The Art Institute of Tampa℠

A branch of Miami International University of Art & Design

Proposed Environmental Rebranding and Wayfinding System

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Mission and Goals

The Art Institute of Tampa, a branch of Miami International University of Art & Design, is a career-oriented institution that provides students with academic preparation and practical skills through programs in the applied arts and design industries. The institution prepares its undergraduate students for entry-level positions and its graduate students for advancement in their chosen fields. The Art Institute of Tampa is dedicated to fostering a culture that encourages creativity, research, and learning-centered endeavors.

Goals:

1 To provide students at all degree levels with the theory, knowledge, and skills appropriate to their disciplines, including an undergraduate grounding in foundational studies and general education.

2 To help students identify their career goals and develop the professional skills to achieve them.

3 To utilize a continuous quality improvement process to enhance student learning and university success.

4 To recruit and retain qualified faculty with the appropriate academic credentials and professional experience to promote a learning-centered environment.

Approach and Direction

Based on the areas of opportunities outlined in the conclusion of the building's audit and the missions and goals of The Art Institute of Tampa, the following recommendations, design decisions, and implementations have been proposed.

First and foremost, the building is in need of a vast overhaul to its wayfinding system. The current system will be improved through the addition of new directional signage which will be place at key junctions. The main purpose of these new signs is to alleviate the problems that stem from the strange room numbering sequence (most notably on the second floor).

Second, the aesthetics of the space leave a lot to be desired, feeling neither creative nor professional. The second objective is to create a unique place rather than an ordinary space.

One of the chief goals of The Art Institute of Tampa is to stimulate creativity. Currently, the walls are jumbled with student's work. While it is a step in the right direction, it is far from ideal. The work is haphazardly slapped upon cork boards, and it can often be difficult to determine who made what; what class it came from and why it was made.

The solution is an "endless display board" complete with moveable signs. The boards would span the hallway walls endlessly, only being interrupted by doors and windows. This is to accommodate various sized project displays as some are forced into the allotted space, and on the other extreme, a board can be very sparse. This also creates a homogeny of the work as it will all appear as a singular collective. To facilitate easy identification of work a standardized sign system will be established following the school's 'Client, Problem/Objective, Process, Solution' system (when applicable).

Another prime objective for the school is the preparation of students for the professional business of design. Students have difficulty treating school as if they were employees at a business (a key component to the school's methodology). The solution is to create a professional looking and feeling atmosphere while staying true to the above mentioned goal of stimulating creativity. This will be achieved through the use of materials and design elements for existing and new elements and fixtures including, but not limited to: doors, flooring, walls, window treatments, furnishings, and signage.

Finally, while it is not something that will be addressed by separately, it is important to note that the AiTa brand will play a major part in the design. The brand will be incorporated into strategic elements so as to remind and reinforce where visitors are (The Art Institute of Tampa) without inundating them with brand overload.

Design Application

Following the outlined design direction, the building's central wayfinding system would be greatly overhauled, and work in tandem with the overall aesthetics of the building to create a creative, inspirational, and professional environment.

To create a professional environment the flooring throughout the hallways and classrooms would be replaced with an ebony hardwood floor, much like that which is already in use in the school's gallery. All of the standard room doors would be replaced with wooden doors stained white. All windows and glass doors the show into an interior room would be replaced with frosted glass. This coupled with the white walls would create a sense of structure and stability, which are importants factors as to what makes an environment feel professional. Furthermore, the frosted windows solves a problem that exists wherein students are often distracted by things that happen in the hallways to the point that a class becomes interrupted.

All of the wayfinding signage, indicators and references would be Art Institute red. All other surfaces would be white with the exception of the floor and a few metal elements. This creates an extreme contrast and lets the wayfinding double as the main decorative design element. The only other source of color would come from the student work that would line the halls on the new and invisible "endless" display boards. Strong vertical elements would draw the eye towards important signage.

The signage and indication elements themselves would be hard-edged amorphous shapes, modeled as through they were squares and rectangles that freely floated in space with each corner floating independently of one another, and then frozen in time. This creates a lofty almost weightless feeling designed to impart creativity and openness into the people traversing the building.

The final element is a vertical stripe that runs the full length of the walls in the hallways. This line serves as a "birthplace" of all signage with the majority of signage stemming from this line. Its other purpose is to help stabilize the otherwise free form nature of the signage.

The wayfinding system will employ what is referred to as passive signage in both the form of arrival signage (indicating an arrival to a destination) and passive directories, which lead people without them having to actively use (stop and read) the signage.

The type is a more contemporary take on the overdone standard of Helvetica. This is done by using Helvetica black tightly tracked as the primary. Helvetica takes on the personality of the way its displayed, so when presented in a fun lively way, it takes on those characteristics. The hierarchy of the weights are easy and simple, as things take a step down in importance they become lighter. Further, the roman weight is required for the tactile area of the signs to conform with ADA standards.

The color palette is based on The Art Institute of Tampa's brand colors and is used in an extreme high contrast manner. This creates a striking and engaging visual presence.

Primary Typeface

Helvetica Black

The Art Institute of Tampa
4401 N. Himes Ave. Suite 150
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*(),.;:“”/|\?[]{}-_=+`~

Secondary Typeface

Helvetica Bold

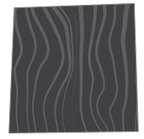
The Art Institute of Tampa
4401 N. Himes Ave. Suite 150
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*(),.;:“”/|\?[]{}-_=+`~

Tertiary Typeface

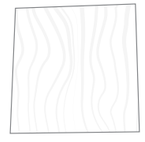
Helvetica Roman

The Art Institute of Tampa
4401 N. Himes Ave. Suite 150
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*(),.;:“”/|\?[]{}-_=+`~

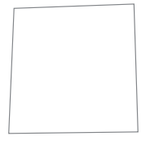
Pantone Red 032
CMYK: 0, 100, 100, 0
RGB: 255, 0, 0



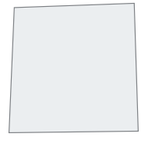
Ebony Wood



White Wood

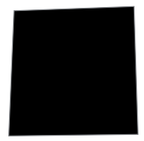


White



Frosted Glass

Clear Glass



Black

Aluminum

Red Vinyl

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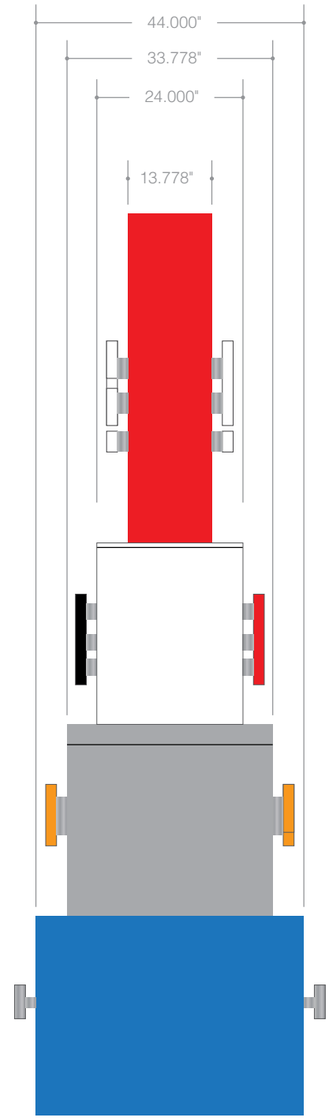
Size and Scale

Vistor Parking Only
The Art Institute of Tampa℠
A branch of Miami International University of Art & Design
THE INTERNATIONAL CULINARY SCHOOL℠
at The Art Institute of Tampa
SouthUniversity℠
The Art Institute of Tampa℠
A branch of Miami International University of Art & Design
THE INTERNATIONAL CULINARY SCHOOL℠
at The Art Institute of Tampa
SouthUniversity℠
TAMPA BAY PARK

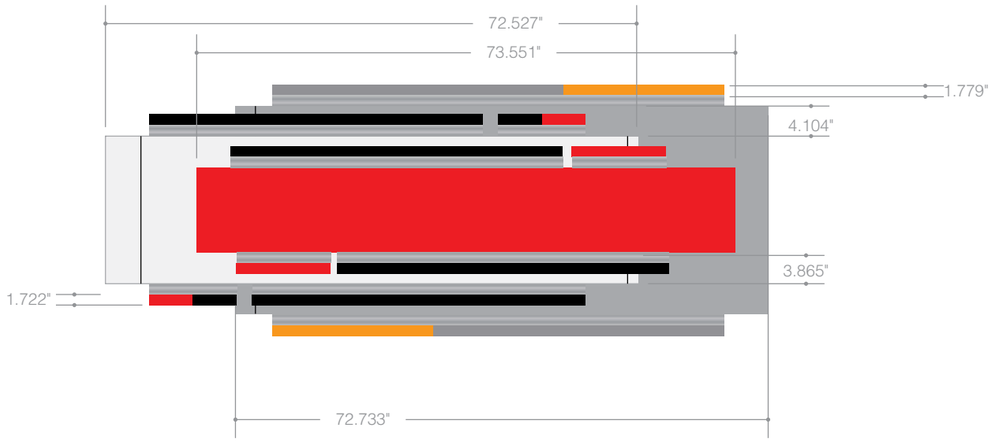
The Art Institute of Tampa℠
A branch of Miami International University of Art & Design
THE INTERNATIONAL CULINARY SCHOOL℠
at The Art Institute of Tampa
SouthUniversity
TAMPA BAY PARK

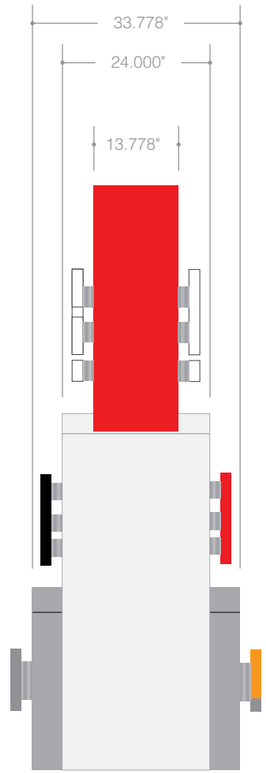


The larger of the two monumental signs will be placed on the corner of Himes and MLK. This sign, due to location, has to serve not only The Art Institute of Tampa and the International Culinary School, but South University and the business park the building resides in.

The Art Institute of Tampa resides at the top of the sign as well as in the largest segment, giving it priority in the visual hierarchy. The brandmarks would be illuminated channel lettering with back lights to illuminate the black characters. The color of each block is representative of it's school's respective brand.

The Art Institute of Tampa℠
A branch of Miami International University of Art & Design
THE INTERNATIONAL CULINARY SCHOOL℠
at The Art Institute of Tampa
SouthUniversity
Preparing for the Futu
ENROLL NOW!
SouthUniversit
INJURED?
CALL US
866.403.N T

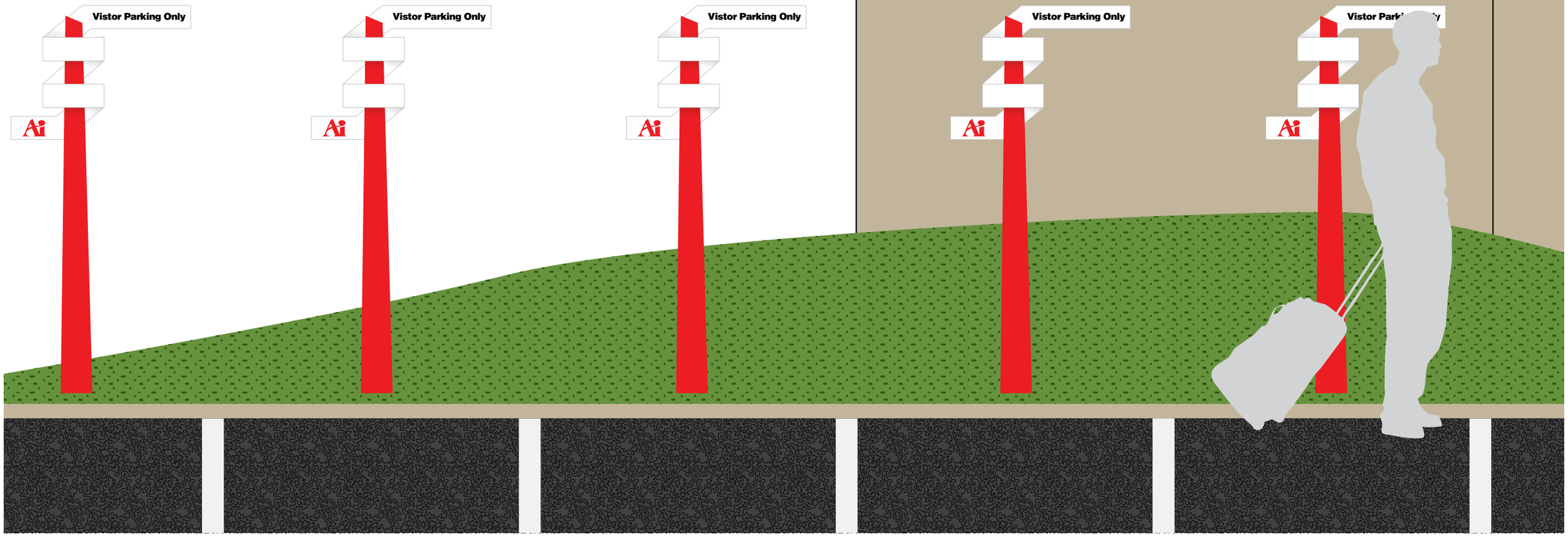


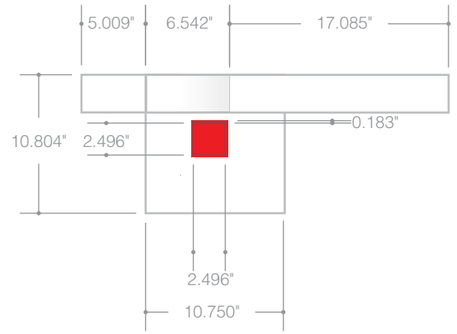


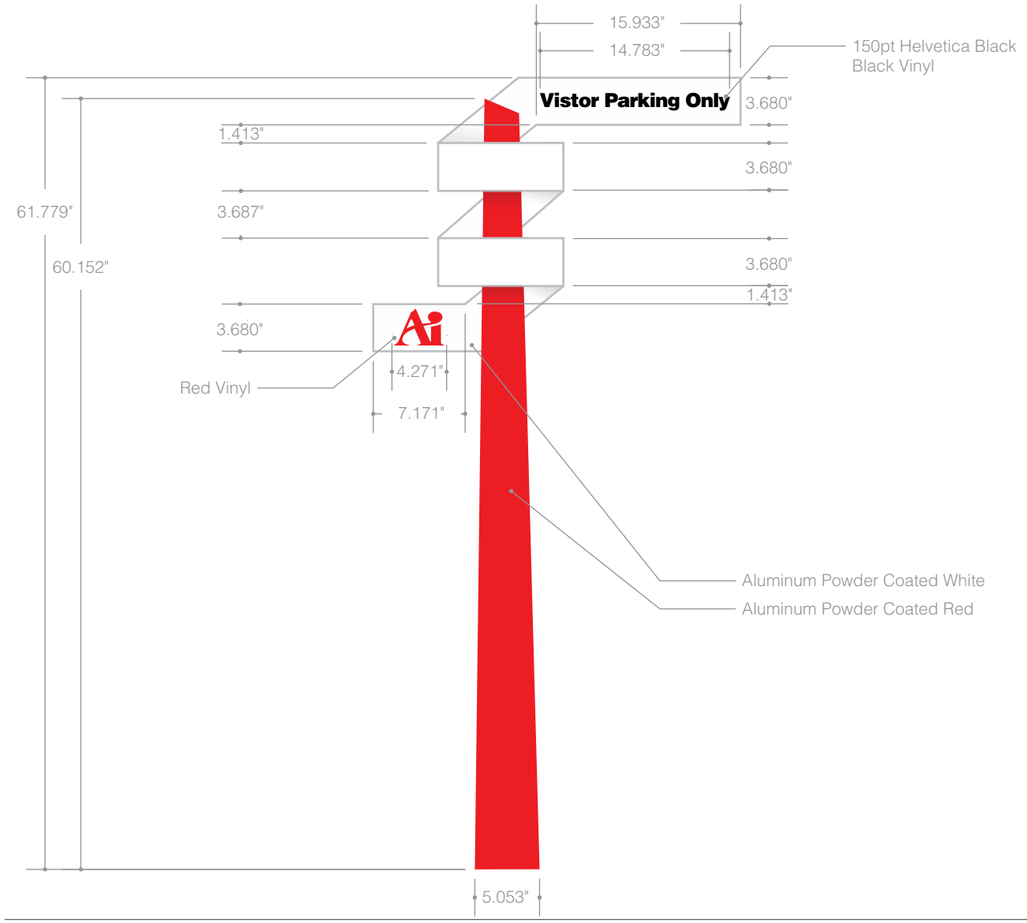
The smaller of the two monumental signs will be placed on the hill beside the entrance to the school. This sign, due to location, has to serve not only The Art Institute of Tampa and the International Culinary School, but South University as well. The business park does not need to be represented as there is a monumental sign in the entrance's median; this location was not available for the this sign, but was the desired location.

