

project four

U

# the poetic experience

user

## THE SCHEDULE

W APR 7

*begin project 3: the poetic*

M APR 12

*studio work day  
project 2 and 2a are due*

W APR 14

*schematic maps—the concept—due  
studio work day*

M APR 19

*user evaluations—test your design in class*

W APR 21

*user evaluations—test your design in class*

M APR 26

*feedback presentation/critique*

W APR 28

*studio work day*

M MAY 3

*refined design due*

W MAY 5

*studio work day*

M MAY 10

*reveal project 3: the poetic*

## PROBLEM

create a map from the graphic design building to each of the shuttlecocks located on the lawn of the Nelson-Atkins Museum of Art. the map will be used and evaluated by those who are relatively new or unfamiliar to campus, the surroundings and shuttlecocks.

## PROJECT OBJECTIVES

- create a poetic wayfinding experience
- bring spatial experiences into 2-dimensional visual form
- experience integrating user feedback in the design process

## METHOD

determine a route, then walk to the destination—and re-walk it if necessary. develop a worthy poetic wayfinding experience:

- test your concept with the help of a novice *and* a fellow classmate
- record the participants observations
- present the findings to the class for critique
- refine the concept, then reveal the final to the class

## SPECIFICATIONS

- laserprint, inkjet, letterpress, photocopy or other—two copies are required
- finished size and form determine by you
- include images *and* text that contribute to a successful, poetic wayfinding experience

## CONSIDERATIONS

the process of wayfinding:

ORIENTATION—determining one's location relative to nearby objects & the destination

ROUTE DECISION—choosing a route to the destination

ROUTE MONITORING—monitoring the route to confirm it is leading to the destination

DESTINATION RECOGNITION—recognizing the destination & knowing when you've arrived

- informational hierarchy
- the relation of text/elements to the space
- the role of text and image: clarity while creating an experience
- readability, legibility, usability, & fun-a-bility
- user's feedback—the assessment of your design

although your primary goal is a concise artifact that will aid the unfamiliar **user**, there should be qualitative/emotional/interactive/poetic elements in your solution.

## EVALUATION

your project grade will be based on the overall quality of the deliverable. special emphasis will be placed on how well your design objectives are reflected in the visual artifacts. successful projects will be informed by an understanding of the user, the context, and provide a poetic experience. this project is weighted as 30% of your course grade.