

A | t o | B

Traditional means of navigation have been around for centuries. From maps & signposts, to modern technologies like satellite navigation systems we can, more or less, be assured of ending up at our desired destination. What we expect from you as creative thinkers is to use your design skills to invent a new system for communicating a chosen route.

Brief Create a sign posting system that successfully navigates from A to B. The start and finish points of this brief is entirely up to you. This project is all about risktaking, experimenting and research. We welcome the use of new technologies and encourage the use of prototypes to illustrate your ideas. The final solution can be as low or high tech as you dare but the solution has to be in the realms of reality based on research and experimentation.

This follows on from the instruction brief nicely, you now have a good understanding of communicating clearly, use this foundation on a larger scale to effectively direct your chosen target audience from A to B. We expect to be surprised and intrigued by your ideas and communication skills. Look at different medias/materials that catch the eye, consider technology and the aesthetic impact your idea has on the surrounding environment. All designs will be tested and assessed on the effectiveness, visual qualities and creative thinking.

Considerations

Target Audience

Take advantage of:

Sound

Sonar

Colour

Lights

Architecture

Touch

Smell

Photography

New Materials

Furniture

Transport

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Enjoy

Research

Prepare

Self criticise