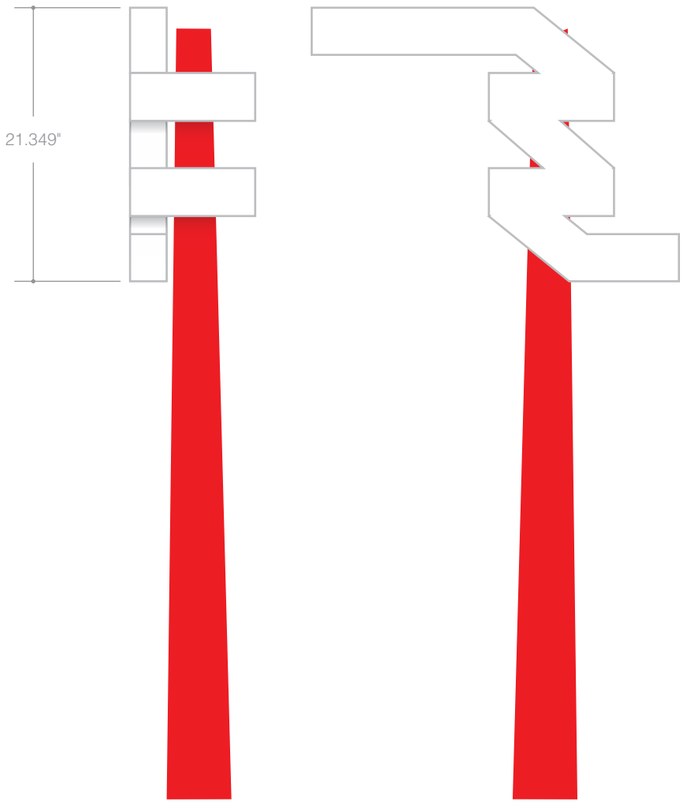
The Art Institute of Tampa resides at the top of the sign as well as in the largest segment, giving it priority in the visual hierarchy. The brandmarks would be illuminated channel lettering with back lights to illuminate the black characters. The color of each block is representative of it's school's respective brand.

Vistor Parking Only
Vistor Parking Only


Vistor Parking Only
Vistor Parking Only
Vistor Parking Only
Vistor Parking Only
Vistor Parking Only

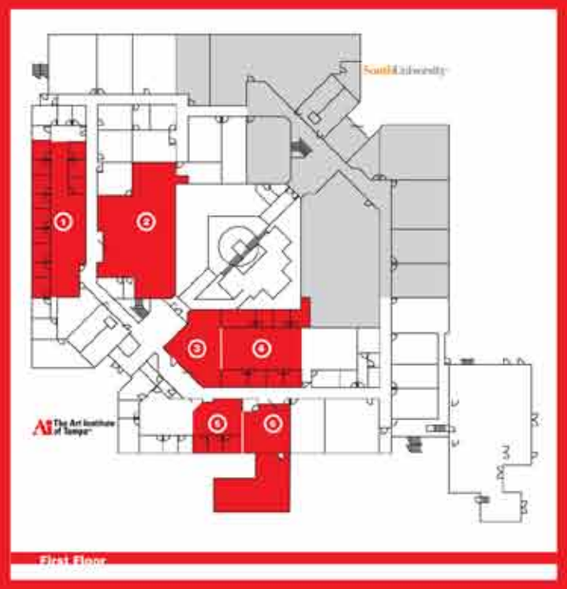


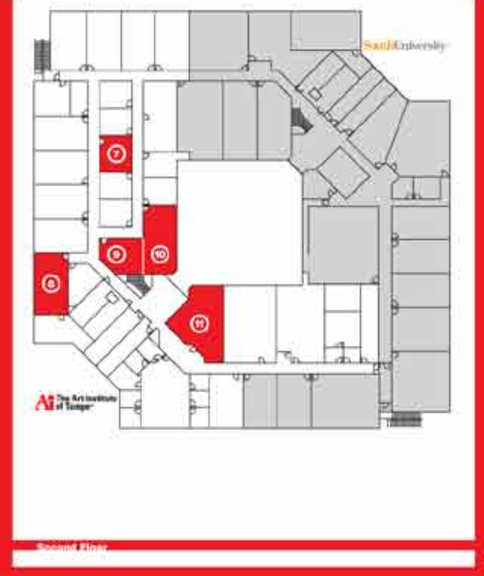




Following the design outlined above, the visitor parking space markers feature a pole that is not plum on any side with an uneven top. The sign itself is the white element that snakes around the red pole. The text on the sign is large and easy to read at the distance a visitor would be from the sign when driving in the parking lot. This is also a critical location to enforce the brand, as it is the first time most people will actually be interacting with the brand. The brandmark is visible yet unobtrusive.

The Art Institute of Tampa℠





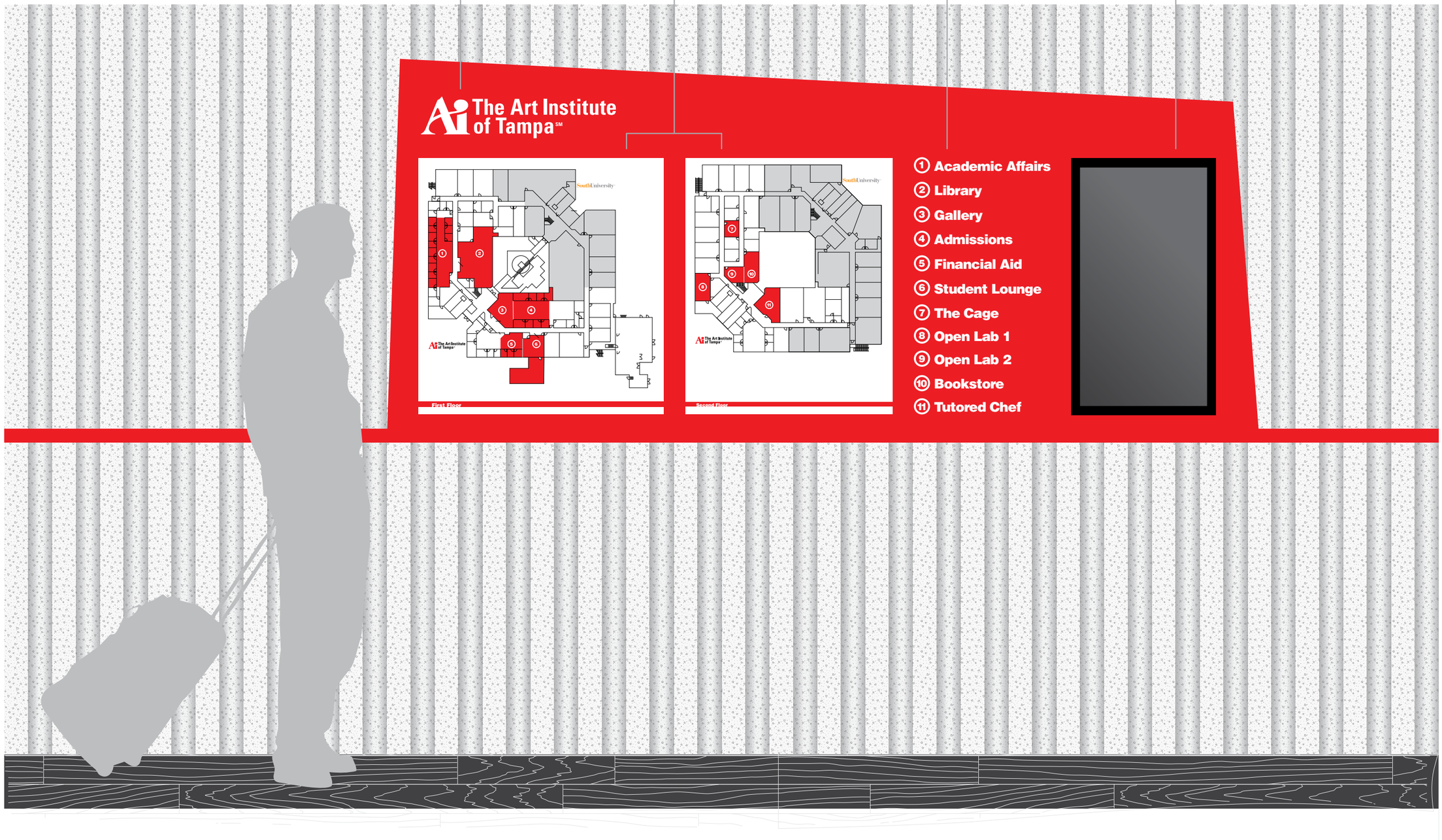
1. Academic Affairs
2. Library
3. Gallery
4. Admissions
5. Financial Aid
6. Student Lounge
7. The Cage
8. Open Lab 1
9. Open Lab 2
10. Bookstore
11. Tutored Chef

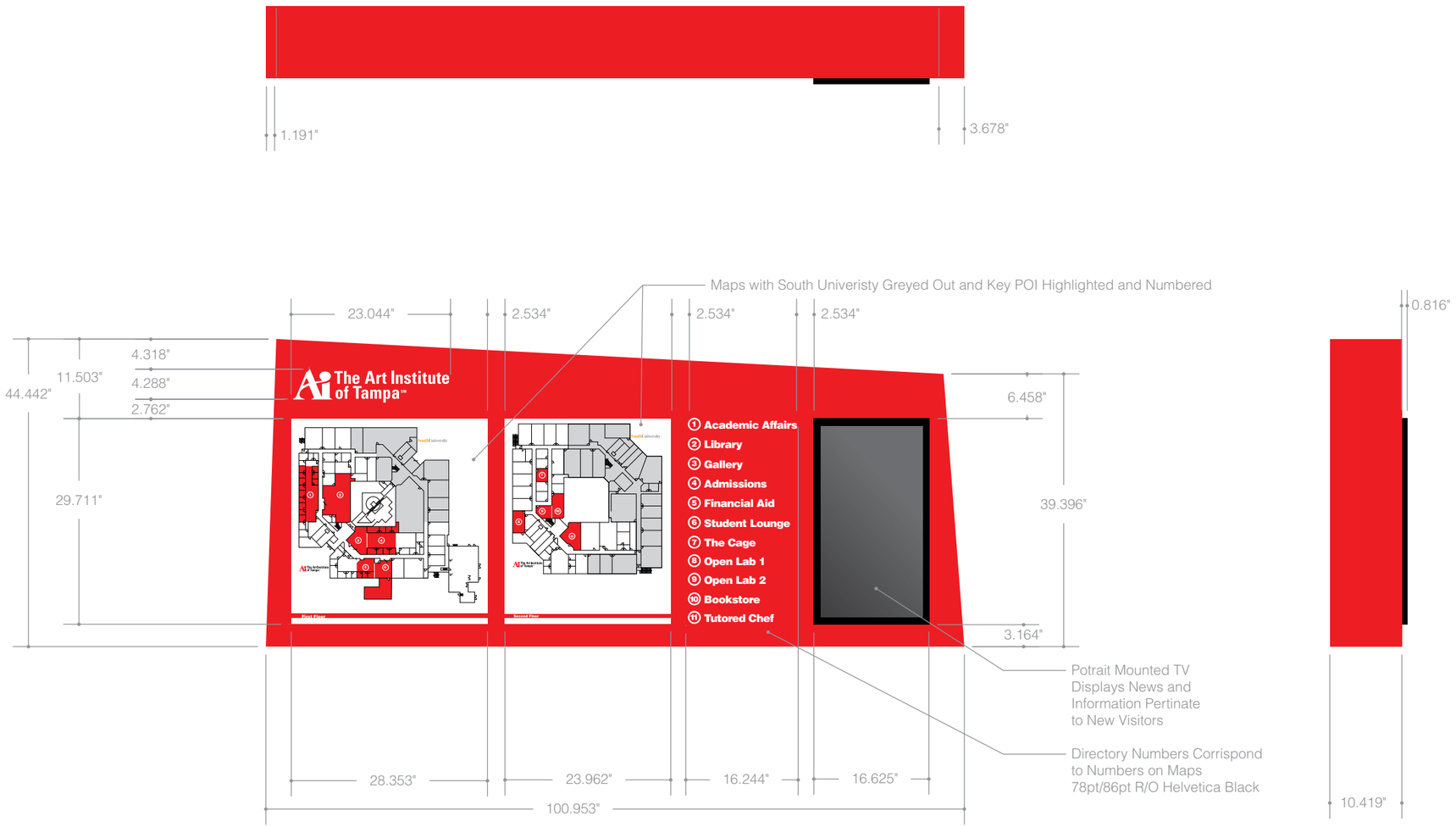
Branding

Maps with key POI highlighted and numbered

Directory with corresponding numbers

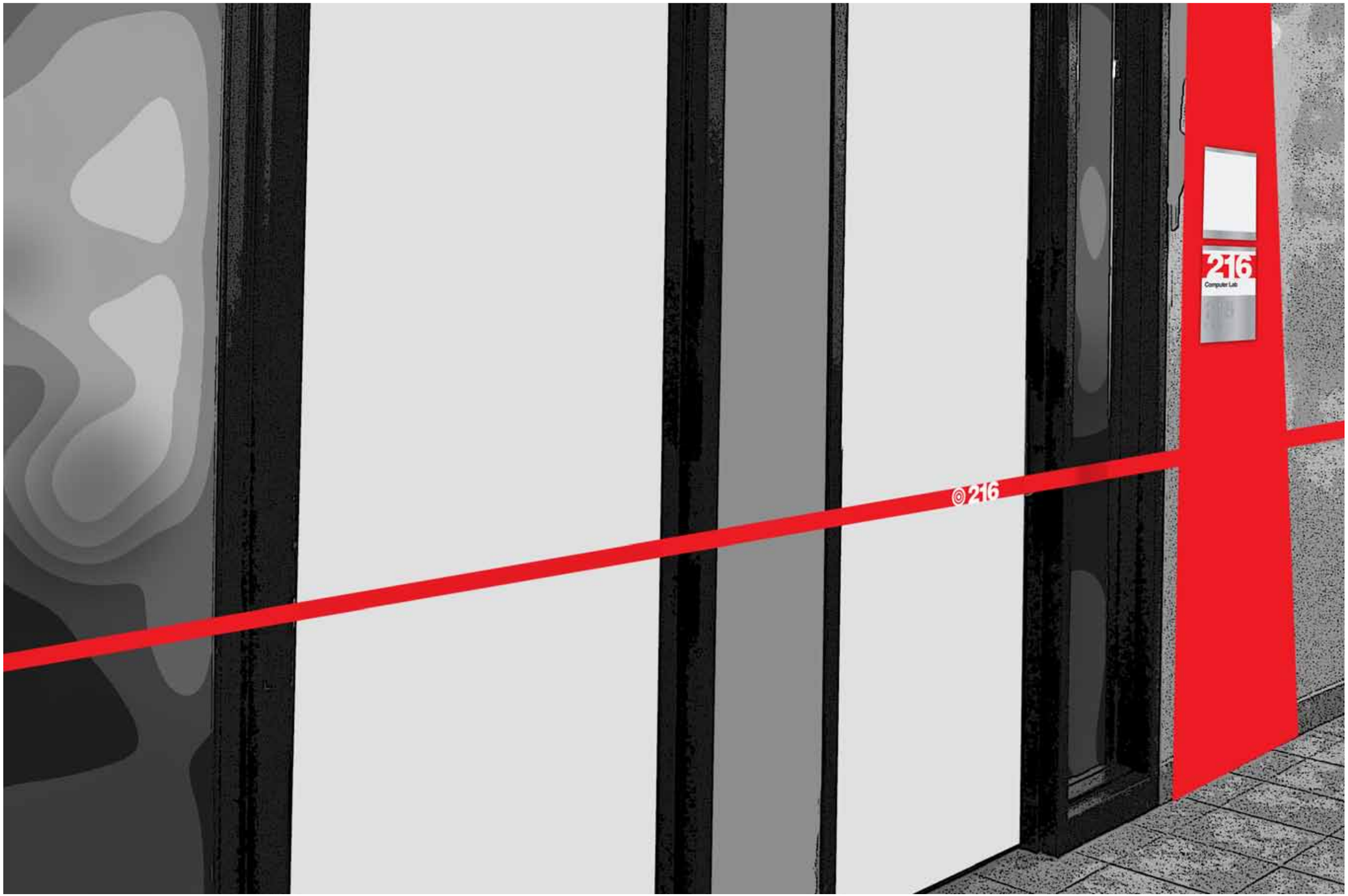
Digital display for print items that were in the paperflex





The display case at the entrance will be replaced with a point of interest directory. The sign features maps of the first and second floor, with the POI highlighted and numbered, and a directory with corresponding numbered directory beside it; to the right of those is a TV which will display promotional material, news, and events.

