

Wayfinding

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Project Brief

The DCP building is a large building with lots of hallways and doors that can be confusing to navigate. To people new to the building it can feel like a maze. This can be a bit discomforting to people who come to the Dream Center, which is contradictory to the DCP's message of bringing people peace and comfort during a difficult time.

The goal of this project is to help guide people through the building in a simple, understandable way by creating an appealing wayfinding system. The system should be easy for anyone to understand whether they are an adult or child. The system should also be flexible enough to accommodate the rented offices that may change, as well as the multiple different events and renovations that happen in the building. It should be able to achieve all of this while staying true to the DCP brand.

COLORS



STUDENTS



CARES



HOUSING



MOBILE

ICONS



Studio 1



Studio 2



Studio 4



Studio 3



*Recording
Studio*



*Multimedia
Game Room*



DCP Coffee



Offices



Gym One



Gym Two



Track



*Life Lounge/
Multipurpose room*

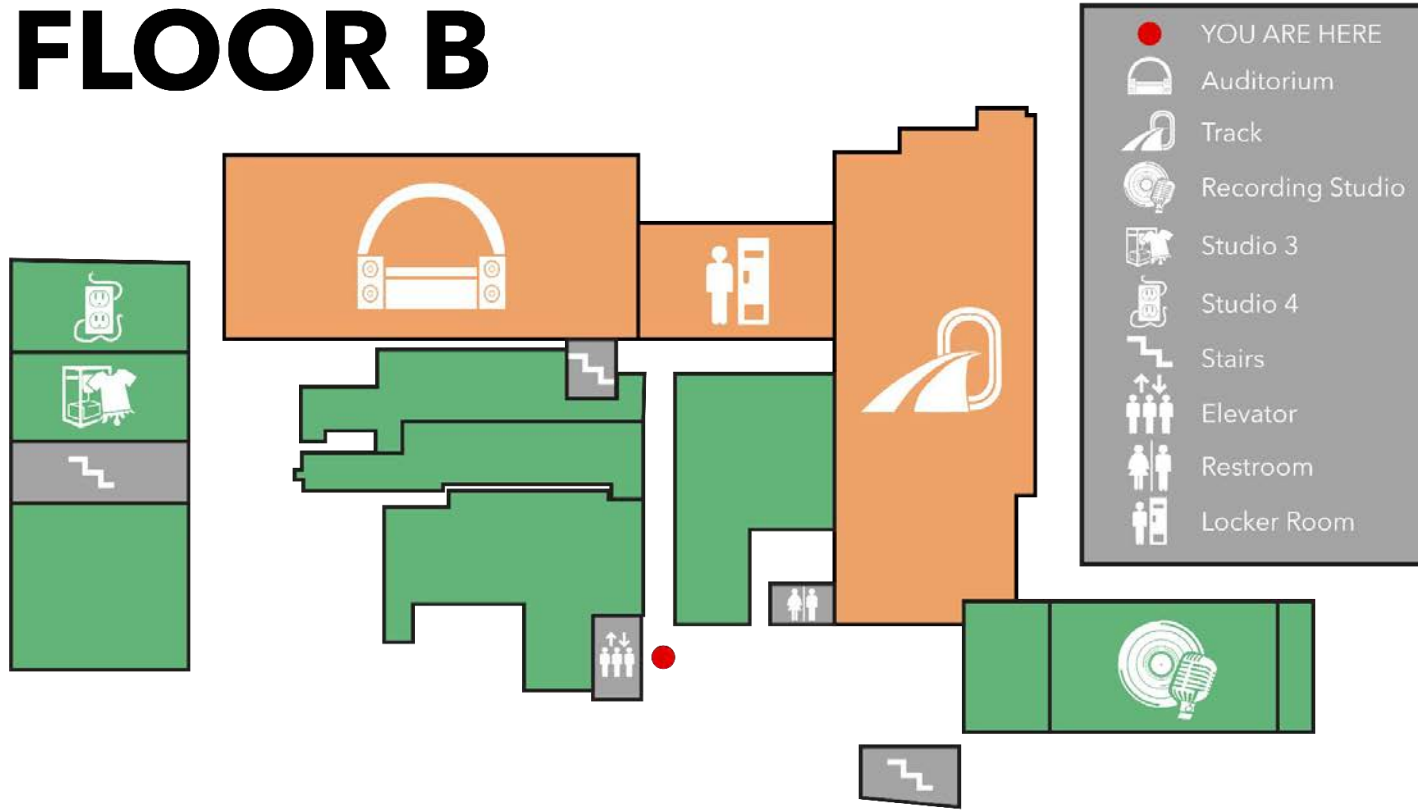


Auditorium

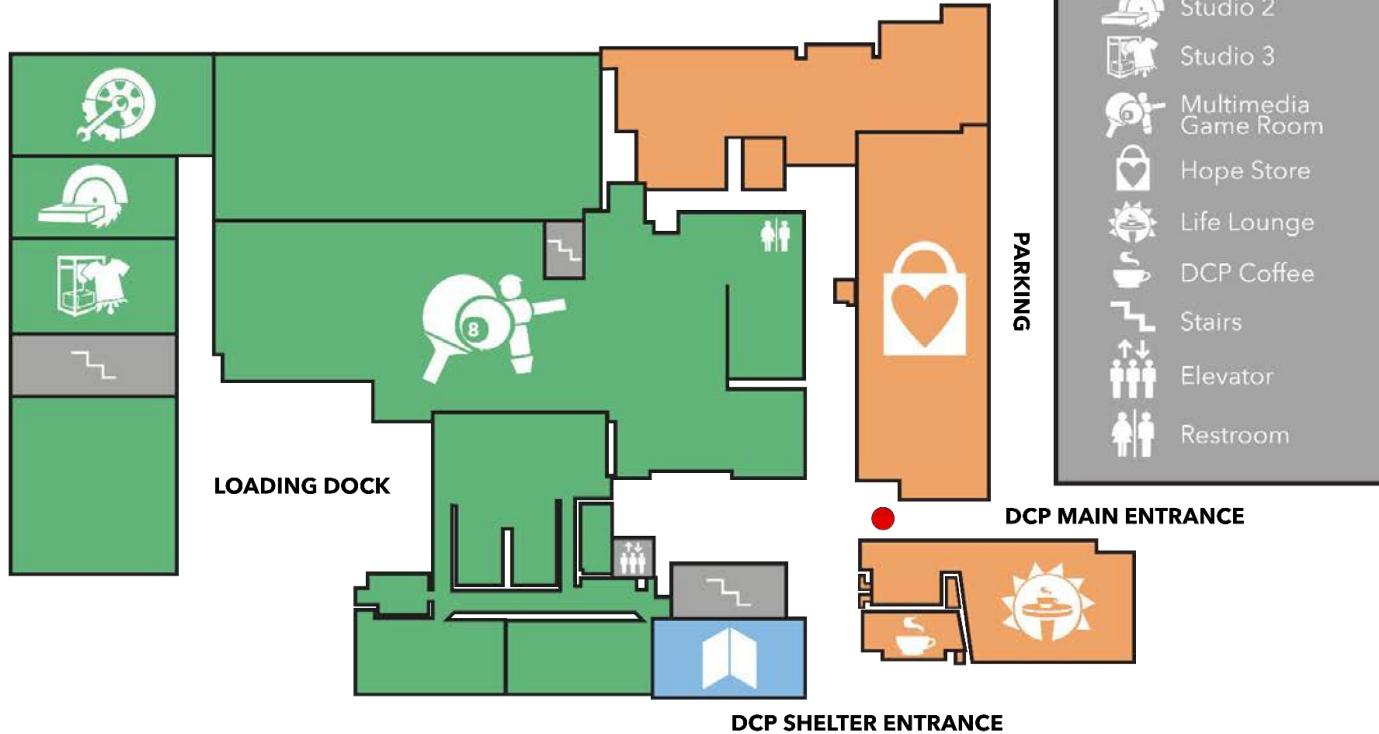


Hope Store

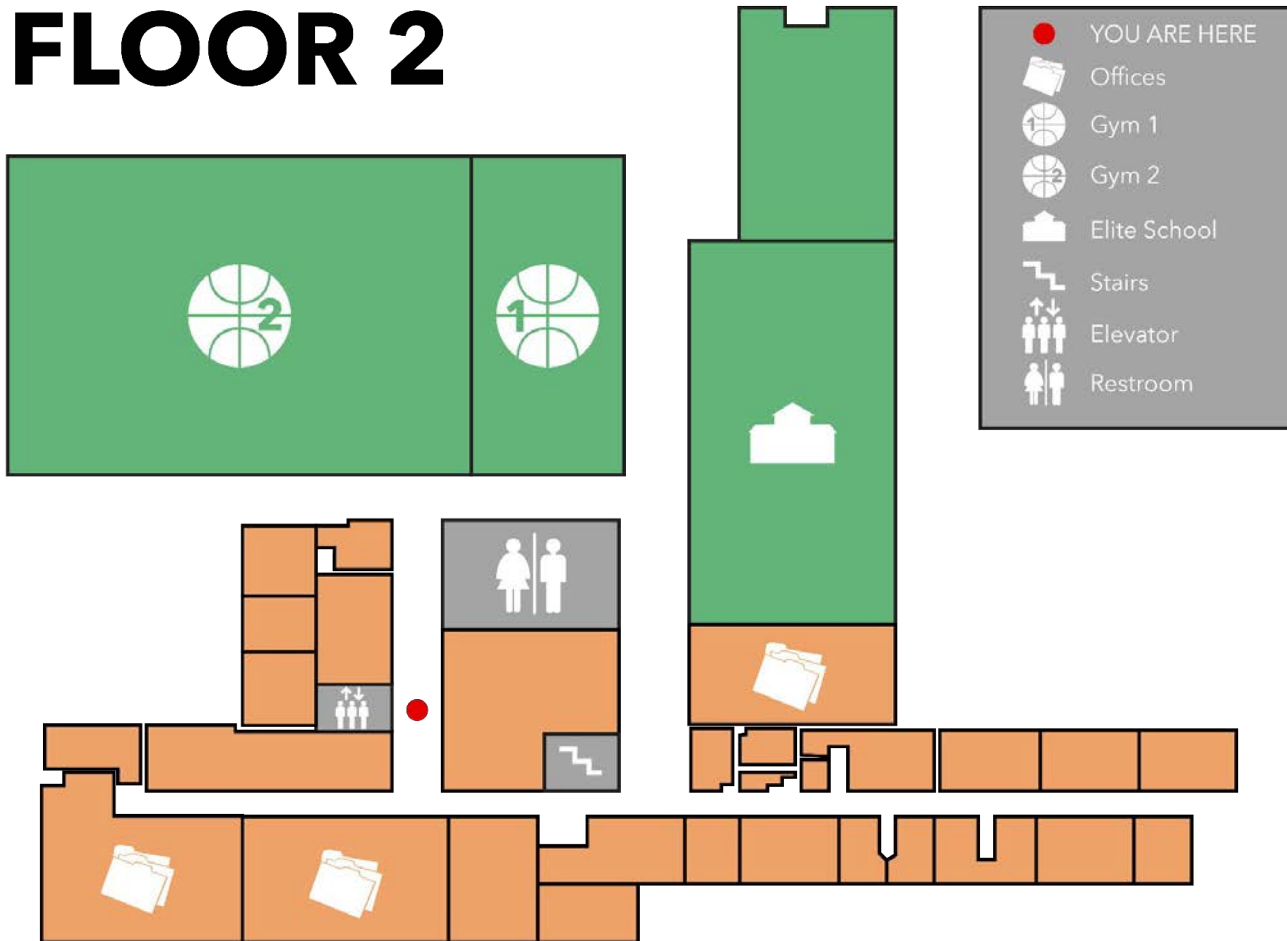
FLOOR B



FLOOR 1



FLOOR 2



ELEVATORS

B

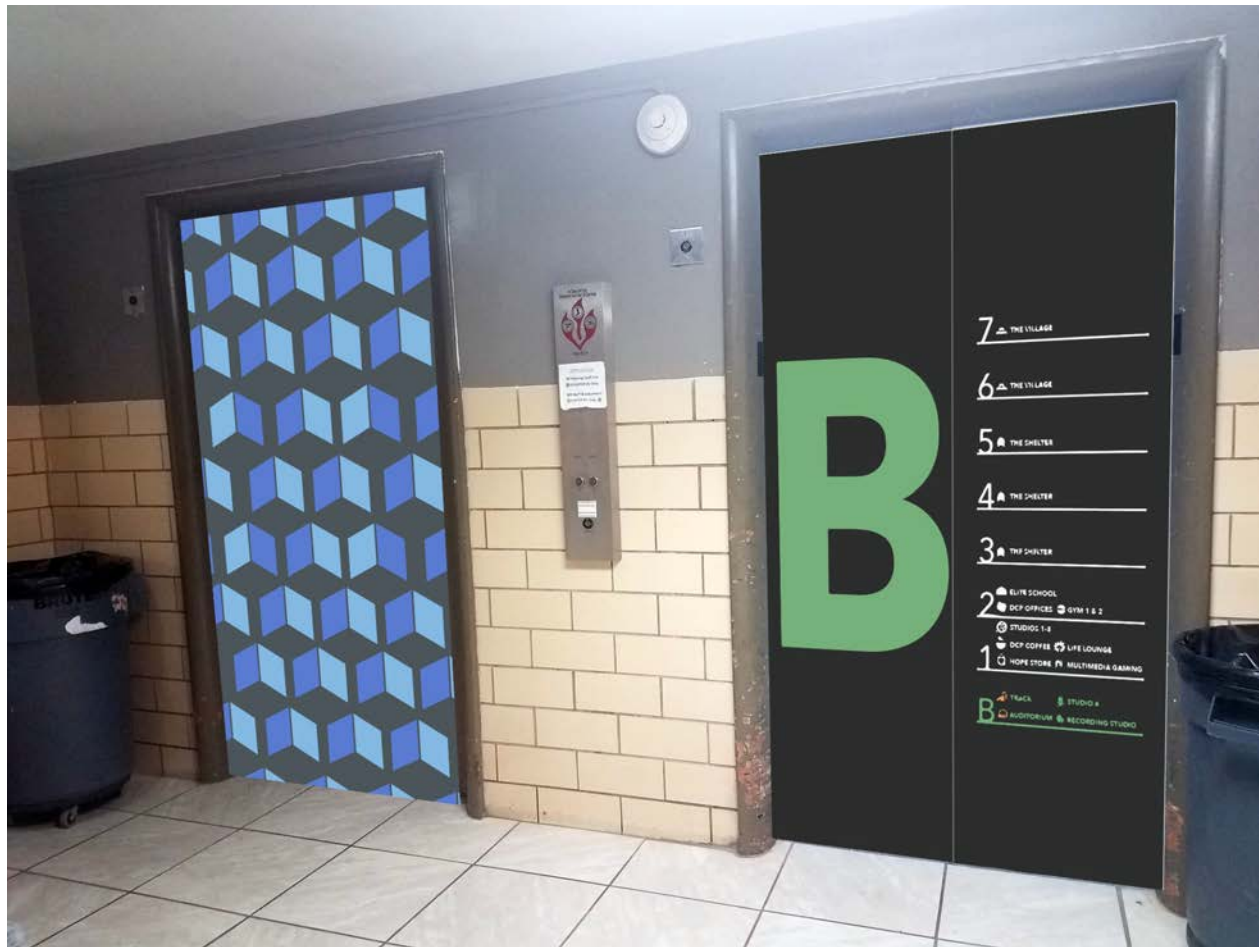
- 7 THE VILLAGE
- 6 THE VILLAGE
- 5 THE SHELTER
- 4 THE SHELTER
- 3 THE SHELTER
- 2 ELITE SCHOOL
DCP OFFICES GYM 1 & 2
- STUDIOS 1-3
- 1 DCP COFFEE LIFE LOUNGE
HOPE STORE MULTIMEDIA GAMING
- TRACK STUDIO 4
AUDITORIUM RECORDING STUDIO

