



Sheridan Culture Days Festival

Proposed wayfinding system

Honours Bachelor of Experiential Design
DESN22057 Experiential Design Studio: Orientation & Navigation
Kwun Yiu Luk
April 19 2024

Updated site plan



Activities

- 1 Art & Crafts
- 2 Gym Painting
- 3 Chat Time
- 4 Photo Booth
- 5 Dance Party

Exhibits/ Displays

- 1 Glass blowing Demonstration
- 2 Animation & Film Showcase
- 3 Pop-up Park
- 4 Textile Exhibit
- 5 Illustration Exhibit

Performances

- 1 Theatre
- 2 Music

Games

- 1 Game Booths
- 2 AR/ VR Installations

Shop/ Markets

- 1 Student Market
- 2 Food Fair

Landmarks

- ★ Entrance gateway
- 2 Big 'S'
- 3 Chinese Temple
- 4 Totem Pole
- 5 Indian Palace

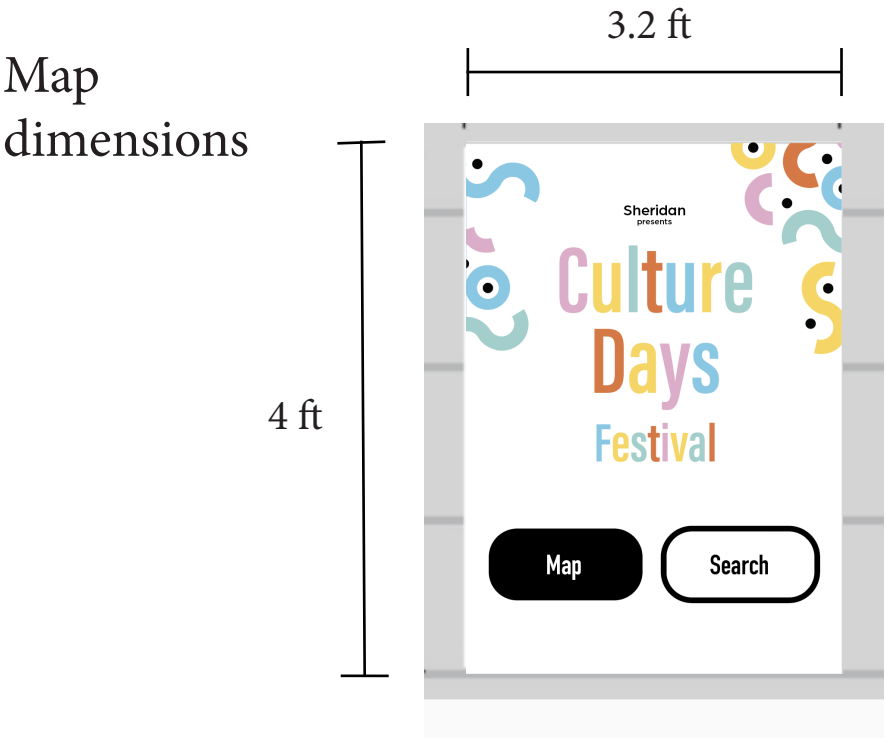
Services

- 🛡 Security
- 📍 Info Centre
- 🚻 Washrooms
- 🏥 First Aid

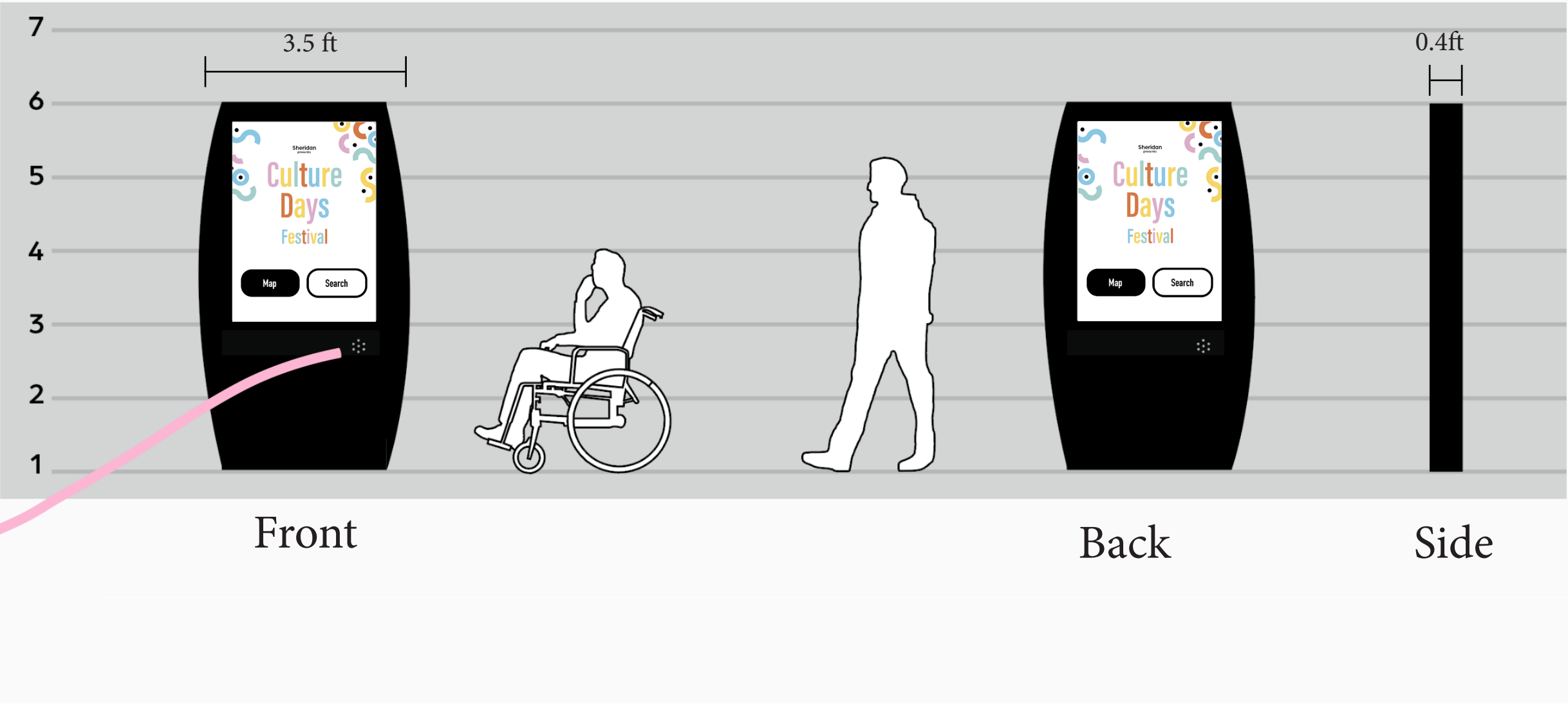
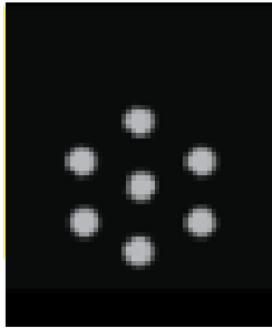
Visualization of wayfinding system

Scale drawing of map directory

Digital board has a curved shape structure, relates more to festival branding style.



