

# RIVERMEADE

SINCE 1974

## Methodology

Our overall approach to wayfinding and sign design consultancy is to:

- Complement the architecture and interior design of the building
- Maximise the use of sustainable materials
- Where appropriate maximise the potential of revenue generating outlets
- Exceed the basic requirements of the Equality Act or other local codes
- Enhance the pleasure of a visit for all visitors and staff
- Maximise the value of the available budget
- Implement and endorse brand standards

All wayfinding and sign design projects are different, however we have found that the following staged plan sets out a useful structured approach. The details within each stage of planning, consulting and designing will change depending on the type of project and the stage of development.

## Staged approach

### Planning

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#### Stage 1

##### Research and analysis

- hold kickoff meeting
- conduct user interviews and focus group meetings
- undertake site surveys to understand operational requirements and demands
- analyse pedestrian and vehicular traffic routes
- address any contractual or practical issues
- discuss a manufacturing and installation budget and possible work phasing.

#### Stage 2

##### Strategy

- propose a strategy for the wayfinding scheme
- develop an outline of the types of signs that will be needed
- establish the design goals for the wayfinding scheme

#### Stage 3

##### Programming

- consider critical decision points and key locations requiring a sign
- plot each sign location on a plan
- create a first draft database schedule of all signs to contain texts, sizes and sign types
- prepare preliminary fabrication and installation costs

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## Design

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### **Stage 4** **Schematic design**

- select key sign types and explore design alternatives – typography, colour, materials and content
- investigate alternatives to content and visual vocabulary
- agree wayfinding design direction

### **Stage 5** **Design development**

- develop the approved schematic design to resolve details of typography, colour, materials and fixings
- finalise designs for each sign type and get client approval
- liaise with architect, contractor and specialist sub-contractors
- revise fabrication and installation budget

### **Stage 6** **Construction documentation**

- prepare design intent drawings for all sign types
- create final sign layouts, elevations and fabrication details
- prepare specification to describe design intent standards
- complete final sign location plans and schedule

## Implementation

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### **Stage 7** **Bid support**

- prepare a shortlist of possible fabricators
- hold pre-bid meeting or conference call to discuss design intent documentation and answer questions
- assist client with the evaluation of the bids

### **Stage 8** **Construction administration**

- hold pre-construction meeting to clarify the design intent drawings
- visit fabricator's workshop to review samples, materials and workmanship
- provide supervisory assistance on site during installation
- provide a snagging list and sign off when snagging is completed.