



The Spaceagency Guide to Wayfinding

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- Written by the directors of a company with an internationally recognised reputation in wayfinding, this book contains a number of innovative methodologies that have proven to be successful in practice
- Using visual information graphics, this book speaks to designers in their native language
- Not only does this book fill a gap in educational resources devoted to this relatively new field, but the accessible and interactive formats mean readers will be able to apply the theory to their own real-world projects

The Spaceagency Guide to Wayfinding is a visual guidebook in six chapters, which leads the reader through the stages of designing and implementing a wayfinding system. The book covers the value of wayfinding, principles for signage placement and information design, development of meaningful design concepts that contribute to the identity of a place, how to build a coherent graphic language and ensure accessibility, and an insight into next-generation wayfinding technologies. Exemplified by Spaceagency's own methodology as a leading practitioner in the field, this guidebook helps other design professionals understand how to structure their wayfinding projects, and introduces wayfinding as a potential career path for design students. Engaging 'visually-minded people' on their own terms, the book has a bright, playful character and contains a number of instructive information graphics to explain the wayfinding design process, including a unique navigational system for the book itself. This quirky and interactive book brings this field of design to a wider audience.