The sign will be constructed out of light weight aluminum powder coated red and white.


216
Computer Lab
216

In order to draw attention to the key signage at any given classroom door (room number and lab hours)a large vertical shapes running from the floor to just shy of the ceiling would be placed behind the signs. On the front of all doors would be a passive arrival sign, indicating the room's number. Passive directories would be placed at key decision points. The existing branding at doorways will be left intact, as it blends well with the new system.

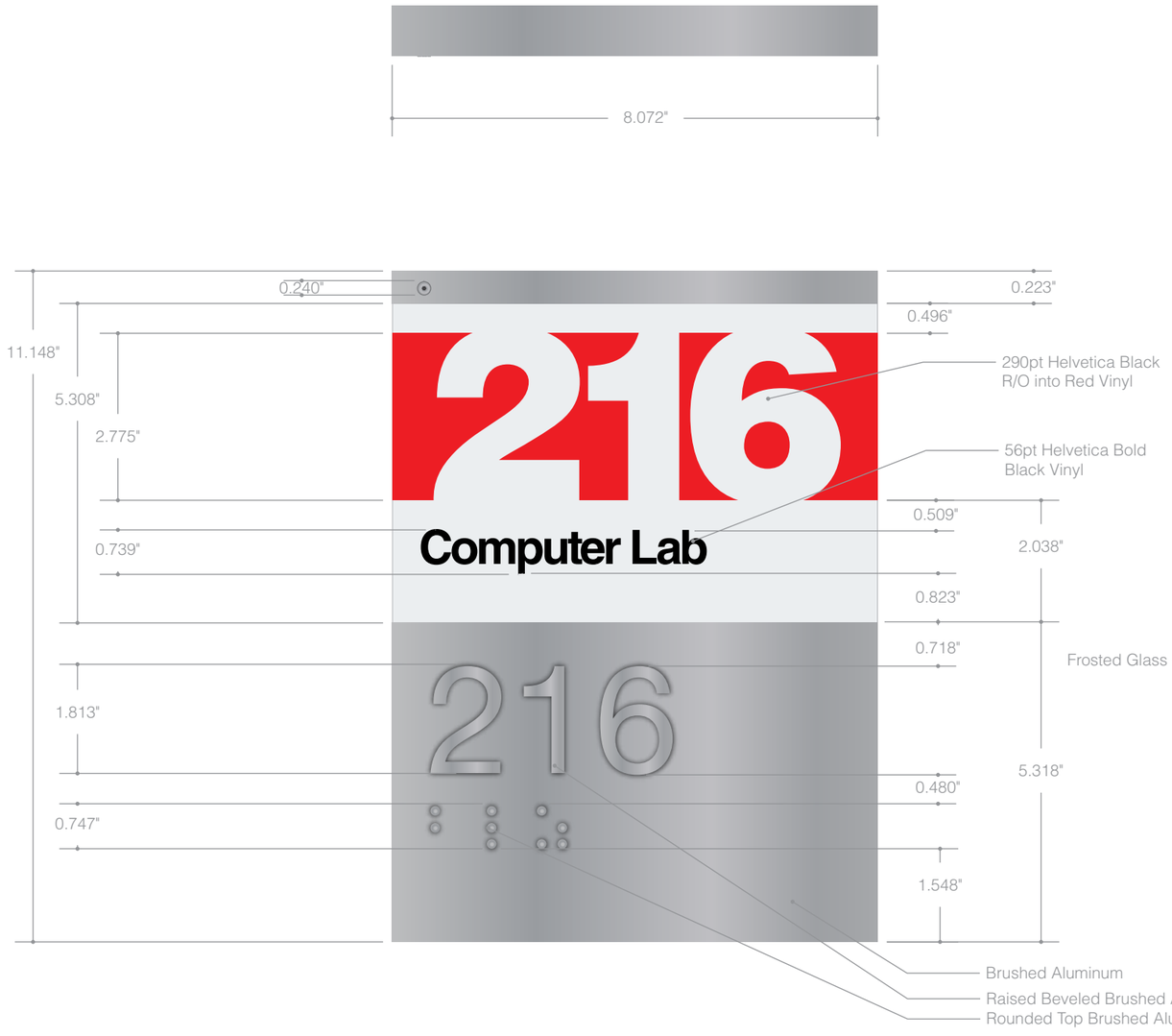
The walls will be fitted with flush mounted display boards made of homosote and painted white to blend with the walls. These boards would continue endlessly until obstructed by a door, window or corner; maximizing display space. Moreover, homosote doubles as a sound insulator, reducing classroom distractions.

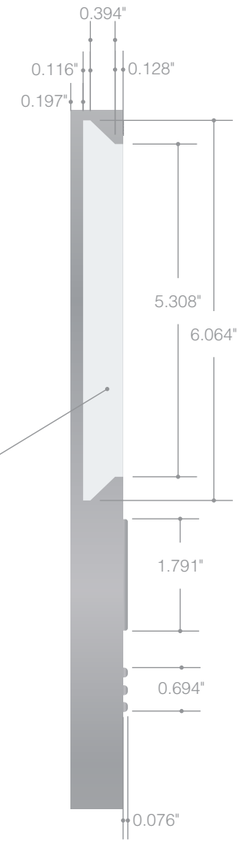
White Wood

Frosted Glass

Aluminum

Red Vinyl





The revised room number signage eliminates the need for most of the extra signs that were at the doors. This is achieved by defining the rooms function or purpose under the visual representation of the rooms number.

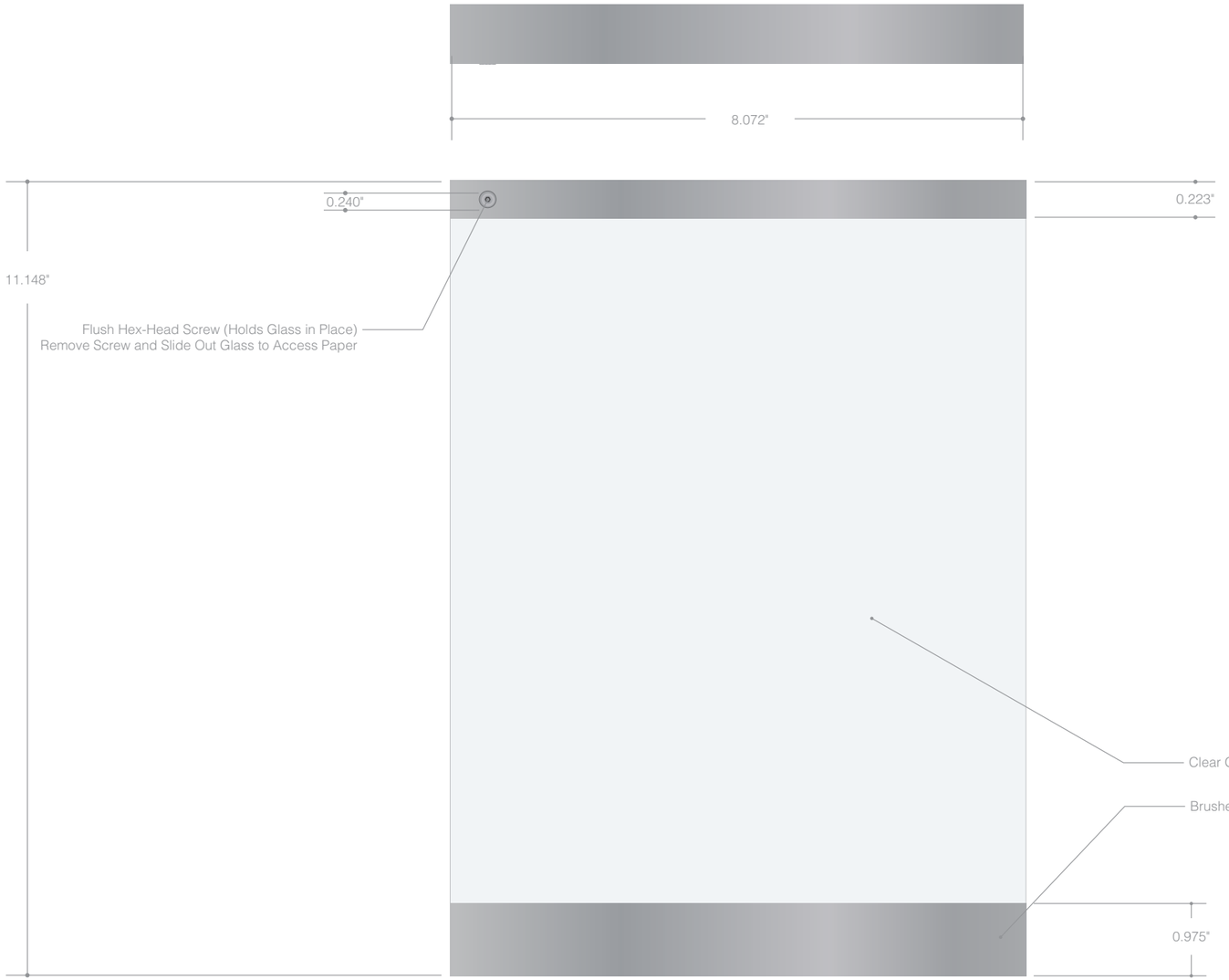
The sign would be constructed in two parts, an aluminum shell and a frosted glass plate that slides into the slot in the aluminum and is secured with a hex bolt. The glass will have a red vinyl stripe with the room number cut out of it and the room's function bellow it in black vinyl.

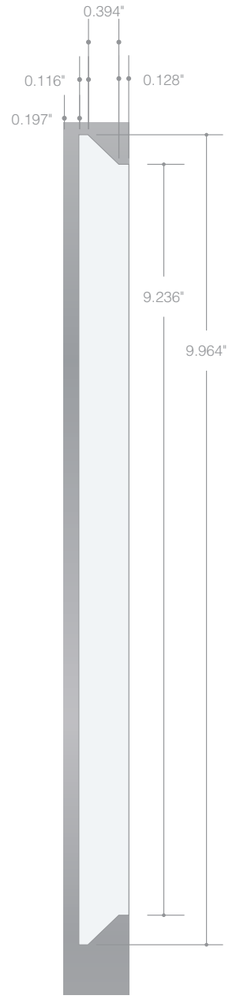
The sign conforms to all ADA standards, as such in the lower aluminum face of the sign there are the tactile elements–raised lettering and braille. Also, the sign will be mounted 58 inches (center) from the ground.

Frosted Glass

Aluminum

Red Vinyl



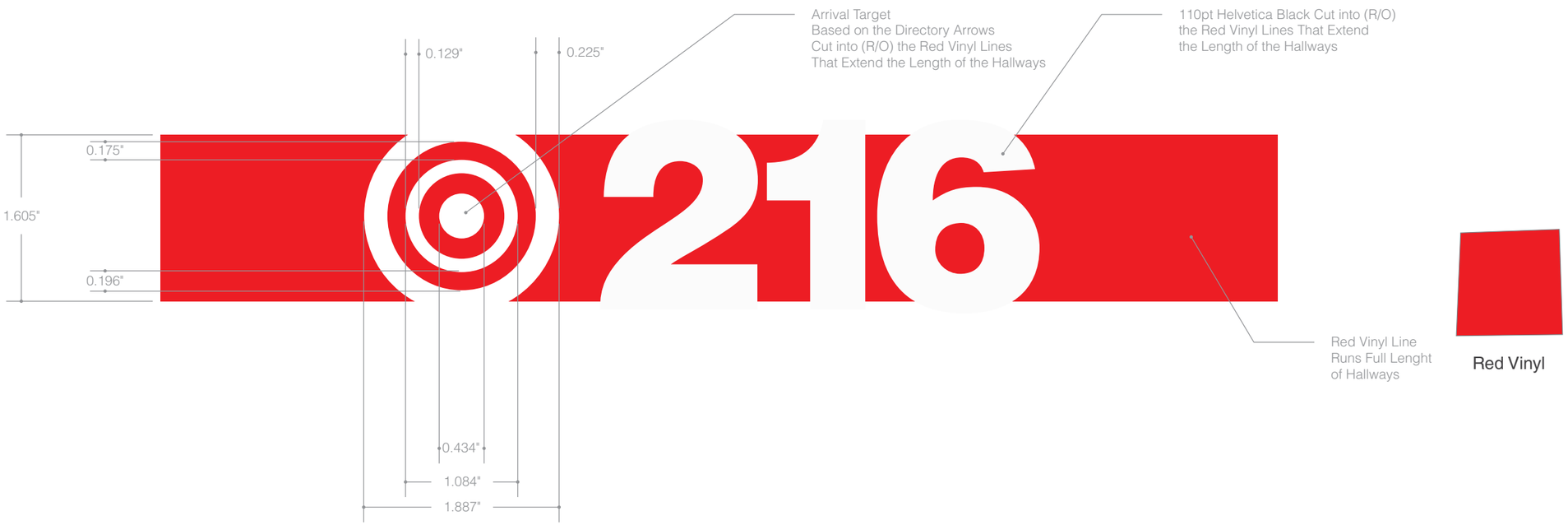


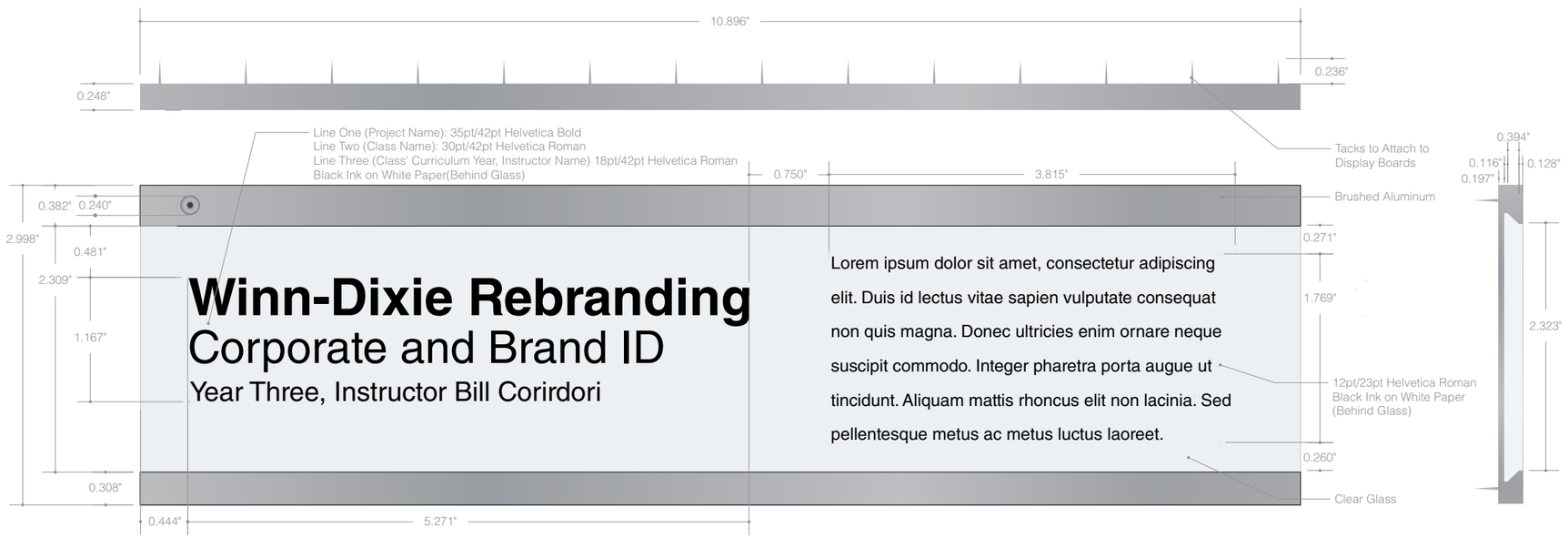
Clear Glass

Aluminum

The paperflex would be constructed in two parts, an aluminum shell and a clear glass plate that slides into the slot in the aluminum and is secured with a hex bolt. The paper would be slid between the glass and the shell. While this makes changing the contents difficult, the information within the paperflexes are only changed once every eleven weeks.

Cut into the horizontal stabilizing line would be the room number and a target graphic, indicating the arrival at the current location. This is part of the wayfinding system's passive indication system.