includes an audio description speaker

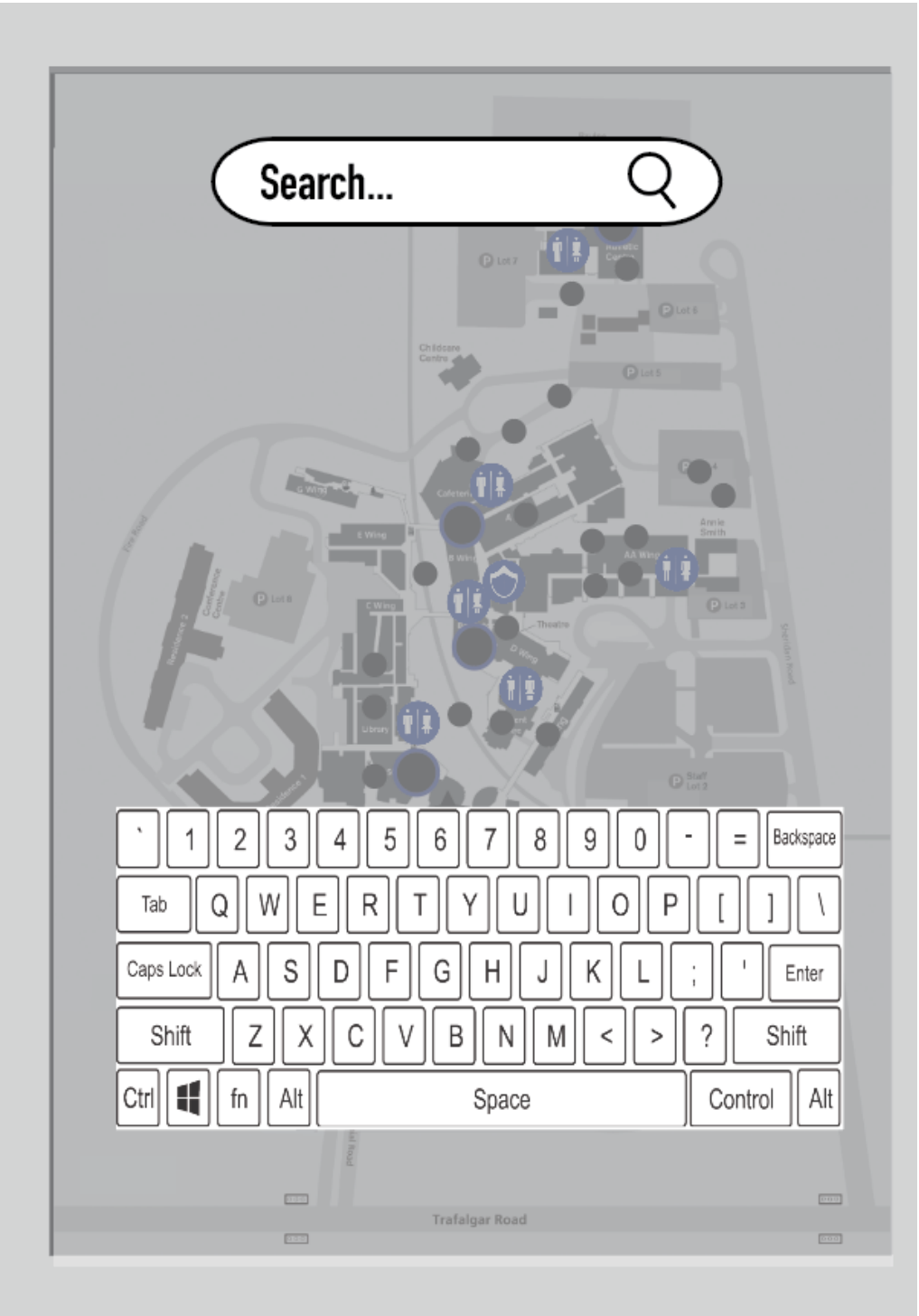


Digital map design



This is the home page of the digital map. A direction button and search button is located at the bottom part of the screen, where users can choose to look at the map or search for their ideal locations.

When users tap on the direction button they would see the directory map with a side bar showing different location names.



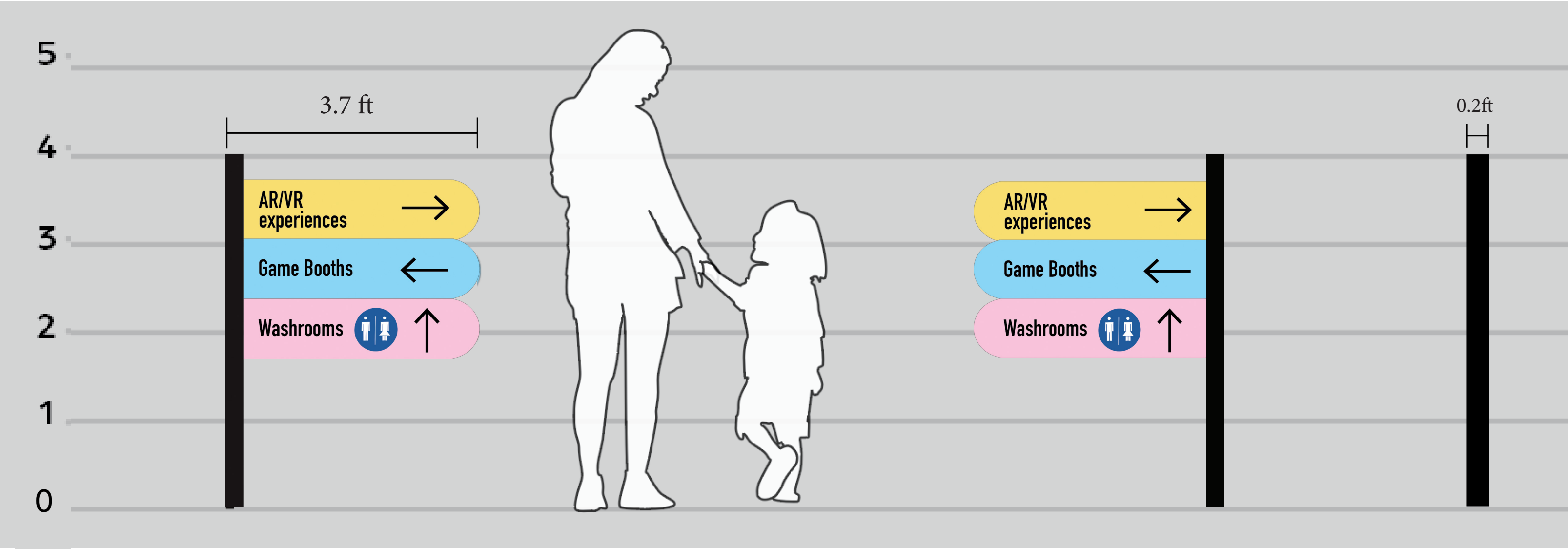
After users clicked the search bar, a key-board would immediately appear under the bar and they could type on it to search for their ideal destinations.



After users searched for a location, a direction route would appear on the map, showing start and end points.

Directional signage

Choose to use this type of direction sign stand, as it has more space to include information. The curved sign boards relate to festival branding.



