonomics of Signage
- Graphic communication
- Signage Terminology
- Guidelines on Signage

LECTURER

MR KEN CHONG SOO LEE, *Architectural Project Manager, Wayfinding & Signage Consultant*

Ken held senior positions with the Singapore Land Transport Authority for 13 years as the key officer in-charge of way-finding and signage for all public transit facilities. Prior to that, he had 15 years of architectural practice, carrying out architectural and interior design and project management roles.

As a prominent way-finding and signage specialist in Singapore, Ken has been invited to speak on various platforms, such as the Singapore's Universal Design Conference. He was also the convenor of the working group assisting in the drafting of the Singapore Standard SS 599:2014 Wayfinding Signage in Public Areas.

AWARD

e-Certificate of Attendance (e-COA) will be awarded to participants who meet the attendance requirement.

THE PRACTICE OF SIGNAGE

- Way-finding and Signage as a multi-disciplinary task
- The role of the wayfinding-signage designers
- The signage consultant/contractor
- Signage design & implementation strategies & processes
- The way-finding/signage audit – Methodology

BCA UNIVERSAL DESIGN MARK

– WAY-FINDING AND SIGNAGE

- Checklist on Way-finding and Signage
- Case studies on positive and negative examples

SIGNAGE MATERIALS AND PERFORMANCE

- General performance of signs (from the maintenance perspective)
- Signage decal/vinyl
- Print technology



REGISTRATION

To register, please log into our Online StoreFront (OSF) at <https://eservices.bcaa.edu.sg/registration/#/> Login or scan QRcode and search for course code **79058**