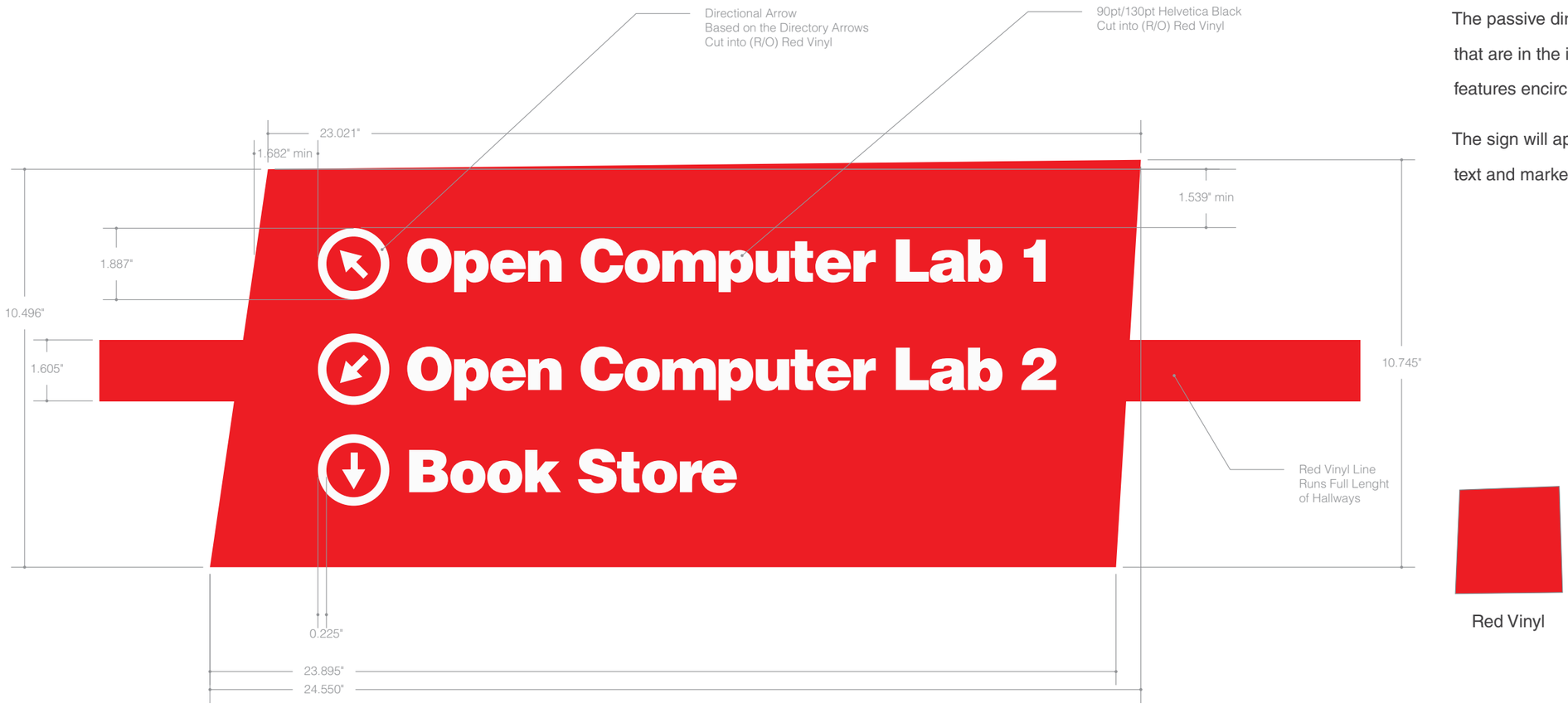




The movable signs for the display boards and the employees only signs are essentially the same. Both would be constructed in two parts, an aluminum shell and a glass plate that slides into the slot in the aluminum and is secured with a hex bolt.

The movable sign functions as a paperflex and thus is made from clear glass. In order to attach the sign to the display boards it has tacks on the back. There are many tacks to support the weight of the sign.

The employees only sign would be made of frosted glass and black vinyl lettering and does not have tacks on the back.

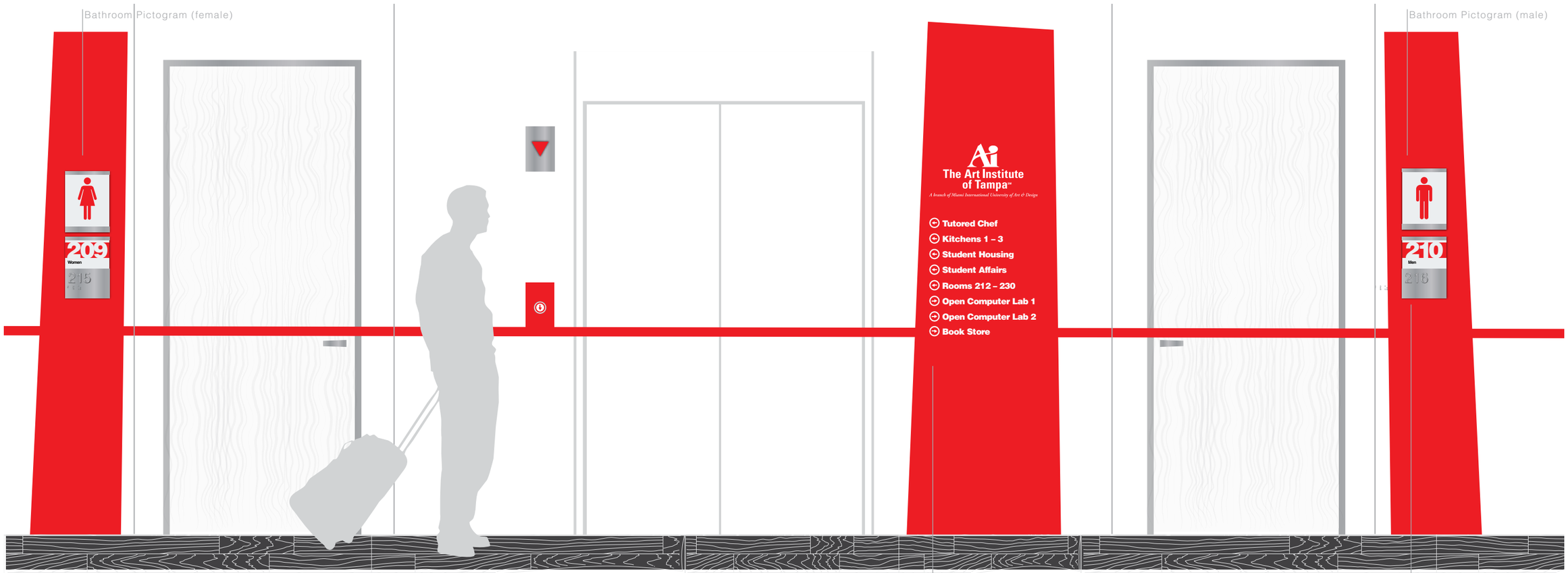


Red Vinyl

The passive directories contain either two or three locations that are in the immediate area and on that floor. The sign features encircled directional arrows.

The sign will appear to stem from the stabilizing line. The text and markers will be cut from the vinyl.

The Art Institute
of Tampa™
A branch of Miami International University of Art & Design
Tutored Chef
Kitchens 1 – 3
Student Housing
Student Affairs
Rooms 212 – 230
Open Computer Lab 1
Open Computer Lab 2
Book Store



Keeping with the defined aesthetic, the elevators would be resurfaced white, with the controls and the indicators being the focus. Placed beside the elevator will be an active directory to facilitate the people leaving the elevators in finding their destination.

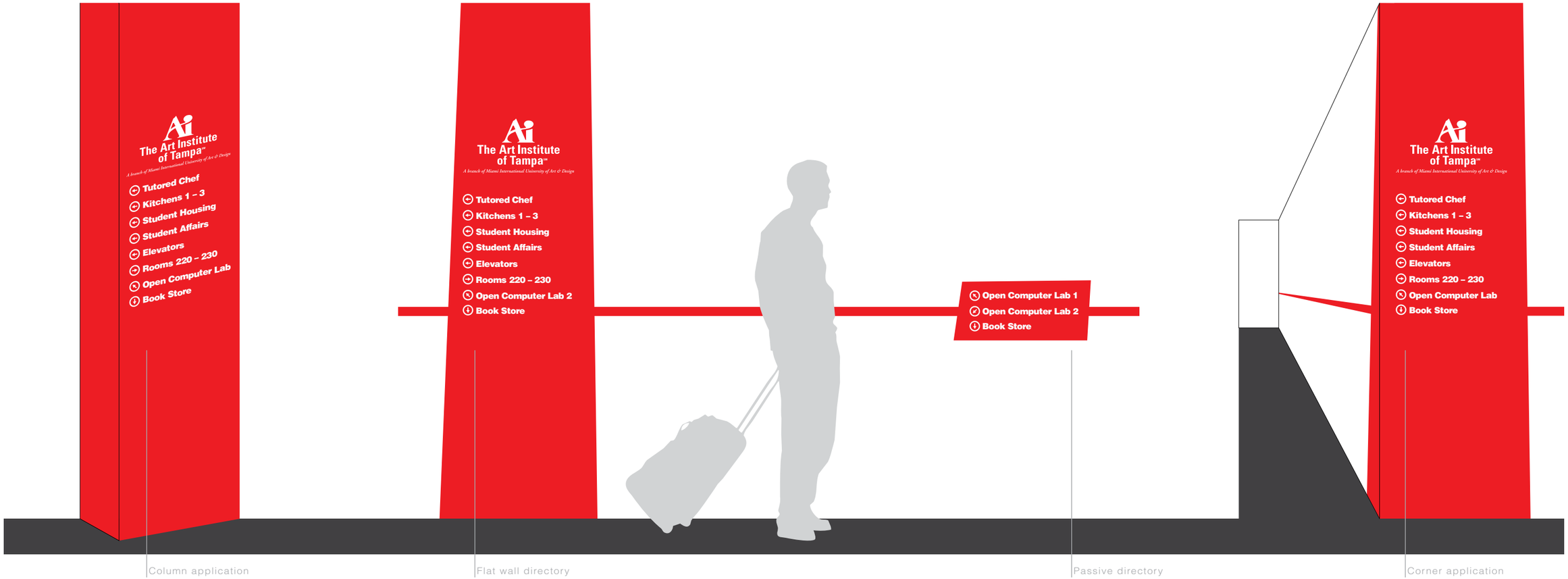
The bathrooms, which reside on either side of the elevator shaft, will rely on large pictorgrams as their identifiers as the text will reside in the corresponding room number sign.

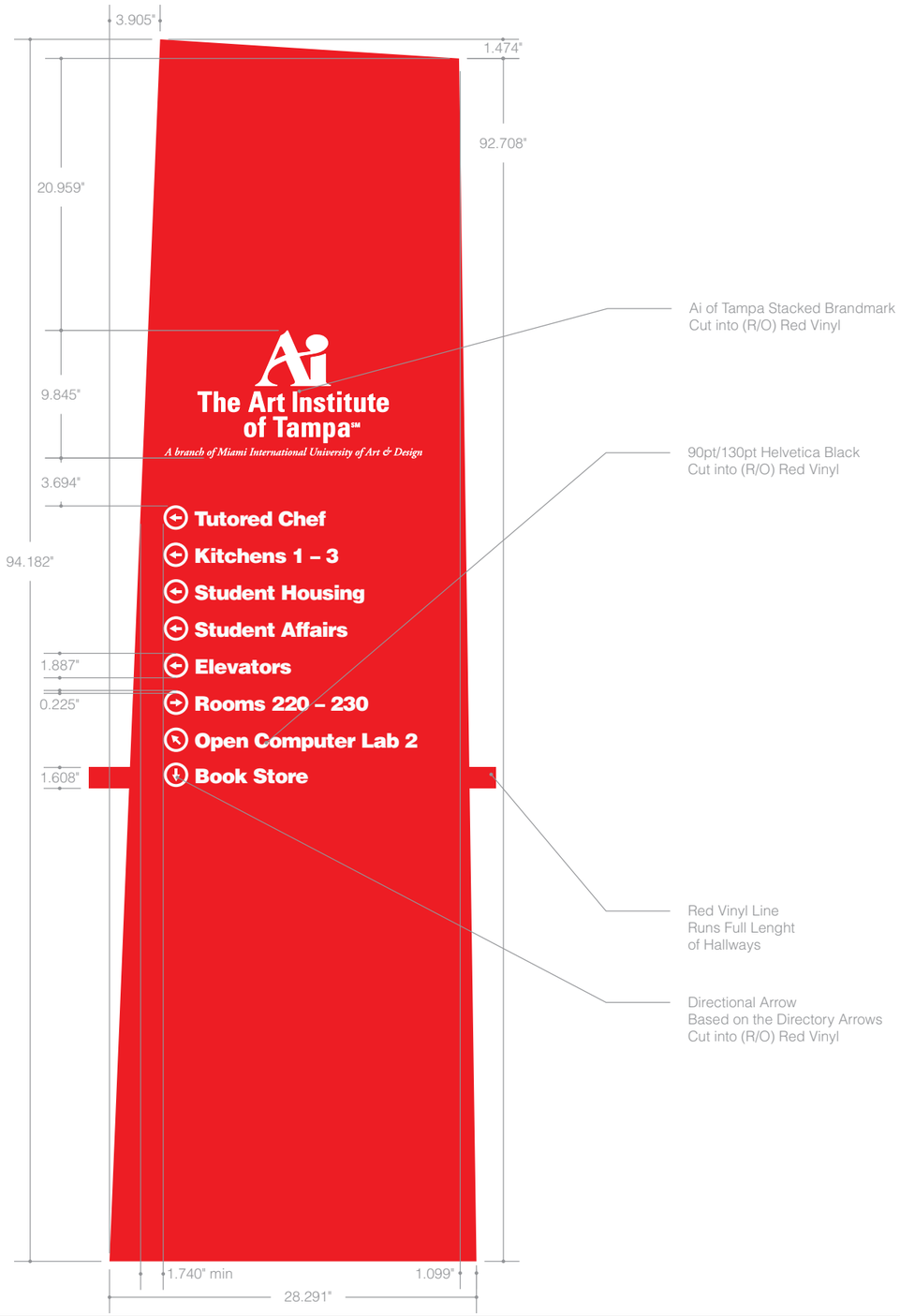
White Wood

Frosted Glass

Aluminum

Red Vinyl

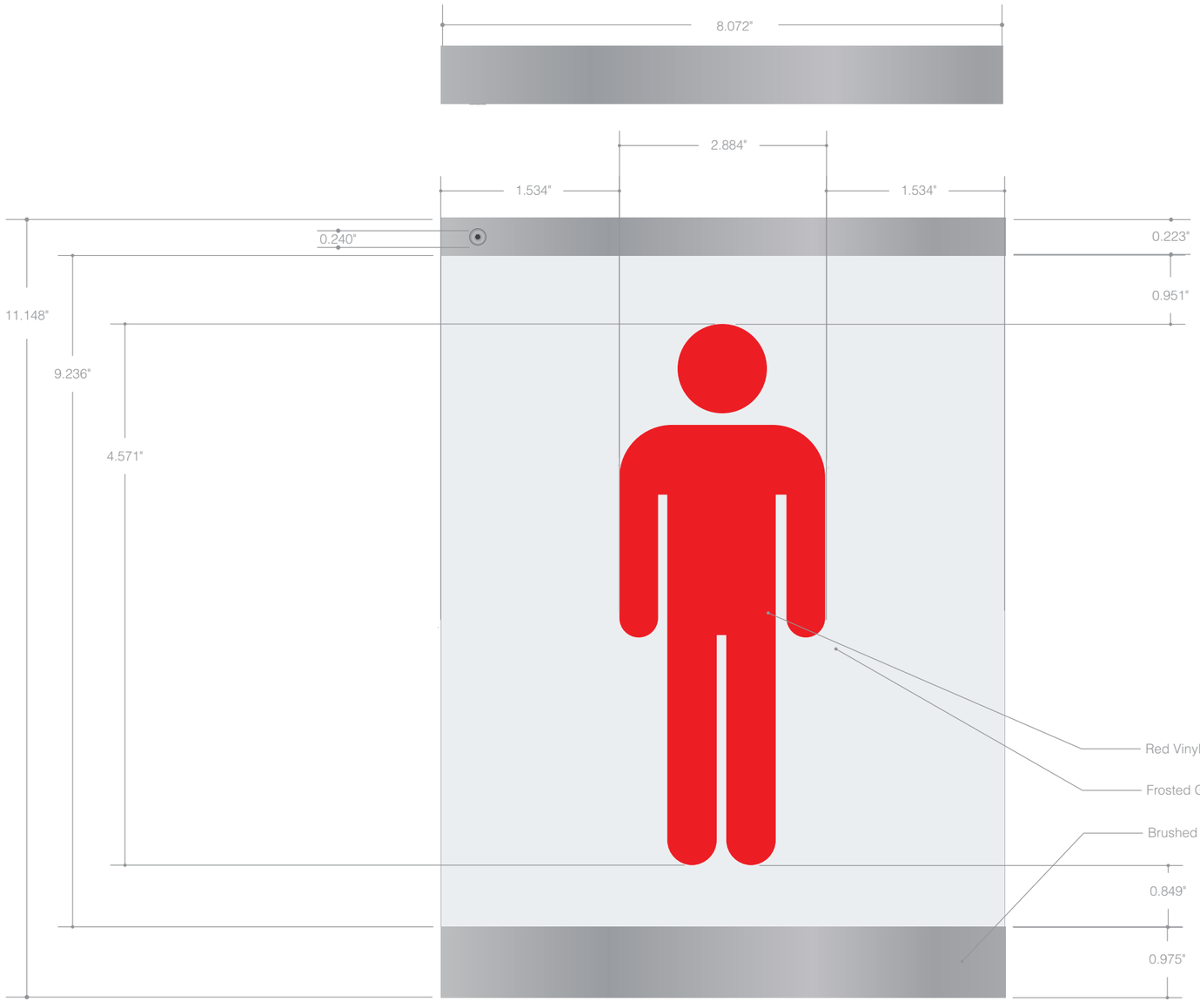

The Art Institute of Tampa℠
A branch of Miami International University of Art & Design
Tutored Chef
Kitchens 1 – 3
Student Housing
Student Affairs
Elevators
Rooms 220 – 230
Open Computer Lab
Book Store
The Art Institute of Tampa℠
A branch of Miami International University of Art & Design
Tutored Chef
Kitchens 1 – 3
Student Housing
Student Affairs
Elevators
Rooms 220 – 230
Open Computer Lab 2
Book Store
Open Computer Lab 1
Open Computer Lab 2
Book Store
The Art Institute of Tampa℠
A branch of Miami International University of Art & Design
Tutored Chef
Kitchens 1 – 3
Student Housing
Student Affairs
Elevators
Rooms 220 – 230
Open Computer Lab
Book Store
Column application
Flat wall directory
Passive directory
Corner application