Front

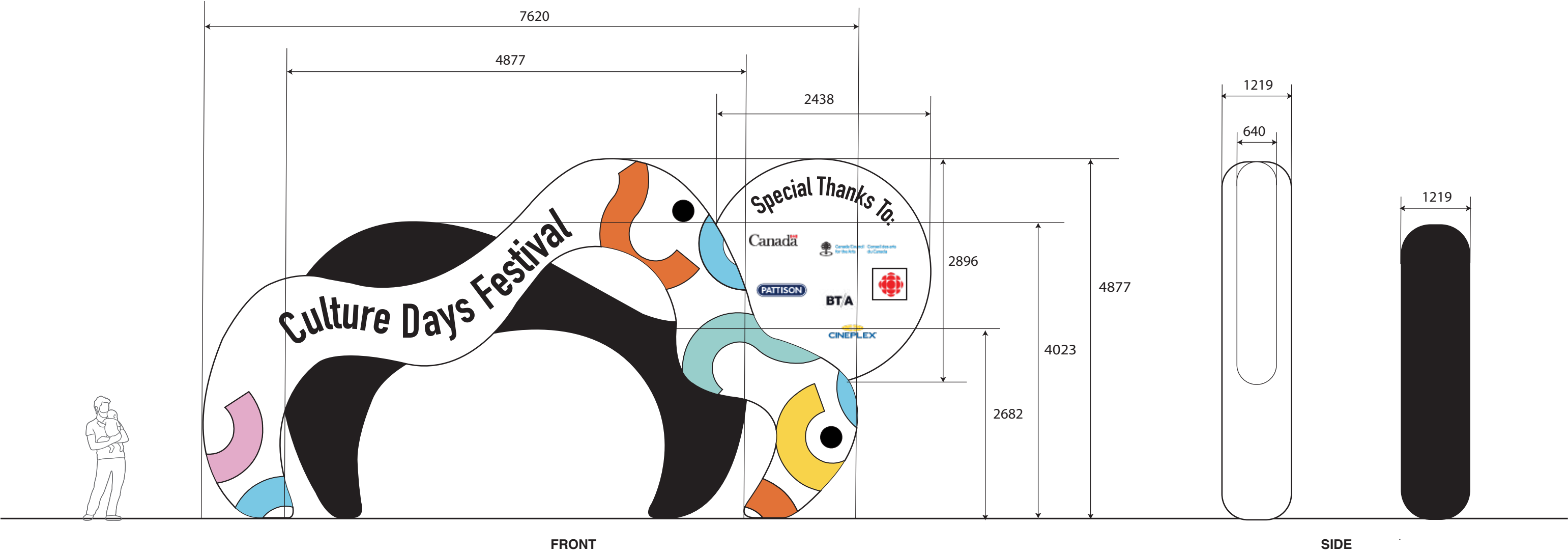
Back

Side

Visualization of placemaking / landmark installations

Gateway structure

Curvy lines and branding patterns on the gateway relate to festival branding.



PROJECT: Culture Days Festival Wayfinding System