1

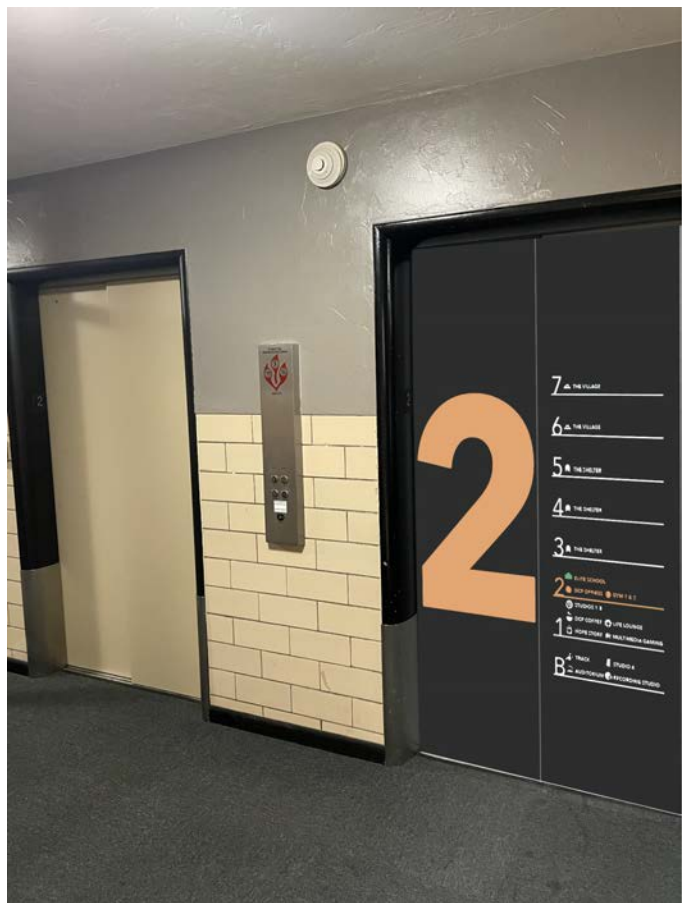
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2

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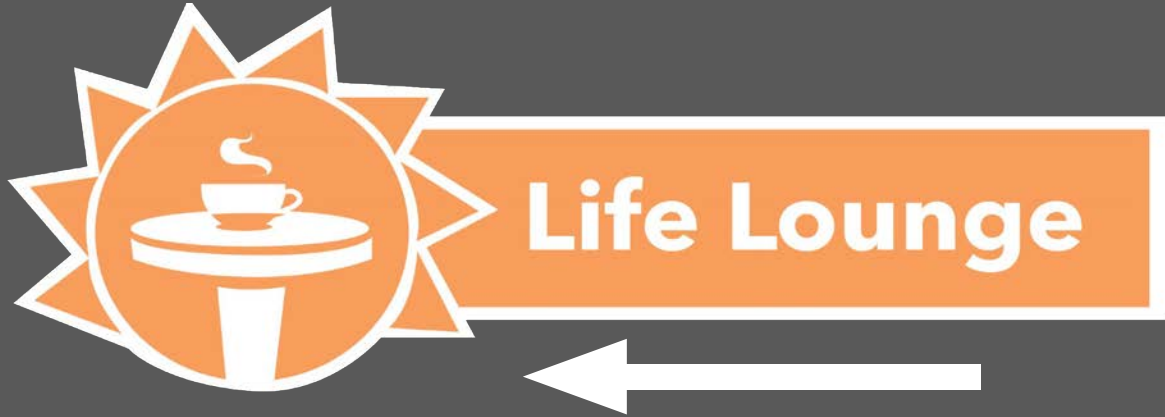