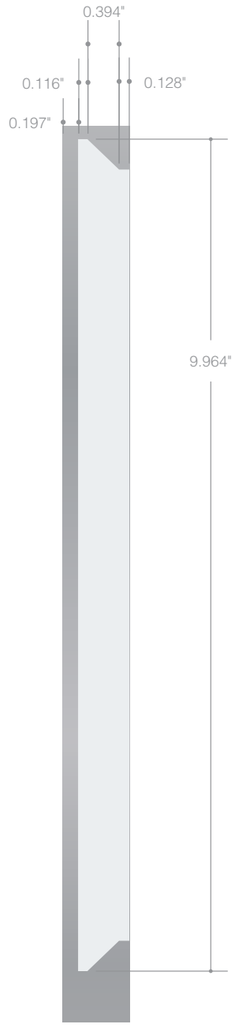


The active directories contain up to nine locations that are on that floor. The sign features encircled directional arrows and a strong and highly visible brandmark. This is important as the space is shared with another school.

The sign will appear to stem from the stabilizing line and extent from the floor almost to the ceiling. The text and markers will be cut from the vinyl.

Red Vinyl





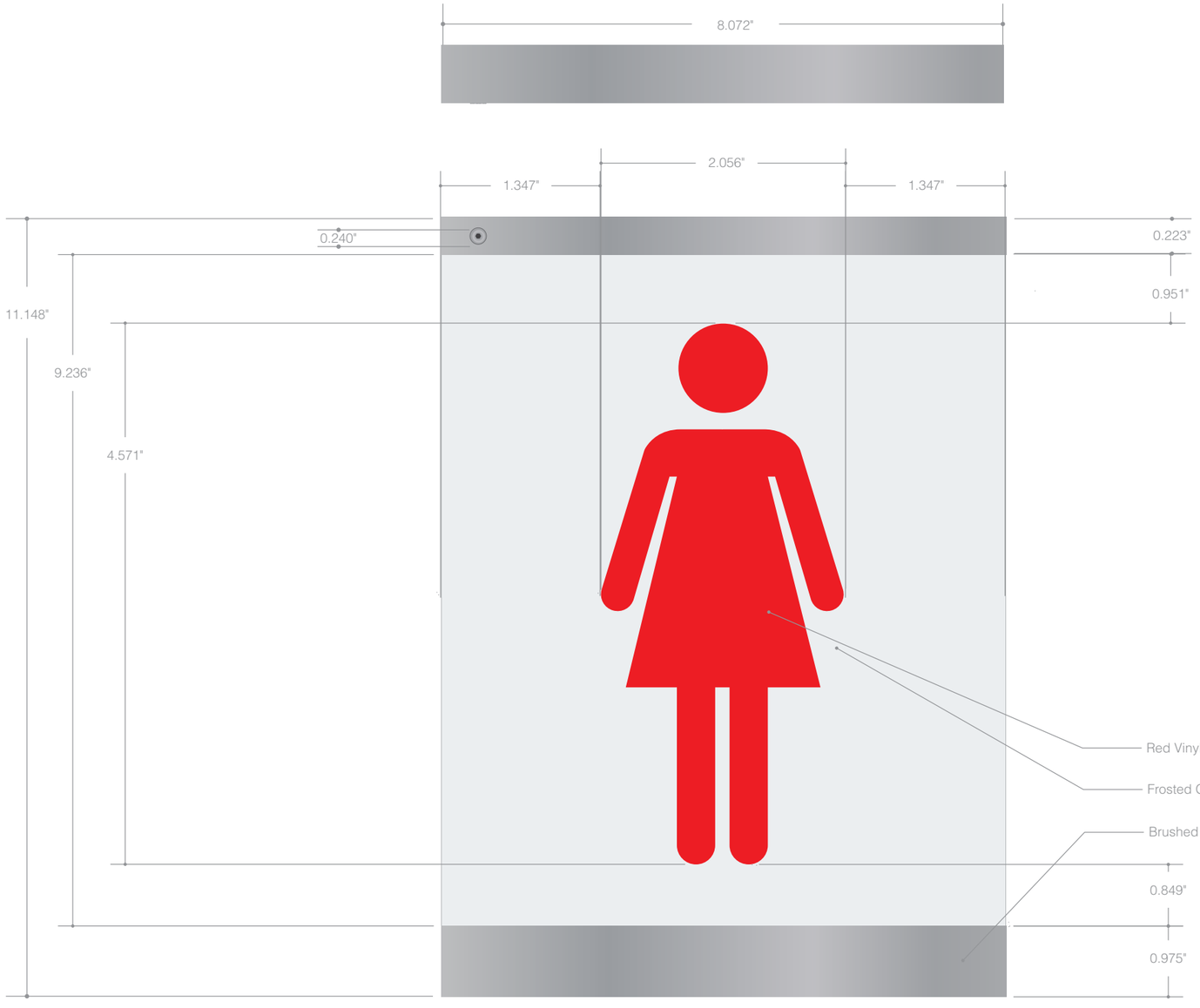
Identical in construction as the paperflexes, with the exception of the use of frosted glass. The new bathroom sign have no gender written on them, relying only on the pictogram. This is because the room number signs located at the bathrooms will have the textual representation of the room's gender on it.

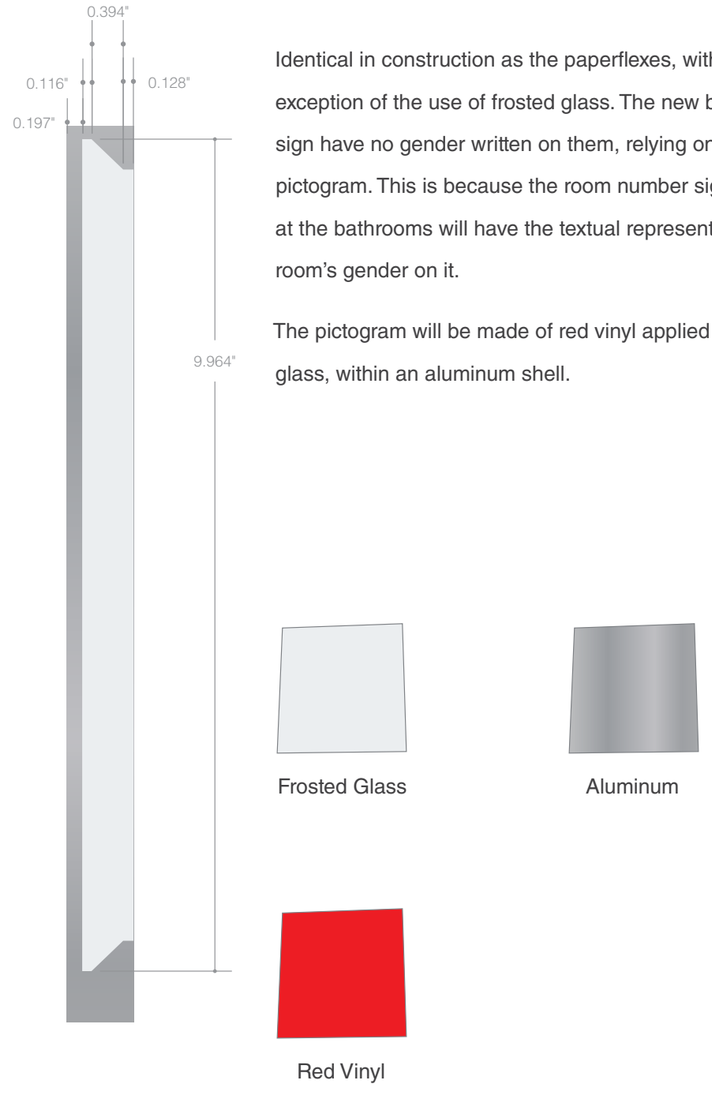
The pictogram will be made of red vinyl applied to frosted glass, within an aluminum shell.

Frosted Glass

Aluminum

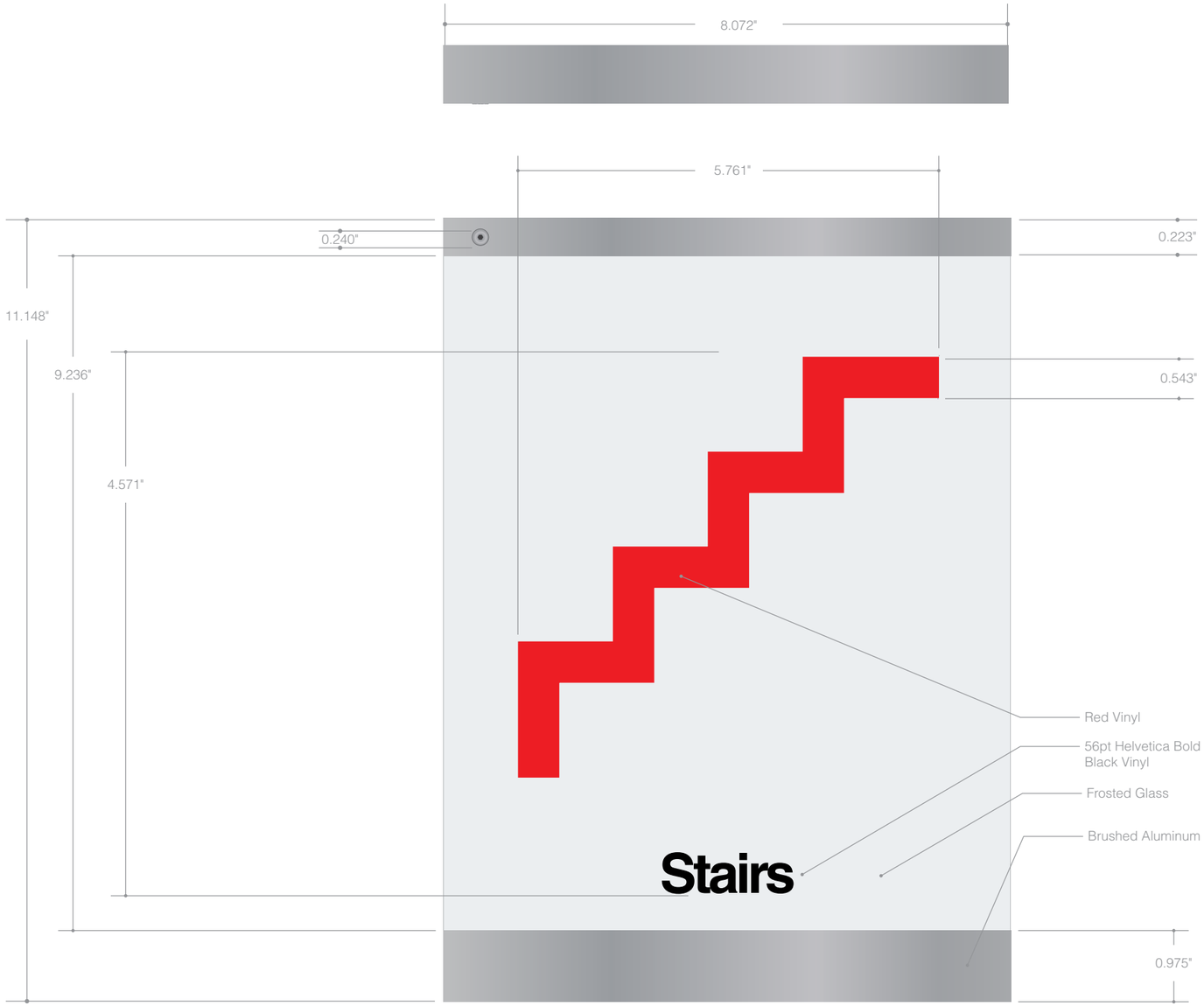
Red Vinyl

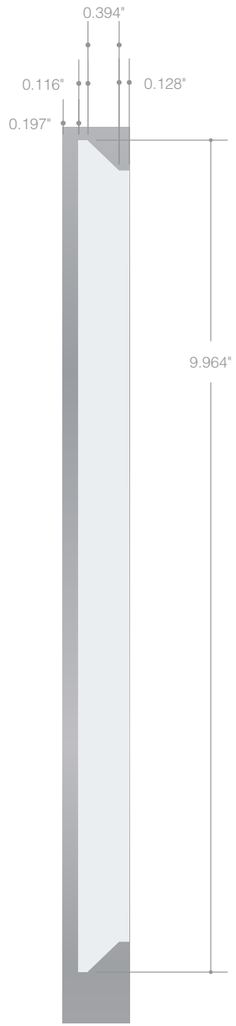




Identical in construction as the paperflexes, with the exception of the use of frosted glass. The new bathroom sign have no gender written on them, relying only on the pictogram. This is because the room number signs located at the bathrooms will have the textual representation of the room's gender on it.

The pictogram will be made of red vinyl applied to frosted glass, within an aluminum shell.





Identical in construction as the paperflexes, with the exception of the use of frosted glass.

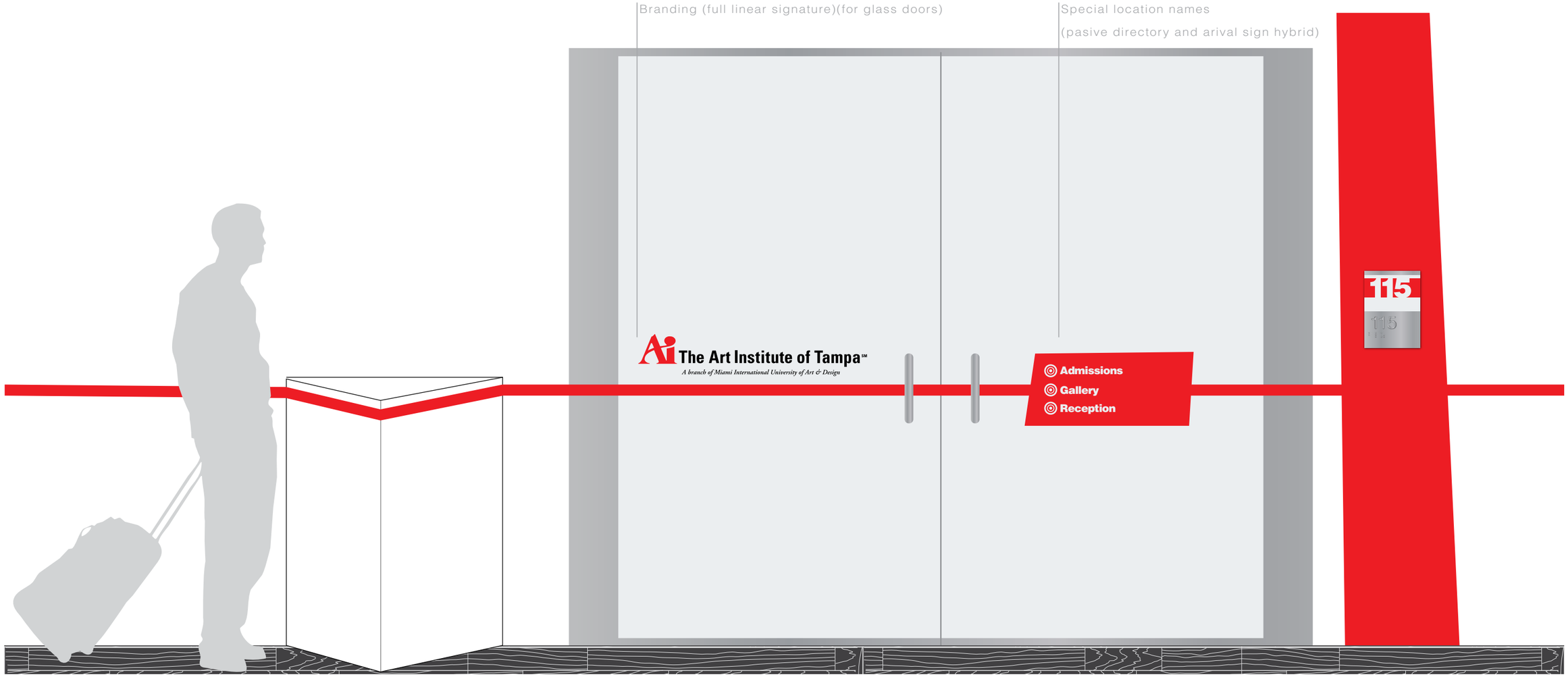
The pictogram will be made of red vinyl with black vinyl text applied to frosted glass, within an aluminum shell.