DRAWING TITLE: Map Directory
DRAWN BY: Kwun Yiu Luk
SCALE: 1:40
DATE: April 19, 2024

All dimensions in mm



BACK

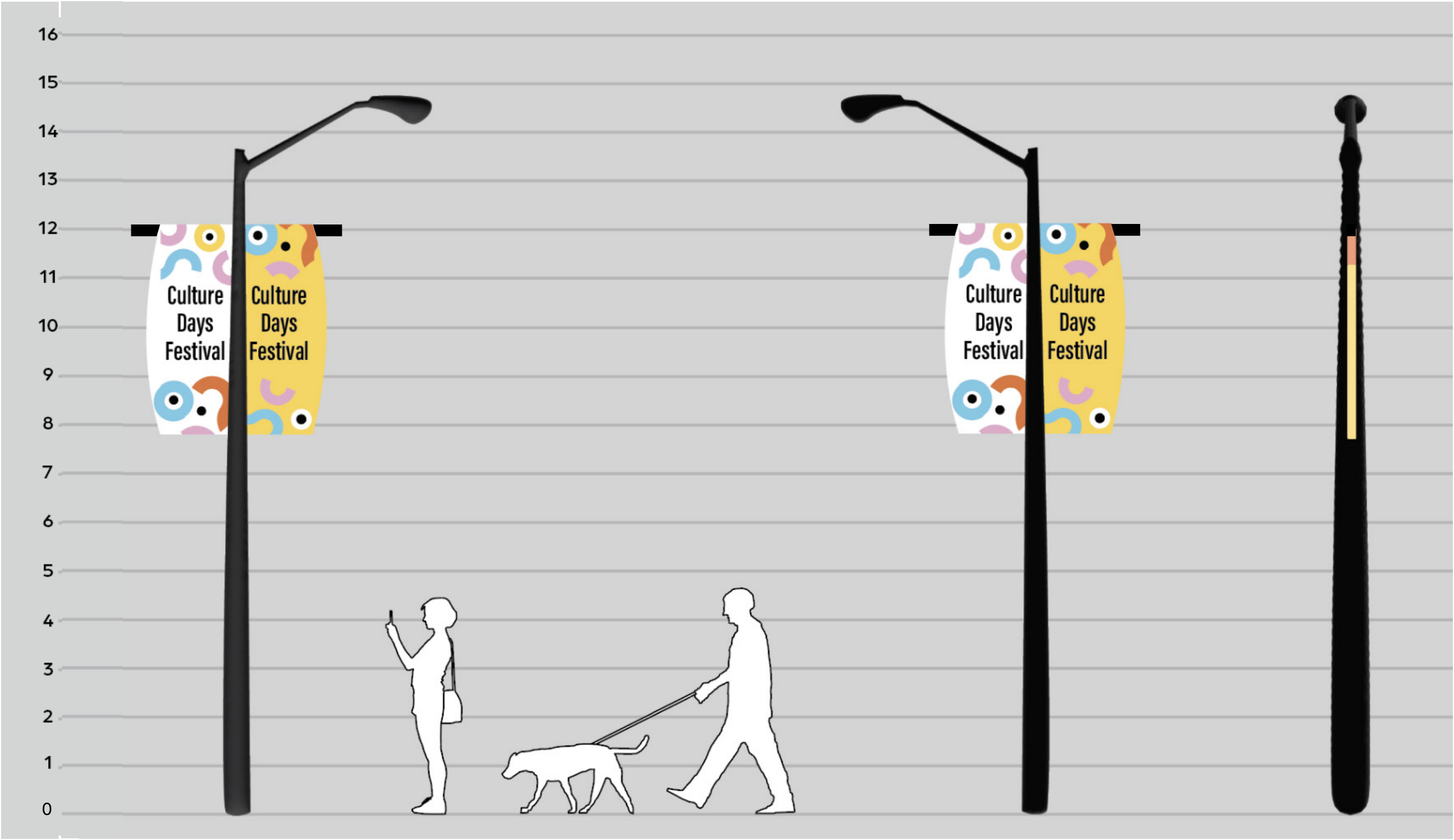
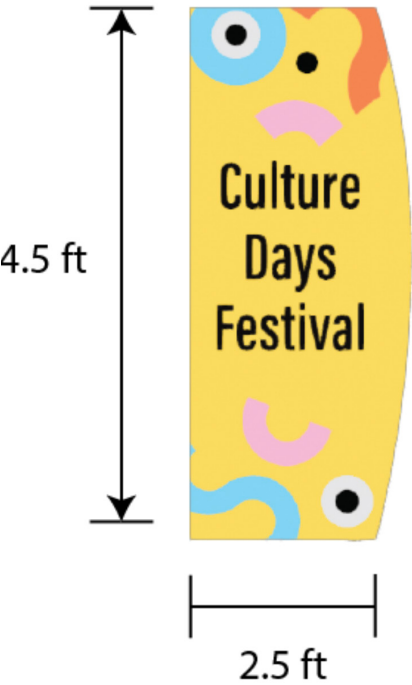
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SCALE: 1:40
DATE: April 19, 2024