Signs

SIGNS



SIGNS



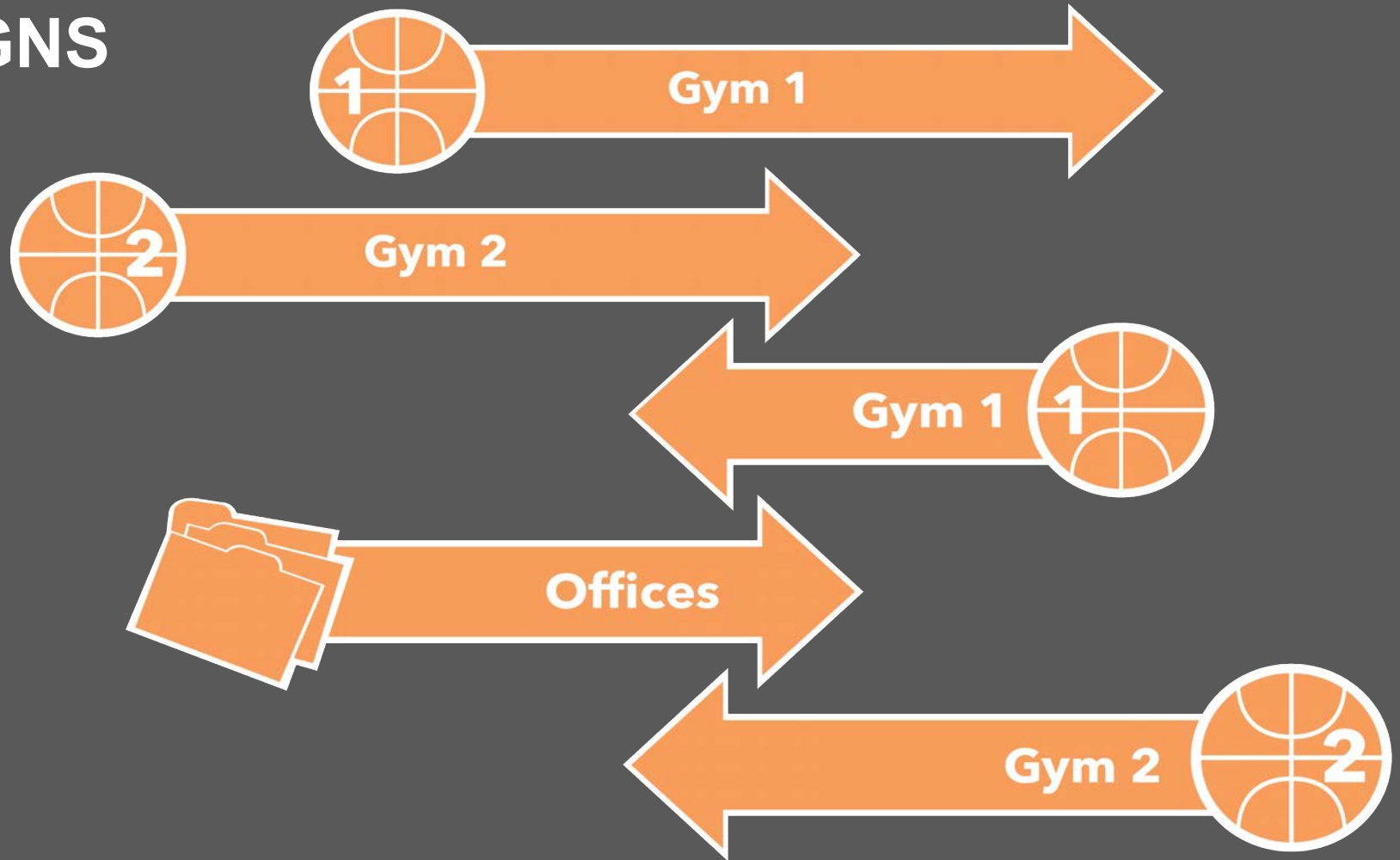
**SHELTER
ENTRANCE**

MAIN ENTRANCE

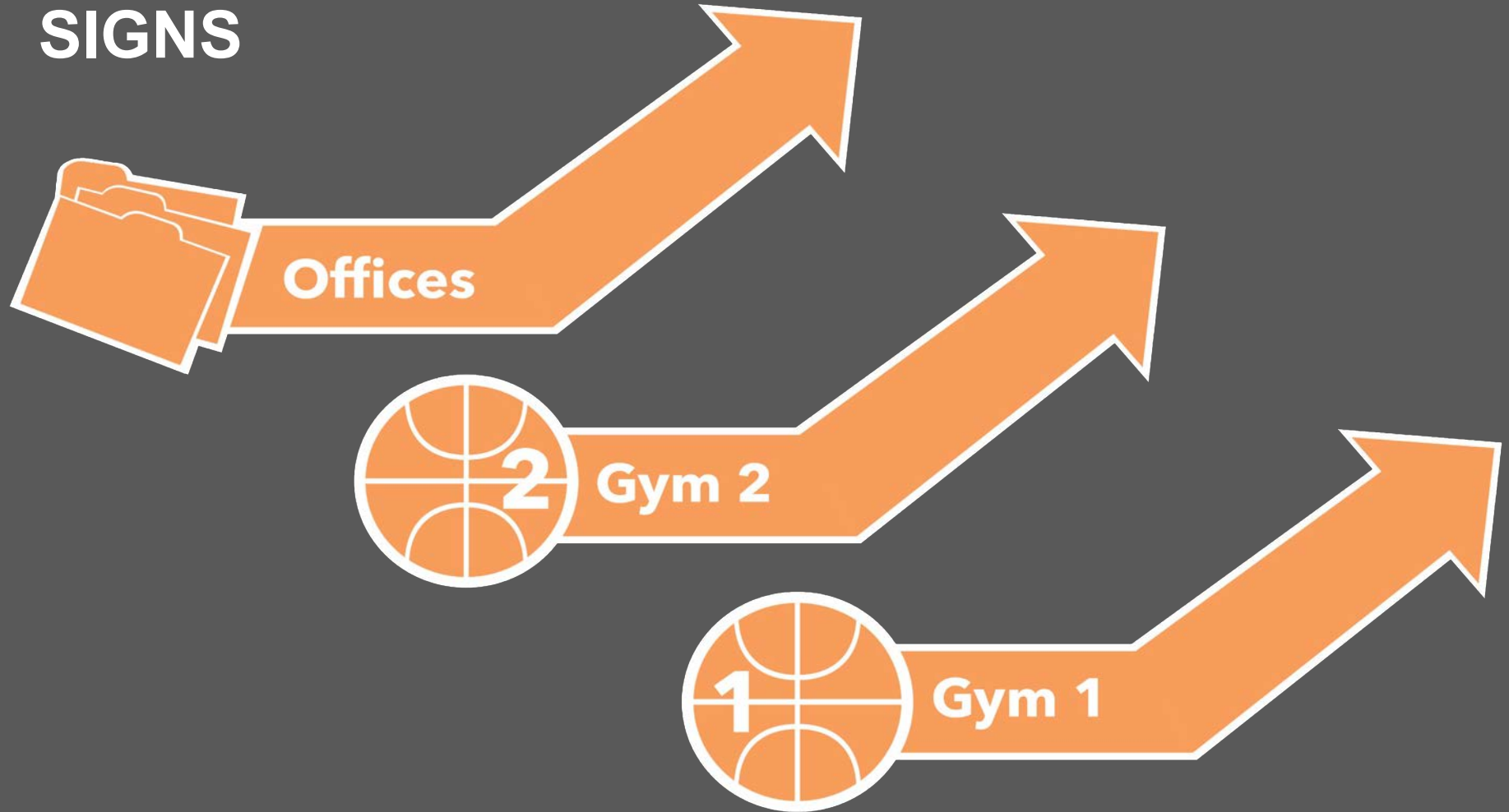
**MAIN
ENTRANCE**

SHELTER ENTRANCE

SIGNS



SIGNS



SIGNS

Recording Studio



Auditorium



Track



SIGNS



Studio 1



Studio 2

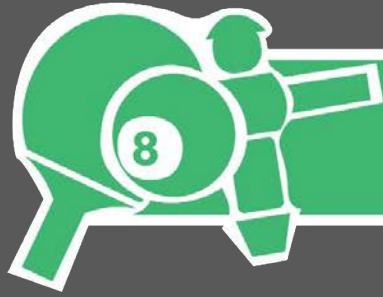


Studio 3



Studio 4

SIGNS



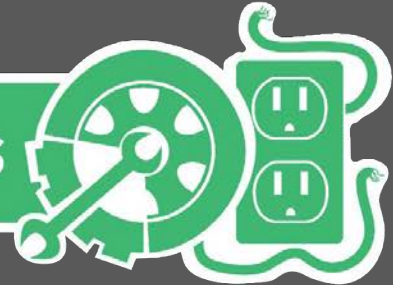
Multimedia Game Room



Job Skills Studios



Job Skills Studios



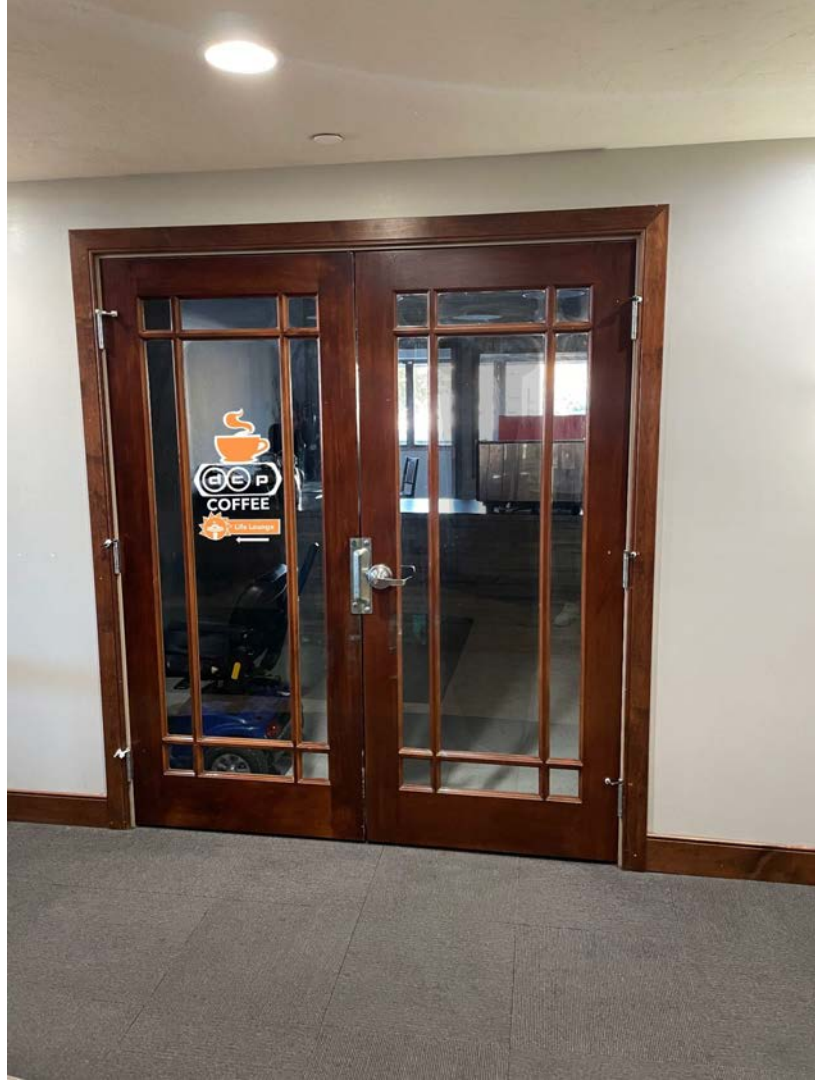
Signs in Context