Frosted Glass

Aluminum

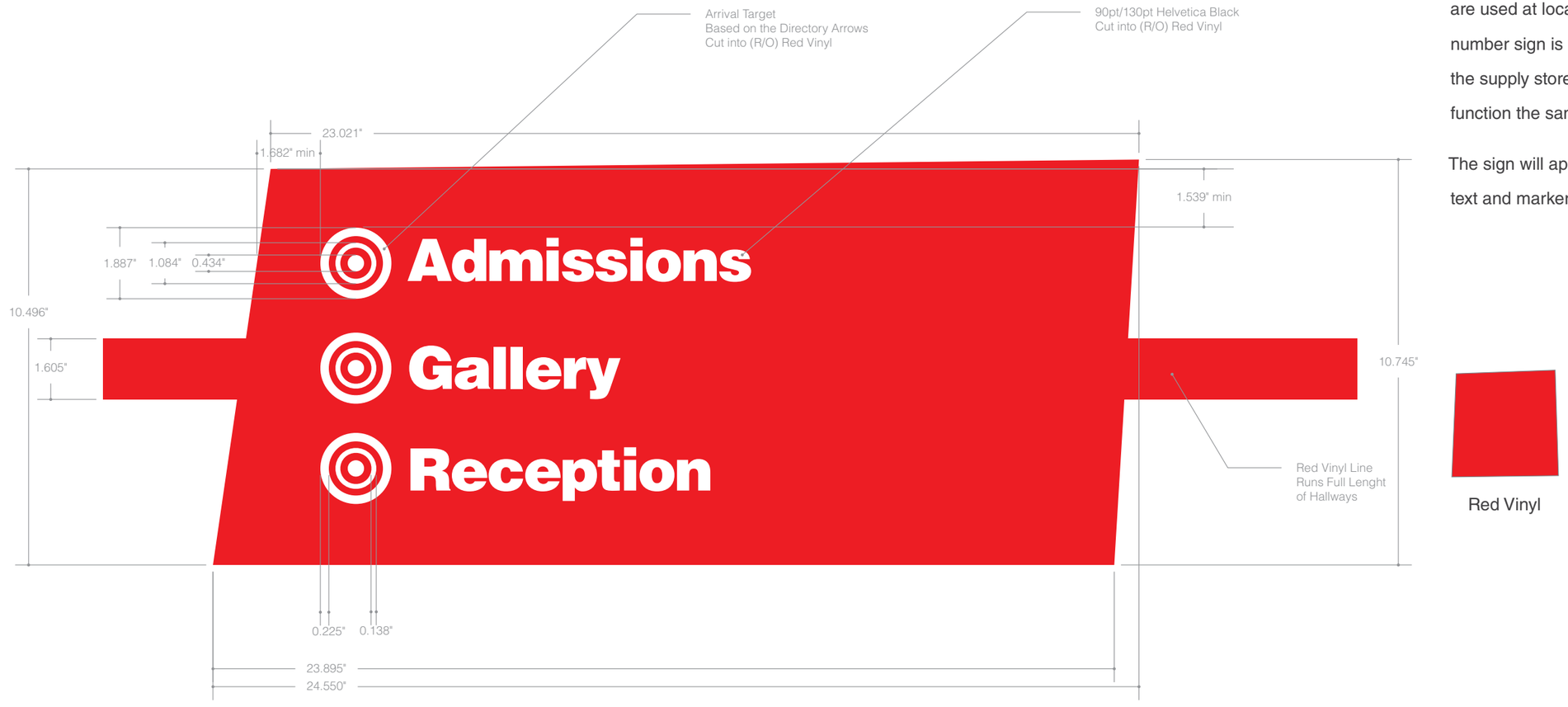
Red Vinyl

The Art Institute of Tampa℠
A branch of Miami International University of Art & Design
Admissions
Gallery
Reception
115



In special locations (easily identified by glass doors) such as offices, and the library, the glass will be frosted and there will be a special location arrival sign, similar to a passive directory, which lists all the functions of that space. Space permitting, there will be a prominent display of The Art Institute of Tampa's brandmark in linear configuration. This is important as the majority of special locations serve as key touch points for the brand.

White Wood | Frosted Glass | Aluminum | Red Vinyl



This is near identical to the passive directories, yet has a highly different function. The special location arrival signs contain either two or three descriptors of the location. These are used at locations where the small text within the room number sign is not prominent enough, such as offices and the supply store. The sign features encircled targets that function the same as the passive arrival signs.

The sign will appear to stem from the stabilizing line. The text and markers will be cut from the vinyl.

The only use of the brandmark as a separate sign will be on classroom hallway windows and on the doors that lead to special areas (offices, library, lounge, etc.)

The signs will be constructed of black and red vinyl.

Sign Type	Number	Size	Braille	Materials/Construction
★ - Misc.	★1	4’ 4” x 7’ 10” x 6”	No	Red display case
	★2	54 1/4” x 48 1/8” x 4”	No	Red painted metal display case
	★3	11’ 10 1/2” x 20’ x 2”	No	Sculpted wall & brushed aluminum lettering
	~~★4~~	~~8’ 1/8” x 3’ 6” x 3 3/4”~~	~~No~~	~~Glass metal~~
	★7	12’ 7” x 2’ 6” x 8”	No	Channel lettering
	★8	23’ x 4’ x 10”	No	Channel lettering
	★9	**101” x 44 1/2” x 10 1/2”**	**No**	**Painted aluminum and inset TV**
A - Wall Mount	A1	14” x 12” x 1/4”	No	Red painted acrylic with white lettering
	A2	16” x 6” x 1/16”	No	2 Layer acrylic, red top white base/engraved lettering
	A3	4” x 4” x 1/4”	Yes	2 Layer, black acrylic base, brushed aluminum boarder plate and lettering
	~~A4~~	~~8” x 4” x 1/4”~~	~~Yes~~	~~2 Layer, black acrylic base, brushed aluminum boarder plate and lettering~~
	~~A5~~	~~9 3/4” x 4” x 1/4”~~	~~No~~	~~Black foam core mounted paper~~
	A6	11” x 9 1/2” x 1/3”	No	Transparent acrylic
	~~A7~~	~~12” x 4” x 1/4”~~	~~Yes~~	~~2 Layer, black acrylic base, brushed aluminum boarder plate and lettering~~
	~~A8~~	~~12” x 4” x 1/4”~~	~~No~~	~~2 Layer, black acrylic base, brushed aluminum boarder plate and lettering~~
	~~A9~~	~~11” x 8” x 1/3”~~	~~No~~	~~Black & clear acrylic, brushed aluminum paint~~
	~~A10~~	~~8”x 4” x 1/4”~~	~~Yes~~	~~2 Layer, black acrylic base, brushed aluminum boarder plate and lettering~~
	~~A11~~	~~12” x 4” x 1/4”~~	~~No~~	~~2 Layer, black acrylic base, brushed aluminum boarder plate and lettering~~
	A12	8 1/2” x 8 1/2”	Yes	2 Layer, black acrylic base, brushed aluminum boarder plate and lettering
	~~A13~~	~~19 1/2” x 19” x 1/3”~~	~~No~~	~~2 Layer, black acrylic base, faux brushed aluminum painted lettering~~
	A14	8 1/8” x 8 1/8” x 1/4”	Yes	2 Layer, black acrylic base, brushed aluminum boarder plate and lettering
	A28	9” x 3” x 1/8”	No	Transparent acrylic
	A29	**3’ x 10 4/5” x 1/4”**	**No**	**Brushed aluminum, frosted glass, black vinyl**
B - Flag Mount	~~B1~~	~~72” x 12” x 1/4”~~	~~No~~	~~3 layer acrylic, white base black on exposed sides~~
	B2	12 1/8” x 4” x 1/8”	No	Acrylic, interior lighting
C - Ground Mount	C1	6’ 10 3/8” x 1’ 11 7/8” x 1’ 11 7/8”	No	Standing vinyl banner
	C2	3’ x 3’ 2” x 15”	No	Brushed aluminum
	C4	52” x 12” x 1”	No	Metal post roadside sign, white & green
	C5	52” x 12” x 1”	No	Metal post roadside sign, white & red
	C6	35’ x 8’ x 4’	No	Stone, marble, granite, metal
	C7	83” x 18” x 1 1/2”	No	Metal post roadside sign, white & blue
	C8	121 1/2” x 12’ 48”	No	Stone, marble, granite, metal
	C9	54 1/4” x 72” 8 1/2”	No	Black painted metal, white vinyl lettering
	C10	42 1/4” x 65” x 3 1/4”	No	Black painted metal, white vinyl lettering
	C11	**72 7/10” x 80” x 34”**	**No**	**Cement; red, white, grey, & blue paint; backlit channel lettering**
E - Surface Mount	~~E1~~	~~5’ 7” x 8’ 9”~~	~~No~~	~~Red vinyl~~
	E2	14 3/4” x 3”	No	Black & red vinyl
	~~E3~~	~~14” x 8 1/2”~~	~~No~~	~~Black & red vinyl~~
	~~E4~~	~~19” x 17 1/4”~~	~~No~~	~~Frosted glass lettering~~
	E5	5’ 1/4” x 2’ 10”	No	Black, white & red vinyl
	~~E6~~	~~2’ 11 3/4” x 7’ 9”~~	~~No~~	~~Grey paint~~
	E7	4’ x 1 3/4”	No	White & red vinyl
	E8	29 1/2” x 5 1/4”	No	White & red vinyl

Sign Type	Number	Size	Braille	Materials/Construction
E - Surface Mount (cont.)	~~E9~~	~~14 1/4” x 18 1/8”~~	~~No~~	~~Red & faux frosted glass vinyl~~
	~~E10~~	~~2’ 2 3/4” x 19”~~	~~No~~	~~Red & faux frosted glass vinyl~~
	E11	**119” x 103”**	**No**	**Black & red vinyl**
	E12	36 1/2” x 21 3/4”	No	White & red vinyl
	~~E13~~	~~69 1/2” x 91”~~	~~No~~	~~Black & red vinyl~~
	~~E14~~	~~20 3/8” x 2 1/2”~~	~~No~~	~~Faux frosted glass vinyl~~
	~~E15~~	~~22 3/4” x 16 1/2”~~	~~No~~	~~Red & faux frosted glass vinyl~~
	~~E16~~	~~9 1/2” x 2 1/2”~~	~~No~~	~~Faux frosted glass vinyl~~
	~~E17~~	~~56” x 102”~~	~~No~~	~~Red vinyl~~
	E22	18” x 9 1/2”	No	White vinyl
	E23	4 7/8” x 5 1/4”	No	Faux frosted glass vinyl
	E24	23 1/4” x 12 1/4”	No	White vinyl
	E25	3’ x 18”	No	White & red vinyl
	E26	19 1/2” x 35 1/2”	No	White & red vinyl
	E27	**6” x 1 3/5”**	**No**	**Red vinyl**
	E28	**24 1/2” x 10 7/10”**	**No**	**Red vinyl**
	E29	**32 1/4” x 6”**	**No**	**Black & red vinyl**
	E30	**28 1/4” x 94 1/16”**	**No**	**Red vinyl**
F - Digital Display	F1	22” x 18” x 4 1/2”	No	Mounted Mac Pro
	F2	40” x 25” x 12 1/2”	No	Black TV
	F2	3’ 6” x 74 1/2” x 7 3/4”	No	4 adjoined black TVs
	F3	4’ 6 1/2” x 1’ 11 3/4” x 4 1/4”	No	Black TV
	F4	22” x 14 1/2” 3 3/4”	No	Black TV
	F5	41 1/2” x 25 3/4” x 5 3/4”	No	Black TV

Sign Left Unchanged

Sign Replaced (See the New Signage Section for Details on Changes)

~~Sign Removed~~

New Sign

Signs unique to South University have been omitted

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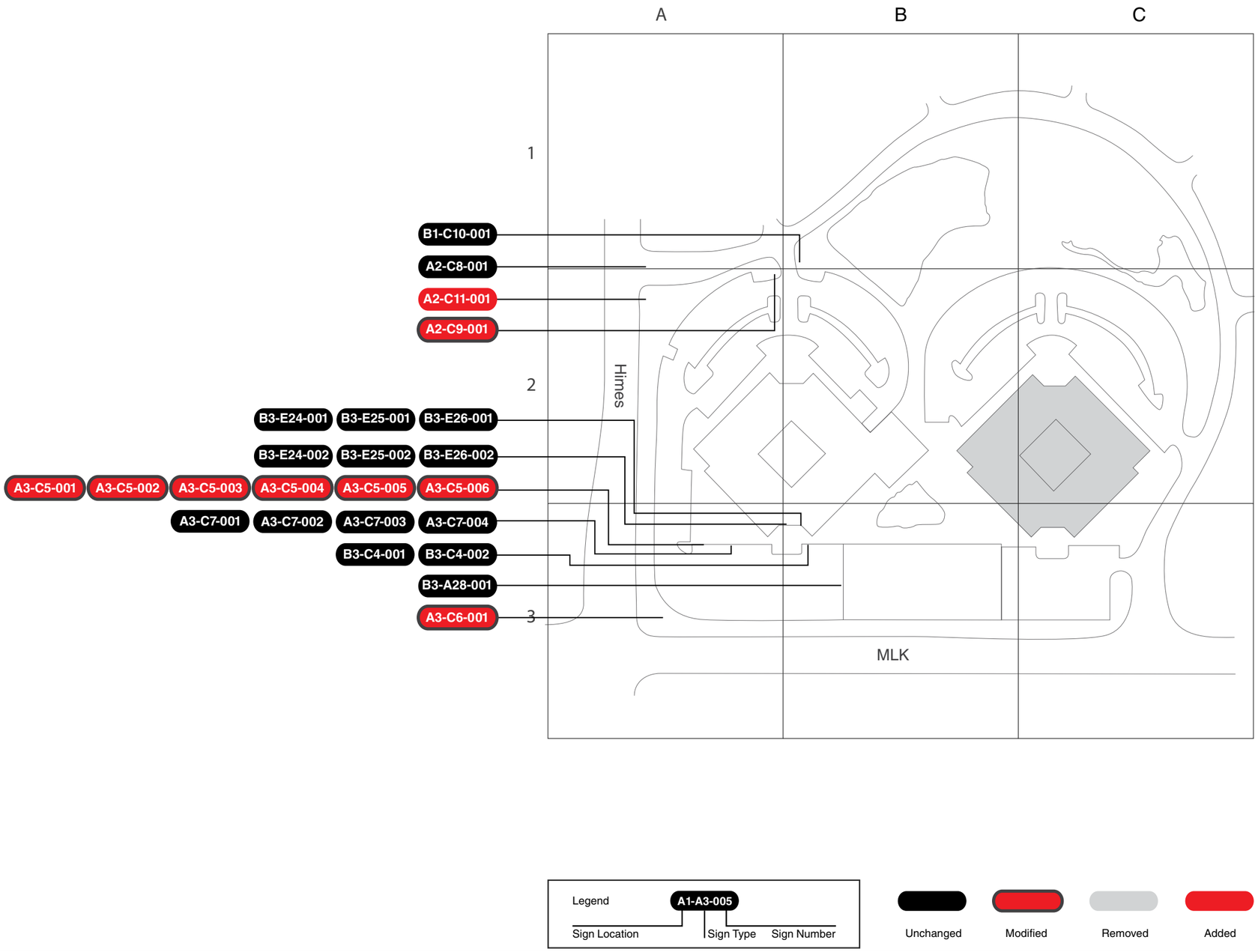