All dimensions in mm

Banners

Existing lamp posts will be used for hanging banners. Curve shaped banners and branding patterns on banners relate to festival branding.

Banner dimensions



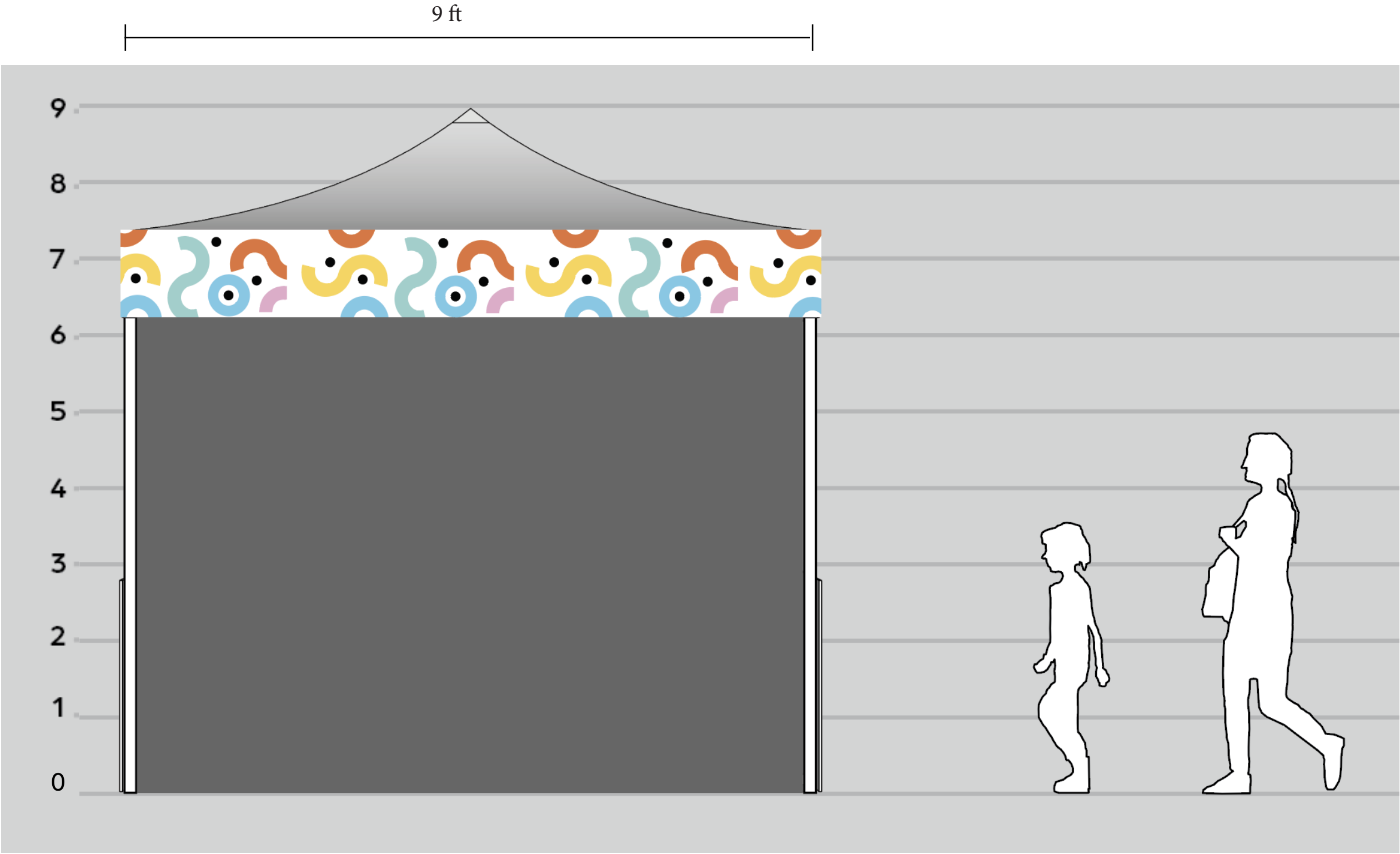
Front

Back

Side

Tent booth

The tent has festival branding patterns printed on the top part of it. It also has foldable steel stands and can be reused.



Front



Back

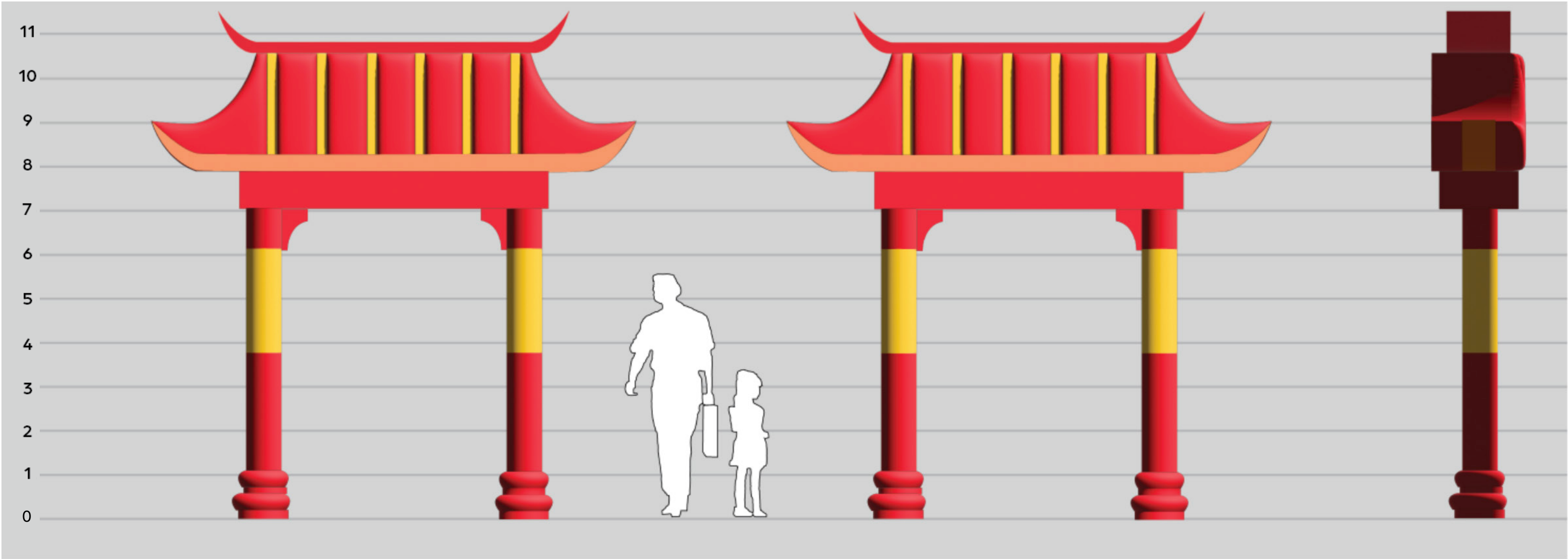
Side

Landmark installation - Chinese temple

This landmark shows the form of a chinese temple, representing Chinese culture.