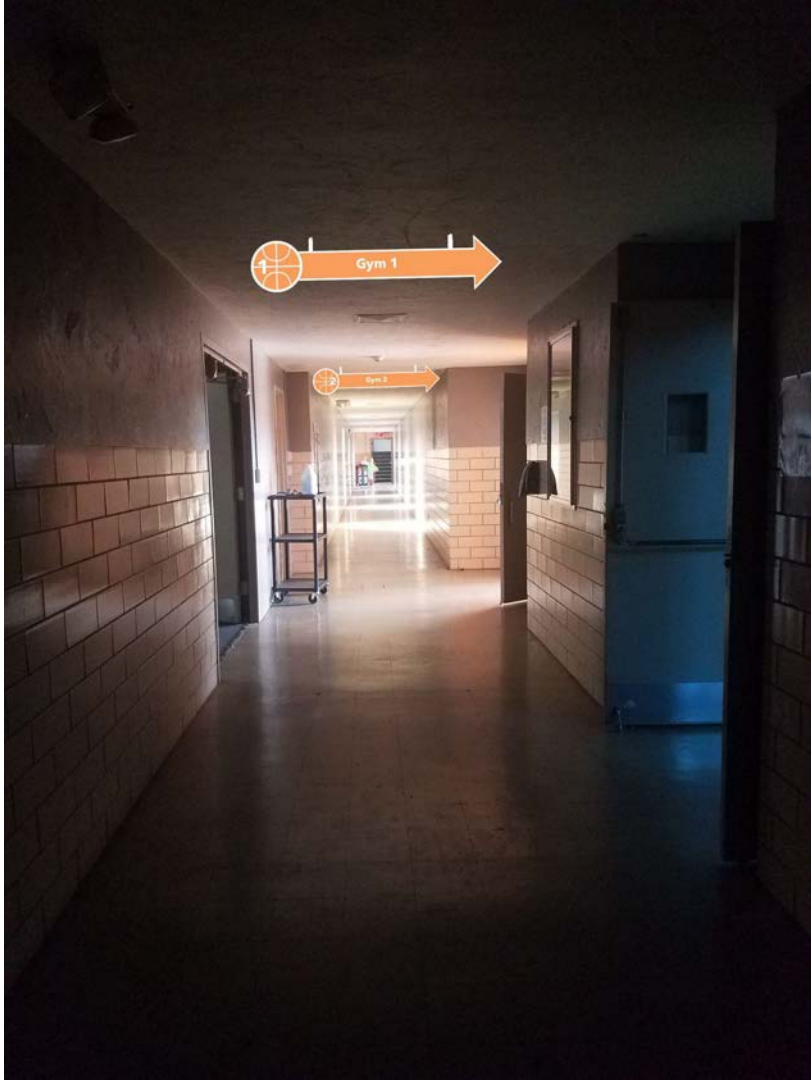
FLOOR 1

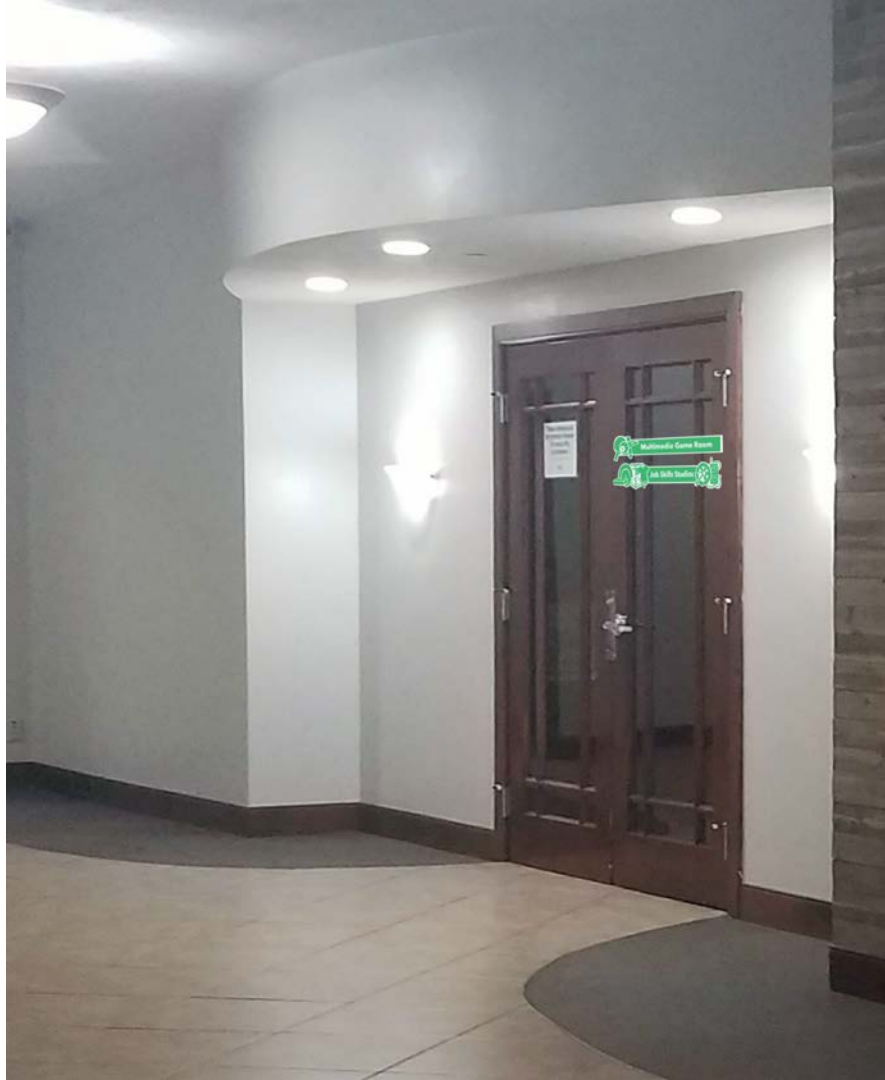


















Budget

Design Cost

\$25 per hour, ~ 30 hours X 2 people → **\$1500**

Plastic Signs

~\$52.67 each X ~ 35 signs → **\$1,843.45**

<https://www.signs.com/plastic-signs/>

Glass Decal Signs

~ 55.04 each X ~ 5 → **\$275.20**

<https://www.signs.com/perforated-window-decals/>

Numbered Elevators (Vinyl)

~ \$400 w/o installation, ~ \$592 w/ installation X 16 → **\$6,400 or \$9,472**

<https://northstatesigns.com/products/elevator-wraps-elevator-decals?variant=34476807815323>

Maps (Acrylic)

~ \$51.10 X 8 → **\$408.80**

<https://www.signs.com/acrylic/>

TOTAL: ~ \$13,499.45

CONCLUSION

Our wayfinding system will allow people to easily navigate the many halls of the DCP building. The colorful signs will help people be able to notice them easily, as well as make the DCP look more fun and welcoming, while also staying true to the DCP's brand. The maps will allow guests to plan ahead, while signs will reinforce their journey so they do not get lost on the way. The icons will also help those who have trouble reading by giving them a relevant image to follow.

The wayfinding system is also quite adaptable. Once in place, signs can be easily added or removed, maps can be reprinted if needed, and the elevator signs can be replaced (plus only half of them would need to be changed due to updates considering the one not in only has a pattern).

Overall, our wayfinding system will bring a bit more color and comfort to the DCP.