A
B
C
1
2
3
Himes
MLK
B1-C10-001
A2-C8-001
A2-C11-001
A2-C9-001
B3-E24-001
B3-E25-001
B3-E26-001
B3-E24-002
B3-E25-002
B3-E26-002
A3-C5-001
A3-C5-002
A3-C5-003
A3-C5-004
A3-C5-005
A3-C5-006
A3-C7-001
A3-C7-002
A3-C7-003
A3-C7-004
B3-C4-001
B3-C4-002
B3-A28-001
A3-C6-001
Legend
A1-A3-005
Sign Location
Sign Type
Sign Number
Unchanged
Modified
Removed
Added

Sign Name	Message
A2-C8-001	Tampa Bay Park
A2-C9-001	(South University Brandmark)
A2-C11-001	**(Art Institute brandmark) (Culinary Brandmark) (South University)**
A3-C5-001	Visitor Parking Only (Art Institute brandmark)
A3-C5-002	Visitor Parking Only (Art Institute brandmark)
A3-C5-003	Visitor Parking Only (Art Institute brandmark)
A3-C5-004	Visitor Parking Only (Art Institute brandmark)
A3-C5-005	Visitor Parking Only (Art Institute brandmark)
A3-C5-006	Visitor Parking Only (Art Institute brandmark)
A3-C6-001	(Art Institute brandmark) (Culinary Brandmark) (South University) Tampa Bay Park
A3-C7-001	Handicap Parking Only
A3-C7-002	Handicap Parking Only
A3-C7-003	Handicap Parking Only
A3-C7-004	Handicap Parking Only
B1-C10-001	< Horizon / > Parkside / ^ Lakeside / ^ Pavillion / ^ Spectum
B3-A28-001	Ramp to Upper Levels
B3-C4-001	Service Truck Parking Only
B3-C4-002	Service Truck Parking Only
B3-E24-001	4401
B3-E24-002	4401
B3-E25-001	Art Institute of Tampa / A branch of Miami International University
B3-E25-002	Art Institute of Tampa / A branch of Miami International University
B3-E26-001	International Culinary Institute at The Art Institute of Tampa
B3-E26-002	International Culinary Institute at The Art Institute of Tampa

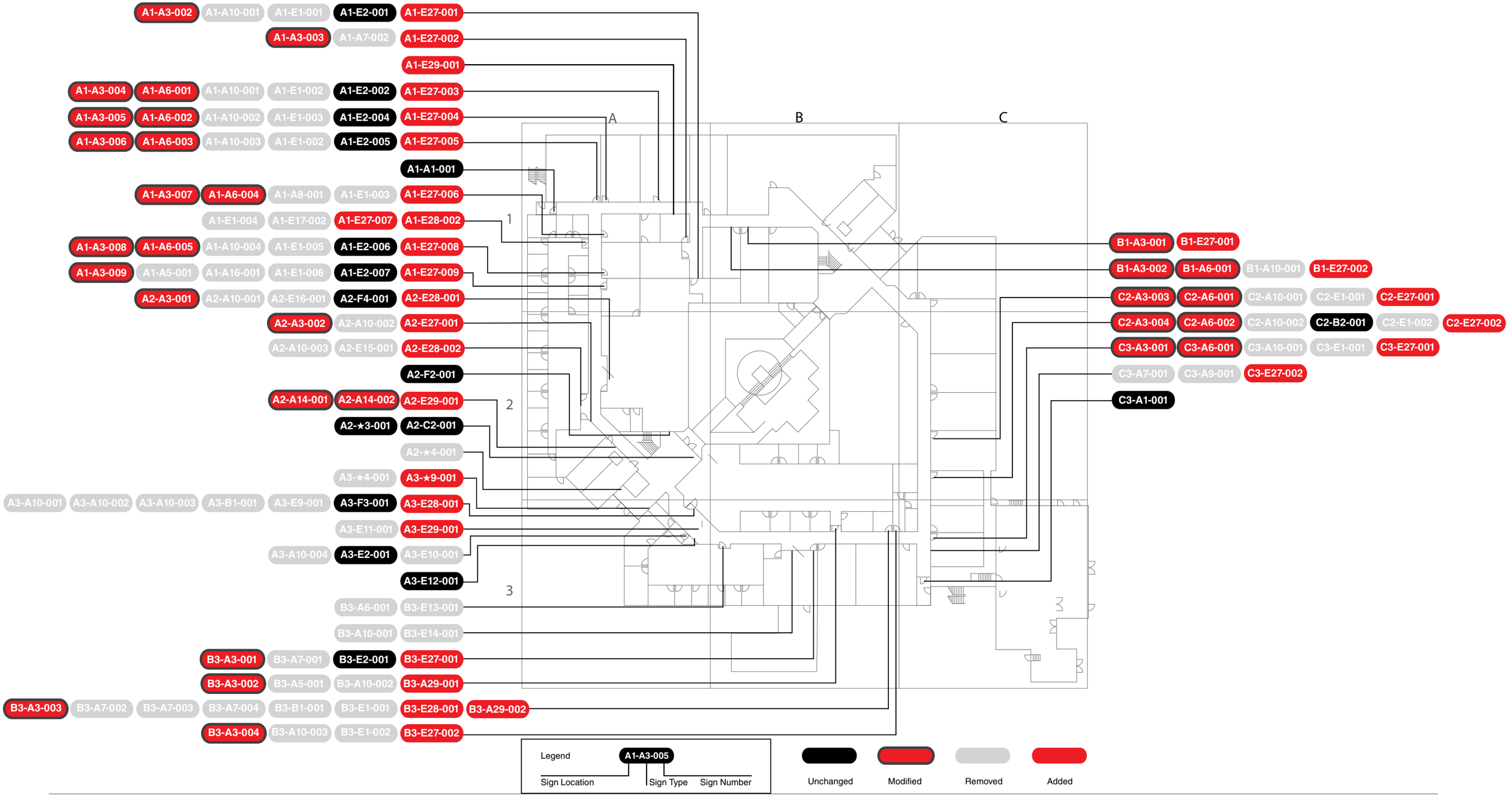
Sign Left Unchanged

Sign Replaced (See the New Signage Section for Details on Changes)

~~Sign Removed~~

New Sign

Signs located in South University have been omitted


A1-A3-002 A1-A10-001 A1-E1-001 A1-E2-001 A1-E27-001
A1-A3-003 A1-A7-002 A1-E27-002
A1-E29-001
A1-A3-004 A1-A6-001 A1-A10-001 A1-E1-002 A1-E2-002 A1-E27-003
A1-A3-005 A1-A6-002 A1-A10-002 A1-E1-003 A1-E2-004 A1-E27-004
A1-A3-006 A1-A6-003 A1-A10-003 A1-E1-002 A1-E2-005 A1-E27-005
A1-A1-001
A1-A3-007 A1-A6-004 A1-A8-001 A1-E1-003 A1-E27-006
A1-E1-004 A1-E17-002 A1-E27-007 A1-E28-002
A1-A3-008 A1-A6-005 A1-A10-004 A1-E1-005 A1-E2-006 A1-E27-008
A1-A3-009 A1-A5-001 A1-A16-001 A1-E1-006 A1-E2-007 A1-E27-009
A2-A3-001 A2-A10-001 A2-E16-001 A2-F4-001 A2-E28-001
A2-A3-002 A2-A10-002 A2-E27-001
A2-A10-003 A2-E15-001 A2-E28-002
A2-F2-001
A2-A14-001 A2-A14-002 A2-E29-001
A2-★3-001 A2-C2-001
A2-★4-001
A3-★4-001 A3-★9-001
A3-A10-001 A3-A10-002 A3-A10-003 A3-B1-001 A3-E9-001 A3-F3-001 A3-E28-001
A3-E11-001 A3-E29-001
A3-A10-004 A3-E2-001 A3-E10-001
A3-E12-001
B3-A6-001 B3-E13-001
B3-A10-001 B3-E14-001
B3-A3-001 B3-A7-001 B3-E2-001 B3-E27-001
B3-A3-002 B3-A5-001 B3-A10-002 B3-A29-001
B3-A3-003 B3-A7-002 B3-A7-003 B3-A7-004 B3-B1-001 B3-E1-001 B3-E28-001 B3-A29-002
B3-A3-004 B3-A10-003 B3-E1-002 B3-E27-002
A
B
C
1
2
3
B1-A3-001 B1-E27-001
B1-A3-002 B1-A6-001 B1-A10-001 B1-E27-002
C2-A3-003 C2-A6-001 C2-A10-001 C2-E1-001 C2-E27-001
C2-A3-004 C2-A6-002 C2-A10-002 C2-B2-001 C2-E1-002 C2-E27-002
C3-A3-001 C3-A6-001 C3-A10-001 C3-E1-001 C3-E27-001
C3-A7-001 C3-A9-001 C3-E27-002
C3-A1-001
Legend
A1-A3-005
Sign Location
Sign Type
Sign Number
Unchanged
Modified
Removed
Added

Sign Name	Message
A1-A1-001	Emergency Exit Door / Do Not Block
A1-A3-002	116
A1-A3-003	117A
A1-A3-004	115 / Lecture
A1-A3-005	114 / Lecture
A1-A3-006	113 / Lecture
A1-A3-007	112 / Copy Room
A1-A3-008	111
A1-A3-009	110
~~A1-A5-001~~	~~Do Not Enter Alarm Will Sound~~
A1-A6-001	(empty)
A1-A6-002	(empty)
A1-A6-003	(empty)
A1-A6-004	(empty)
A1-A6-005	(empty)
~~A1-A7-002~~	~~Interior Design Studio~~
~~A1-A8-001~~	~~Faculty Computer Lab~~
~~A1-A10-001~~	~~Lecture~~
~~A1-A10-002~~	~~Lecture~~
~~A1-A10-003~~	~~Lecture~~
~~A1-A10-004~~	~~Lecture~~
~~A1-A16-001~~	~~Learning Recource Center / Enter Through Library~~
~~A1-E1-001~~	~~116~~
~~A1-E1-002~~	~~115~~
~~A1-E1-003~~	~~114~~
~~A1-E1-004~~	~~113~~
~~A1-E1-005~~	~~112~~
~~A1-E1-006~~	~~Administration~~
~~A1-E1-007~~	~~President's Office / Public Relations / Institutional Effectiveness~~
~~A1-E1-008~~	~~111~~
~~A1-E1-009~~	~~110~~
A1-E2-001	Art Institute of Tampa (linear stacked brandmark)
A1-E2-002	Art Institute of Tampa (linear stacked brandmark)
A1-E2-003	Art Institute of Tampa (linear stacked brandmark)
A1-E2-004	Art Institute of Tampa (linear stacked brandmark)
A1-E2-005	Art Institute of Tampa (linear stacked brandmark)
A1-E2-006	Art Institute of Tampa (linear stacked brandmark)
A1-E2-007	Art Institute of Tampa (linear stacked brandmark)
A1-E27-001	**(Target) 116**
A1-E27-002	**(Target) 117**
A1-E27-003	**(Target) 117A**
A1-E27-004	**(Target) 115**
A1-E27-005	**(Target) 114**
A1-E27-006	**(Target) 113**
A1-E27-007	**(Target) 112**
A1-E27-008	**(Target) 111**
A1-E27-009	**(Target) 110**
A1-E28-001	**^116 / ^117 / ^117A**

Sign Name	Message
A1-E28-002	**President's Office / Public Relations / Institutional Effectiveness**
A2-*3-001	The Art Institute of Tampa
~~A2-*4-001~~	~~(empty)~~
A2-A3-001	144 / Library
A2-A3-002	112 / Faculty Lounge
~~A2-A10-001~~	~~Library~~
~~A2-A10-002~~	~~Employee Lounge~~
~~A2-A10-003~~	~~Academic Affairs~~
A2-A14-001	Women + Handicap and Female Graphic
A2-A14-001	Men + Handicap and Male Graphic
A2-C2-001	(empty)
~~A2-E15-001~~	~~Ai / Academic Affairs~~
~~A2-E16-001~~	~~Library~~
A2-E28-001	**(Target) Library / (Target) Learning Center / (Target) Computers**
A2--E28-002	**(Target) Academic Affairs / (Target) Faculty Offices**
A2-E29-001	**> Academic Affairs / > Library / >112-118 / > President's Office**
A2-F2-001	(No display)
A3-*4-001	(empty)
~~A3-A10-001~~	~~Gallery~~
~~A3-A10-002~~	~~Receptionist~~
~~A3-A10-003~~	~~Admissions~~
~~A3-A10-004~~	~~Storage~~
~~A3-B1-001~~	~~Admissions~~
A3-E2-001	Art Institute of Tampa (linear stacked brandmark)
~~A3-E9-001~~	~~Ai / Gallery / Reception / Admissions~~
~~A3-E10-001~~	~~Ai / Administrative Offices / Employees Only~~
~~A3-E11-001~~	~~Admissions (3 sided)~~
A3-E12-001	Fashion & Retail Management / Ai (stacked centered brandmark)
A3-E28-001	**(Target) Admissions / (Target) Gallery / (Target) Reception**
A3-E29-001	**(Ai stacked brandmark) / ^156-175 / (NE Arrow) Financial Aid / V Academic Affairs / V Library**
A3-F3-001	(No display)
A3 *9-001	**(Ai brandmark) (maps) POI list (digital display)**
B1-A3-001	118 / Lecture
B1-A3-002	117B
B1-A6-001	(empty)
B1-E27-001	**(Target) 118**
B1-E27-002	**(Target) 117B**
~~B1-A10-001~~	~~Art Lab~~
B3-A3-001	156 / Art Lab
B3-A3-002	157 / Art Lab
B3-A3-003	164 / Video
B3-A3-004	170 / Video
B3-A3-005	175 / Video
~~B3-A5-001~~	~~Employees Only~~
B3-A6-001	(empty)
~~B3-A7-001~~	~~Employees Only~~
~~B3-A7-002~~	~~Mailroom Supervisor~~

Sign Name	Message
~~B3-A7-003~~	~~Mailroom Next Door >~~
~~B3-A10-001~~	~~Student Lounge~~
~~B3-A10-002~~	~~Admissions Department~~
~~B3-A10-003~~	~~Mailroom~~
B3-A29-001	**Employees Only**
B3-A29-001	**Employees Only**
~~B3-E1-001~~	~~157~~
~~B3-E1-002~~	~~170~~
~~B3-E1-003~~	~~175~~
B3-E2-001	Art Institute of Tampa (linear stacked brandmark)
B3-E2-002	Art Institute of Tampa (linear stacked brandmark)
~~B3-E13-001~~	~~Accounting . Financial Aid~~
~~B3-E14-001~~	~~Student Lounge~~
B3-E27-001	**156**
B3-E27-002	**170**
B3-E28-001	**(Target) Mailroom Supervisor / > Mailroom**
C2-A3-003	162
C2-A3-004	161
C2-A6-001	(empty)
C2-A6-002	(empty)
~~C2-A7-002~~	~~Computer Lab~~
~~C2-A10-001~~	~~Lecture~~
~~C2-A10-002~~	~~Video~~
C2-E27-001	**(Target) 162**
C2-E27-002	**(Target) 161**
C2-B2-001	Quiet (3 sided)
~~C2-E1-001~~	~~162~~
~~C2-E1-002~~	~~161~~
C3-A1-001	Emergency Exit Door / Do Not Block
C3-A3-001	160 / Video
C3-A6-001	(empty)
~~C3-A7-001~~	~~Photography Studio~~
~~C3-A9-001~~	~~(empty)~~
~~C3-A10-001~~	~~Mac Lab~~
~~C3-E1-001~~	~~160~~
C3-E27-001	**(Target) 160**
C3-E27-002	**(Target) Photography Studio**