10 ft

3 ft



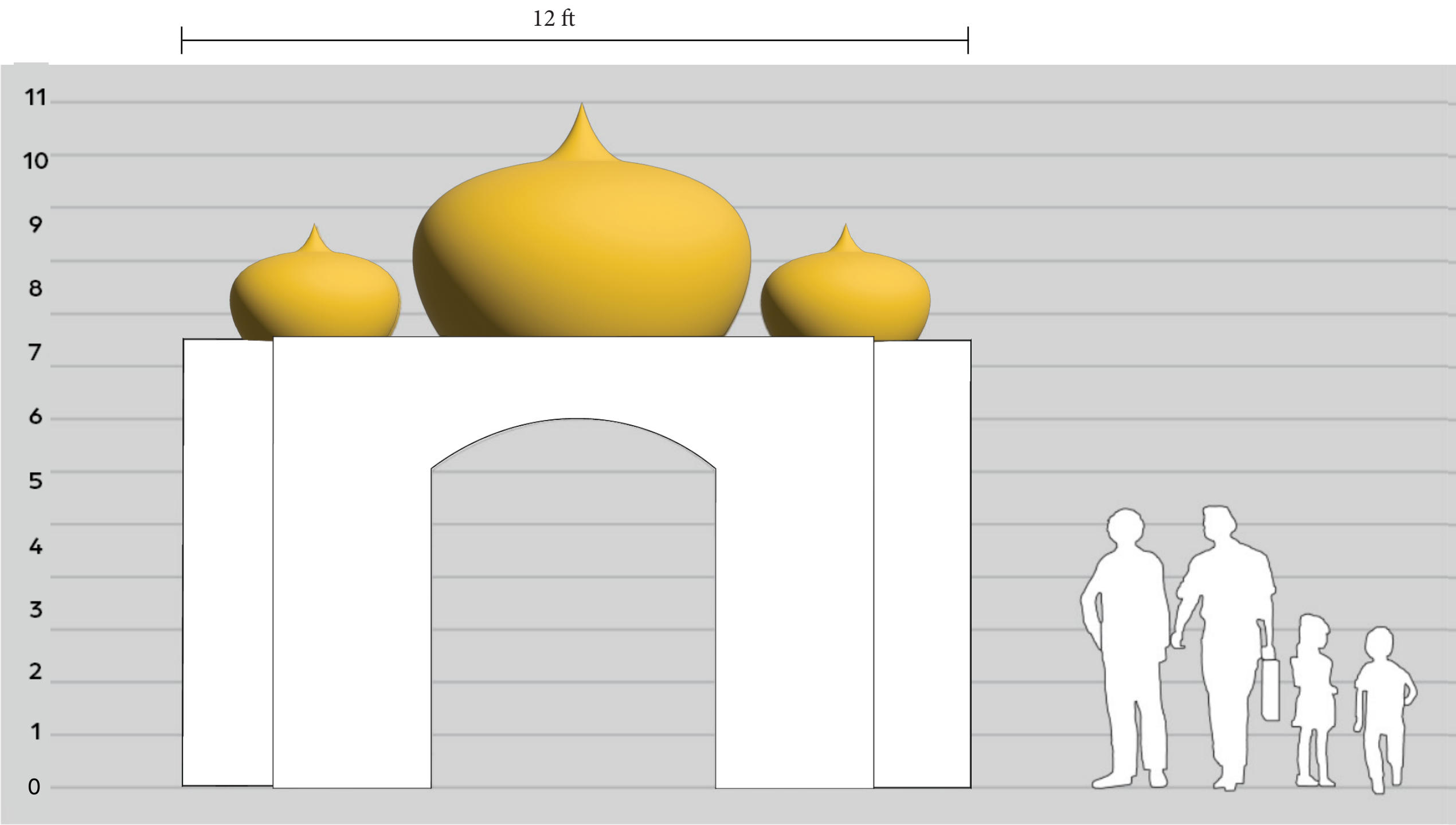
Front

Back

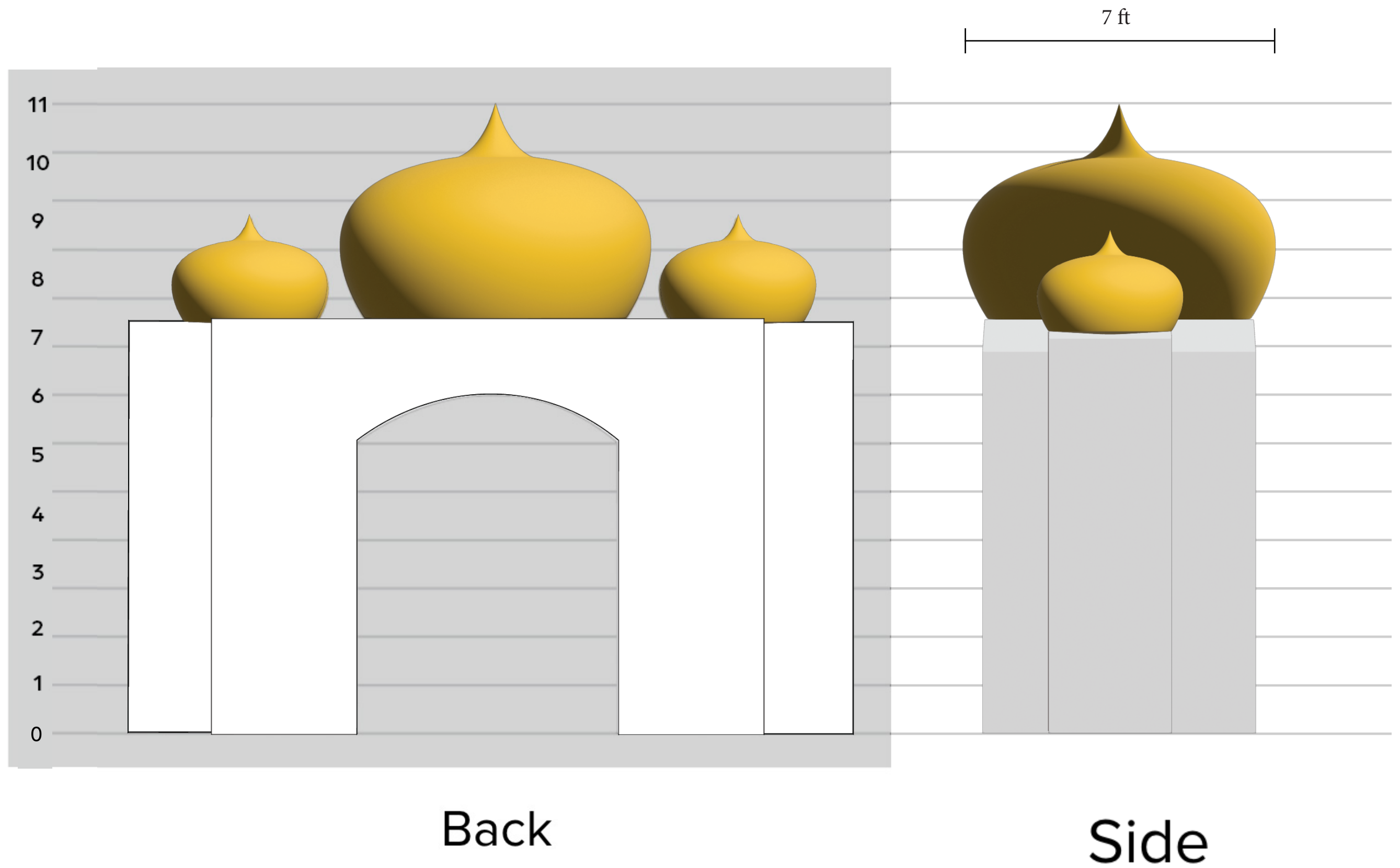
Side

Landmark installation - Indian palace

This landmark shows the form of an Indian palace, representing Indian culture.



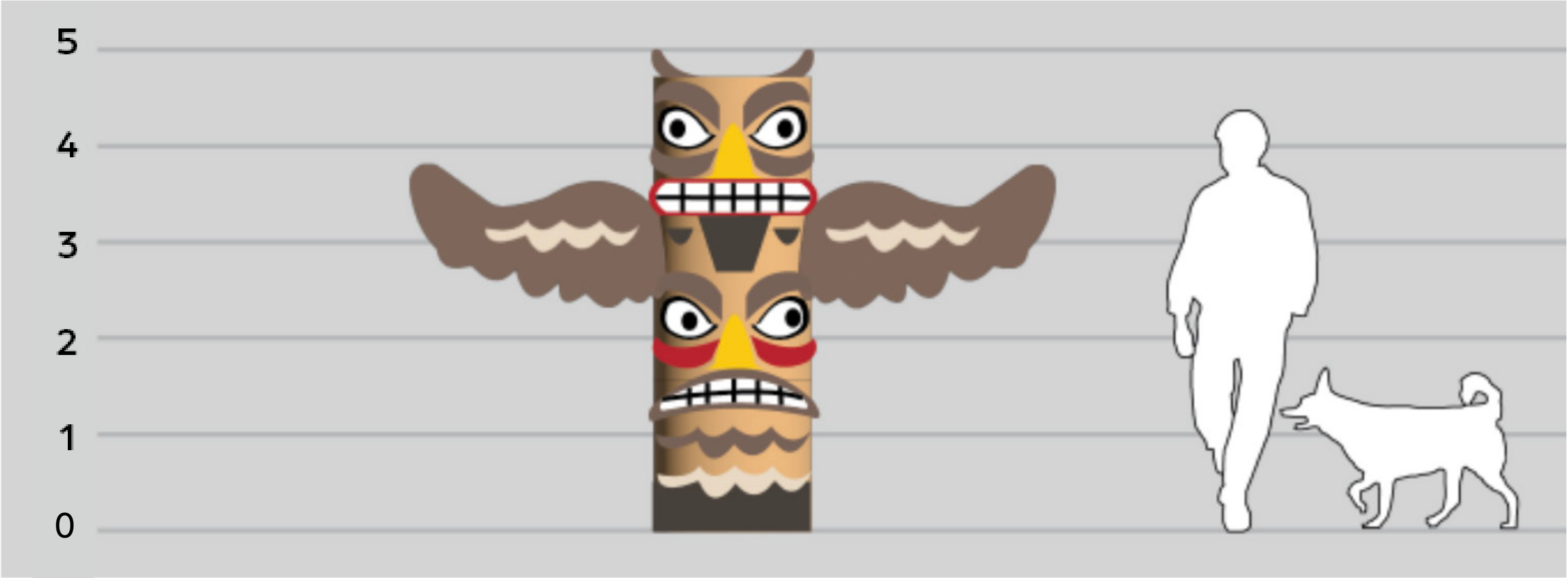
Front



Landmark installation - Totem pole

This landmark shows the form of a totem pole, representing North America Indigenous culture.

6 ft



Front

2.8 ft



Back

Side

Photo collages of placemaking /
landmark installations

Entrance gateway



Banner in front of SCAET building



Chinese temple landmark



Totem pole landmark



Indian palace landmark



Digital map



Directional signage

