



School of Planning and Architecture: Vijayawada

(An institution of National Importance under the Ministry of Ministry of Education, Govt. of India)
Survey No.4/4, ITI Road, Vijayawada-520008, Andhra Pradesh, India

Department of Architecture

Class: III Yr M.Des III Sem A.Y. 2026-27

Course: MDES1235 - Elective III (b)

Landscape & Signage Design

Instructors: Ar. Abhinav Bhole

Contact Periods/ week: 03 periods

Time Table: Thursday - 9:00 am to 11:45 am

Attendance: Min. 75% Min. Passing Marks: 50% each in Internal & External Assessment, 50% in Aggregate

Internal Assessment:

50

External Theory Exam:

50

Total Marks: 100

Credits: 3

Objective:

- To introduce principles of outdoor space design and landscape architecture as applied to real public environments.
- To develop competency in wayfinding theory and signage systems design, including typography, materials, and fabrication.
- To build awareness of accessibility, inclusivity, and universal design in outdoor and public spaces.
- To develop skills in stakeholder collaboration and participatory design processes.
- To enhance understanding of user experience and human interaction with the built/outdoor environment, through a single real-site studio project carried across the semester.

LECTURE PLAN

WEEK	DATE	TOPIC OF CLASS LECTURE & DISCUSSION	ASSIGNMENTS/ CLASS EXERCISES / REMARKS
1	23/07/2026	• Course overview and objectives; the core studio project • Sector & site menu introduced; groups formed (2-3) • Site & sector selection and justification	Assignment: Site & Sector Selection (justification note); preliminary site walk assigned
2	30/07/2026	• Principles of outdoor space: edges, nodes, landmarks, districts, paths (Lynch) • Comfort factors: shade, seating, microclimate • Universal / inclusive design principles for public space	Studio: mapping + accessibility audit methodology briefing; field toolkit prepared
3	06/08/2026	• Foundations of wayfinding: cognitive mapping, spatial cognition, decision points • Arthur & Passini's architectural / graphic / verbal / tactile framework	Lecture & Discussion
4	13/08/2026	• Wayshowing strategies (Mollerup): the nine wayfinding strategies • Search-decision-motion process • Case studies: airport, campus, hospital, transit wayfinding	Lecture & Discussion
5	20/08/2026	• Field-visit briefing: consolidating spatial, accessibility & wayfinding frameworks into one audit toolkit • Group roles assigned for the field-work fortnight	Studio: finalise field audit toolkit per group
	22/08/2026 – 05/09/2026	FIELD WORK / CASE STUDY VISIT	
6	10/09/2026	• Diagnosis presentations and peer critique	Site & Wayfinding Diagnosis Report submission
7	17/09/2026	• Signage systems & typologies: the "signage pyramid" • Sign typologies: identification, directional, informational, regulatory, interpretive	Studio: draft sign-type schedule
8	24/09/2026	• Internal review: site diagnosis + emerging sign-type schedule	Mid-Semester Assessment (Institutional Mid-Sem Week, 21–25 Sep)

9	01/10/2026	• Typography & graphic language for the environment: legibility, letterforms, colour/contrast, pictograms • Multilingual signage considerations • Introduction to materials & fabrication	Lecture & Discussion
10	08/10/2026	• Materials, fabrication & inclusive detailing: weatherproofing, lighting, mounting, maintenance, sustainability • Tactile / braille / audible detailing	Signage Concept & Sign-Type Schedule submission
11	15/10/2026	• Technology in wayfinding: digital kiosks, QR/AR signage, smart-city applications • Stakeholder collaboration & participatory design	Studio: stakeholder map + outreach summary
12	22/10/2026	• Mid-term Review: present diagnosis, concept & stakeholder input	Mid-term Review
13	29/10/2026	• Design development: master wayfinding strategy diagram, zoning plan • Detailed signage family design, prototypes/mock-ups	Studio work, desk crits
14	05/11/2026	• Final refinement based on jury feedback • Pre-Final Review: complete portfolio presentation (site plan, wayfinding strategy, signage family, prototypes, stakeholder summary)	Final Portfolio & Jury

SR.NO	STAGES OF EVALUATION	WEIGHTAGE
1	First Stage: Assignment - 1	15
2	Second Stage: Mid-semester Examination	20
3	Third Stage: Assignment - 2	15
	Total	50

References:

1. Arthur, P. and Passini, R. (1992). Wayfinding: People, Signs, and Architecture. New York : McGraw-Hill.
2. Barker, P. and Fraser, J. (2000). Sign Design Guide: A Guide to Inclusive Signage. London : JMU and the Sign Design Society.
3. Berger, C. (2005). Wayfinding: Designing and Implementing Graphic Navigational Systems. Mies : RotoVision.
4. Calori, C. and Vanden-Eynden, D. (2015). Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems. 2nd Ed. Hoboken : Wiley.
5. Galitz, W. O. (2002). The Essential Guide to User Interface Design. New York : Wiley & Sons.
6. Kuniavsky, M. (2003). Observing the User Experience: A Practitioner's Guide to User Research. San Francisco : Morgan Kaufmann.
7. Lynch, K. (1960). The Image of the City. Cambridge : MIT Press.
8. Mollerup, P. (2013). Wayshowing > Wayfinding: Basic & Interactive. Amsterdam : BIS Publishers.
9. Norman, D. (2002). The Design of Everyday Things. New York : Basic Books.
10. Rubin, J. and Chisnell, D. Handbook of Usability Testing: How to Plan, Design and Conduct Effective Tests. Indianapolis : Wiley.
11. Simonds, J. O. and Starke, B. W. (2013). Landscape Architecture: A Manual of Site Planning and Design. 5th Ed. New York : McGraw-Hill.
12. Woodson, W. E. (1992). Human Factors Design Handbook. New York : McGraw-Hill Education.

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Course Instructor
(Ar.Abhinav Bhole)

Head of Department
(Dr. Amitava Sarkar)