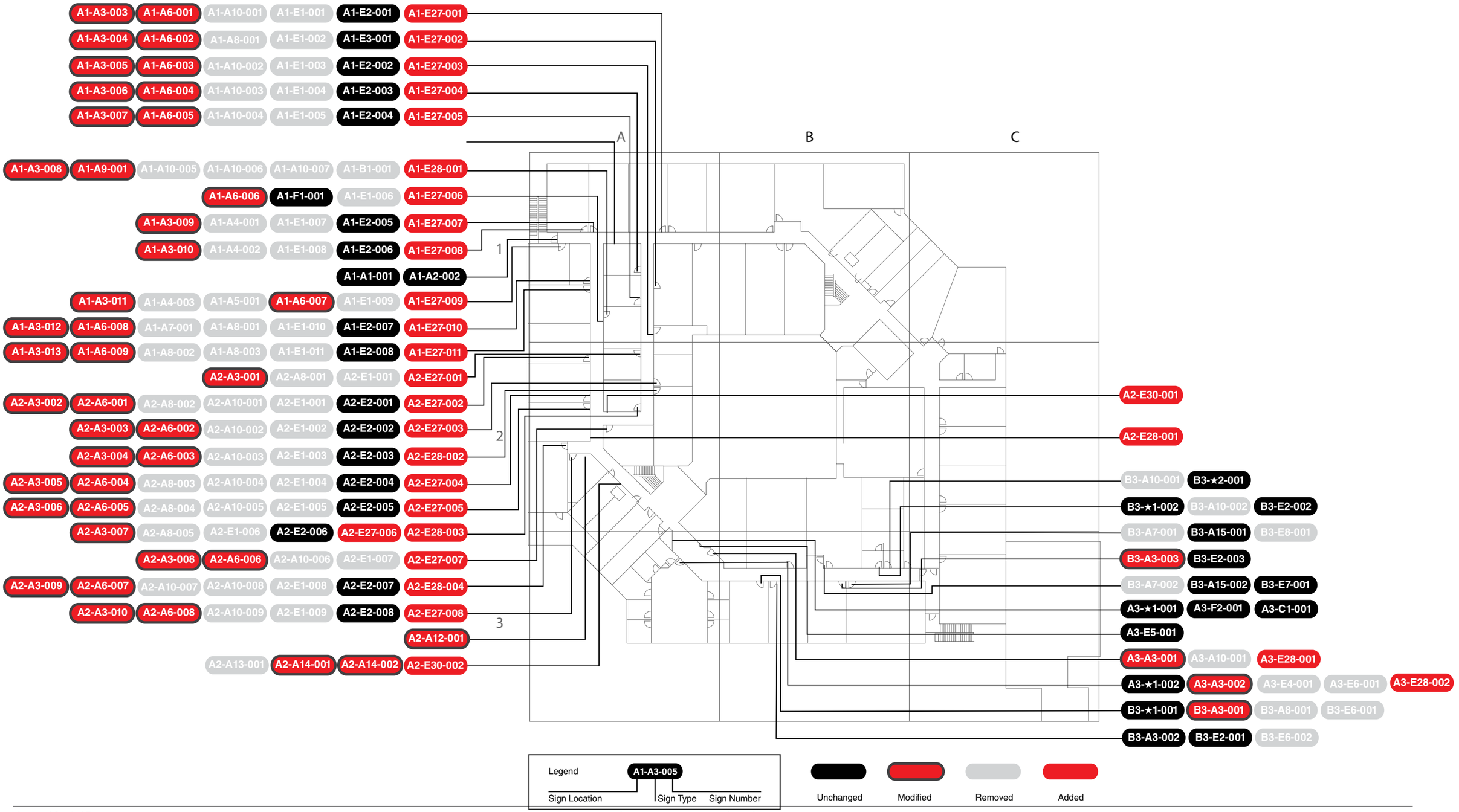
Sign Left Unchanged

Sign Replaced (See the New Signage Section for Details on Changes)

~~Sign Removed~~

New Sign

Signs located in South University have been omitted


A1-A3-003 A1-A6-001 A1-A10-001 A1-E1-001 A1-E2-001 A1-E27-001
A1-A3-004 A1-A6-002 A1-A8-001 A1-E1-002 A1-E3-001 A1-E27-002
A1-A3-005 A1-A6-003 A1-A10-002 A1-E1-003 A1-E2-002 A1-E27-003
A1-A3-006 A1-A6-004 A1-A10-003 A1-E1-004 A1-E2-003 A1-E27-004
A1-A3-007 A1-A6-005 A1-A10-004 A1-E1-005 A1-E2-004 A1-E27-005
A
B
C
A1-A3-008 A1-A9-001 A1-A10-005 A1-A10-006 A1-A10-007 A1-B1-001 A1-E28-001
A1-A6-006 A1-F1-001 A1-E1-006 A1-E27-006
A1-A3-009 A1-A4-001 A1-E1-007 A1-E2-005 A1-E27-007
A1-A3-010 A1-A4-002 A1-E1-008 A1-E2-006 A1-E27-008
1
A1-A1-001 A1-A2-002
A1-A3-011 A1-A4-003 A1-A5-001 A1-A6-007 A1-E1-009 A1-E27-009
A1-A3-012 A1-A6-008 A1-A7-001 A1-A8-001 A1-E1-010 A1-E2-007 A1-E27-010
A1-A3-013 A1-A6-009 A1-A8-002 A1-A8-003 A1-E1-011 A1-E2-008 A1-E27-011
A2-A3-001 A2-A8-001 A2-E1-001 A2-E27-001
A2-A3-002 A2-A6-001 A2-A8-002 A2-A10-001 A2-E1-001 A2-E2-001 A2-E27-002
A2-A3-003 A2-A6-002 A2-A10-002 A2-E1-002 A2-E2-002 A2-E27-003
2
A2-A3-004 A2-A6-003 A2-A10-003 A2-E1-003 A2-E2-003 A2-E28-002
A2-A3-005 A2-A6-004 A2-A8-003 A2-A10-004 A2-E1-004 A2-E2-004 A2-E27-004
A2-A3-006 A2-A6-005 A2-A8-004 A2-A10-005 A2-E1-005 A2-E2-005 A2-E27-005
A2-A3-007 A2-A8-005 A2-E1-006 A2-E2-006 A2-E27-006 A2-E28-003
A2-A3-008 A2-A6-006 A2-A10-006 A2-E1-007 A2-E27-007
A2-A3-009 A2-A6-007 A2-A10-007 A2-A10-008 A2-E1-008 A2-E2-007 A2-E28-004
A2-A3-010 A2-A6-008 A2-A10-009 A2-E1-009 A2-E2-008 A2-E27-008
3
A2-A12-001
A2-A13-001 A2-A14-001 A2-A14-002 A2-E30-002
A2-E30-001
A2-E28-001
B3-A10-001 B3-★2-001
B3-★1-002 B3-A10-002 B3-E2-002
B3-A7-001 B3-A15-001 B3-E8-001
B3-A3-003 B3-E2-003
B3-A7-002 B3-A15-002 B3-E7-001
A3-★1-001 A3-F2-001 A3-C1-001
A3-E5-001
A3-A3-001 A3-A10-001 A3-E28-001
A3-★1-002 A3-A3-002 A3-E4-001 A3-E6-001 A3-E28-002
B3-★1-001 B3-A3-001 B3-A8-001 B3-E6-001
B3-A3-002 B3-E2-001 B3-E6-002
Legend
A1-A3-005
Sign Location
Sign Type
Sign Number
Unchanged
Modified
Removed
Added

Sign Name	Message
A1-A1-001	Emergency Exit Door / Do Not Block
A1-A2-001	Warning Alarmed Door / Emergency Exit Only
A1-A3-003	223 / Lecture
A1-A3-004	231 / Drawing Lab
A1-A3-005	232 / Animation Lab
A1-A3-006	225
A1-A3-007	226 / Computer Lab
A1-A3-008	227 / The Cage
A1-A3-009	222 / Lecture
A1-A3-010	221 / Lecture
A1-A3-011	220 / Computer Lab
A1-A3-012	219 / Digital Darkroom
A1-A3-013	218 / Computer Lab
~~A1-A4-001~~	~~Lecture~~
~~A1-A4-002~~	~~Lecture~~
~~A1-A4-003~~	~~Lecture~~
~~A1-A5-001~~	~~Computer Lab Information~~
A1-A6-001	(Empty)
A1-A6-002	(Empty)
A1-A6-003	(Empty)
A1-A6-004	(Empty)
A1-A6-005	(Empty)
A1-A6-006	(Empty)
A1-A6-007	(Empty)
A1-A6-008	(Empty)
A1-A6-009	(Empty)
~~A1-A7-001~~	~~Digital Darkroom~~
~~A1-A8-001~~	~~Art Lab~~
~~A1-A8-002~~	~~Computer Lab Information~~
~~A1-A8-003~~	~~Computer Lab Information~~
~~A1-A8-004~~	~~PC Lab~~
~~A1-A9-001~~	~~(Empty)~~
~~A1-A10-001~~	~~Lecture~~
~~A1-A10-002~~	~~Art Lab~~
~~A1-A10-003~~	~~Lecture~~
~~A1-A10-004~~	~~Lecture~~
~~A1-A10-005~~	~~Technical Support~~
~~A1-A10-006~~	~~Equipment Cage~~
~~A1-A10-007~~	~~Print Service~~
~~A1-B1-001~~	~~Equipment Cage~~
~~A1-E1-001~~	~~223~~
~~A1-E1-002~~	~~232~~
~~A1-E1-003~~	~~225~~
~~A1-E1-004~~	~~226~~
~~A1-E1-005~~	~~227~~
~~A1-E1-006~~	~~222~~
~~A1-E1-007~~	~~221~~
~~A1-E1-008~~	~~220~~
~~A1-E1-009~~	~~219~~
~~A1-E1-010~~	~~218~~

Sign Name	Message
A1-E2-001	Art Institute of Tampa (linear stacked brandmark)
A1-E2-002	Art Institute of Tampa (linear stacked brandmark)
A1-E2-003	Art Institute of Tampa (linear stacked brandmark)
A1-E2-004	Art Institute of Tampa (linear stacked brandmark)
A1-E2-005	Art Institute of Tampa (linear stacked brandmark)
A1-E2-006	Art Institute of Tampa (linear stacked brandmark)
A1-E2-007	Art Institute of Tampa (linear stacked brandmark)
A1-E2-008	Art Institute of Tampa (linear stacked brandmark)
A1-E27-001	**(Target) 223**
A1-E27-001	**(Target) 231**
A1-E27-001	**(Target) 232**
A1-E27-001	**(Target) 225**
A1-E27-001	**(Target) 226**
A1-E27-001	**(Target) 227**
A1-E27-001	**(Target) 222**
A1-E27-001	**(Target) 221**
A1-E27-001	**(Target) 220**
A1-E27-001	**(Target) 219**
A1-E27-001	**(Target) 218**
A1-A28-001	**Equipment Cage / Print Services / Technical Support**
A1-F1-001	(No Display)
A2-A3-001	228
A2-A3-002	217
A2-A3-003	233 / Animation Lab
A2-A3-004	234 / Supply Store
A2-A3-005	216 / Computer Lab
A2-A3-006	215 / Computer Lab
A2-A3-007	229 / Information Tech. / Supply Store Manager
A2-A3-008	235 / Open Lab 2
A2-A3-009	214 / Open Lab 1
A2-A3-010	213 / Project Room
A2-A6-001	(Empty)
A2-A6-002	(Empty)
A2-A6-003	(Empty)
A2-A6-004	(Empty)
A2-A6-005	(Empty)
A2-A6-006	(Empty)
A2-A6-007	(Empty)
A2-A6-008	(Empty)
~~A2-A8-001~~	~~IT Service Bureau~~
~~A2-A8-002~~	~~Computer Lab Information~~
~~A2-A8-003~~	~~Mac/PC Lab~~
~~A2-A8-004~~	~~Mac/PC Lab~~
~~A2-A8-005~~	~~Information Tech. / Supply Store Manager~~
~~A2-A10-001~~	~~PC Lab~~
~~A2-A10-002~~	~~Art Lab~~
~~A2-A10-003~~	~~Supply Store~~
~~A2-A10-004~~	~~Computer Lab Information~~
~~A2-A10-005~~	~~Computer Lab Information~~
~~A2-A10-006~~	~~Computer Lab Information~~

Sign Name	Message
~~A2-A10-007~~	~~Computer Lab Information~~
~~A2-A10-008~~	~~Open Computer Lab~~
~~A2-A10-009~~	~~Project Room~~
A2-A12-001	Stairs + Stair Graphic
~~A2-A13-001~~	~~Ai Brandmark/< Culinary Dep./< K1-K3/< Room 241-243/< Student Affairs/< Career Services /> Supply Store/> Rooms 213-234~~
A2-A14-001	Men's + Handicap and Man Graphic
A2-A14-002	Women's + Handicap and Woman Graphic
~~A2-E1-001~~	~~228~~
~~A2-E1-002~~	~~217~~
~~A2-E1-003~~	~~233~~
~~A2-E1-004~~	~~234~~
~~A2-E1-005~~	~~216~~
~~A2-E1-006~~	~~215~~
~~A2-E1-007~~	~~229~~
~~A2-E1-008~~	~~235~~
~~A2-E1-009~~	~~214~~
~~A2-E1-010~~	~~213~~
A2-E2-001	Art Institute of Tampa (linear stacked brandmark)
A2-E2-002	Art Institute of Tampa (linear stacked brandmark)
A2-E2-003	Art Institute of Tampa (linear stacked brandmark)
A2-E2-004	Art Institute of Tampa (linear stacked brandmark)
A2-E2-005	Art Institute of Tampa (linear stacked brandmark)
A2-E2-006	Art Institute of Tampa (linear stacked brandmark)
A2-E2-007	Art Institute of Tampa (linear stacked brandmark)
A2-E2-008	Art Institute of Tampa (linear stacked brandmark)
A2-E27-001	**(Target) 228**
A2-E27-002	**(Target) 217**
A2-E27-003	**(Target) 233**
A2-E27-004	**(Target) 215**
A2-E27-005	**(Target) 216**
A2-E27-006	**(Target) 229**
A2-E27-007	**(Target) 235**
A2-E27-008	**(Target) 213**
A2-E28-001	**(NW Arrow) Open Lab 1 / (NW Arrow) Project Room / V Open Lab 2**
A2-E28-002	**(Target) Bookstore / (Target) Supply Store**
A2-E28-003	**Information Tech. / Supply Store Manager**
A2-E28-004	**(Target) Open Lab 1 / (Target) Project Room**

Continued on next page

Sign Left Unchanged

Sign Replaced (See the New Signage Section for Details on Changes)

~~Sign Removed~~

New Sign

Signs unique to South University have been omitted

Sign Name	Message
A2-E30-001	**< Culinary Dep. / < K1-K3 / < Room 241-243 / < Student Affairs / < Career Services / > Supply Store / > Rooms 213-234 / > Open Lab 1 / > Open Lab 2**
A3-*1-001	Alumni
A3-*1-002	Recognition
A3-A3-001	249 / Tutored Chef / Dinning Lab
A3-A3-002	241 / Offices
~~A3-A10-001~~	~~Dining Lab~~
A3-C1-001	Culinary Brandmark / Crave World Flavor
~~A3-E4-001~~	~~Student Affairs / Career Services / Human Resources / Housing~~
A3-E5-001	Culinary Department at Ai Tampa
~~A3-E6-001~~	~~Office~~
A3-E28-001	**Tutored Chef / Dinning Lab**
A3-E28-002	**(Target) Student Affairs / (Target) Student Housing / (Target) Career Services**
A3-F2-001	(No Display)
B3-*1-001	Events
B3-*1-001	Possibilities
B3-*2-001	Curriculum
B3-A3-001	241 / Offices
B3-A3-002	242
B3-A3-003	243
~~B3-A7-001~~	~~Kitchen 1~~
~~B3-A7-002~~	~~Kitchen 3~~
~~B3-A7-003~~	~~Kitchen 2~~
~~B3-A8-001~~	~~Culinary Faculty Office~~
~~B3-A10-001~~	~~Store Room~~
~~B3-A15-001~~	~~(empty)~~
~~B3-A15-002~~	~~(empty)~~
B3-E2-001	Art Institute of Tampa (linear stacked brandmark)
B3-E2-002	Art Institute of Tampa (linear stacked brandmark)
B3-E6-001	Culinary Brandmark
~~B3-E6-002~~	~~Faculty Office~~
B3-E7-001	World Cuisines Uncovered
B3-E8-001	World Cuisines Uncovered

Sign Left Unchanged

Sign Replaced (See the New Signage Section for Details on Changes)

~~Sign Removed~~

New Sign

Signs unique to South University have been omitted

Summary

Throughout the design process it was important that all of the design objectives were met, as they were of critical importance. The school had a number of issues, including but not limited to, its wayfinding and signage system, inconsistent branding, and no sense of place.

The goal of this design approach was to put the wayfinding system on display, it is the primary design element. This means the it not only needs to be well thought out and function at an exceptional level, but must also be aesthetically pleasing and engaging with the ability to invoke the desired emotions. Further compounding the challenge, is that the system must conform to strict ADA guidelines. The reason being, that it is not uncommon for all walks of people to use the building as outside events often use both the Tutored Chef and the atrium.

It is our belief that not only does this system meet, the goals set forth, but does it in an innovative way that could serve as a model for a new form of passive wayfinding (being noted for this would bring further attention to the school, possibly driving more people to visit the location). The system uses striking contrast and loose forms to create loftiness and invoke creativity–key feelings central to the previously mentioned goals.