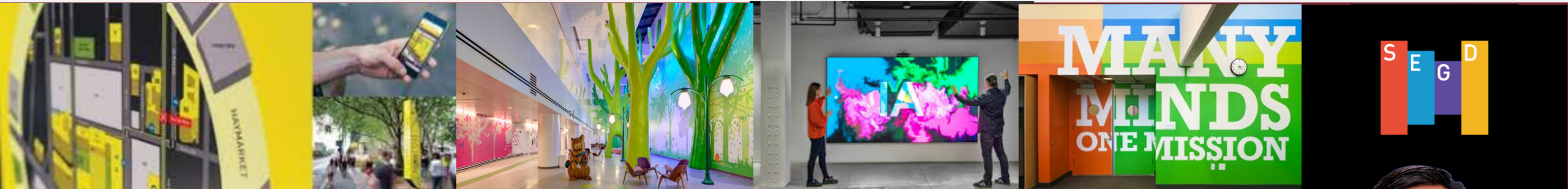


03

DKV LINGKUNGAN :

FROM ARCHITECTURAL GRAPHIC TO ENVIRONMENTAL GRAPHIC DESIGN,
THEN EXPERIENTIAL GRAPHIC DESIGN





120 menit



SUB CAPAIAN PEMBELAJARAN

Melalui Pokok Bahasan ini peserta belajar diharapkan dapat :

Memahami tentang sejarah dan perkembangan keprofesian *Environmental Graphic Design*.



Kuliah Sinkronus menggunakan zoom meeting (100 menit) + (20 menit) penjelasan tugas mandiri



TUGAS MANDIRI , durasi 1 minggu , pengumpulan melalui link

Istilah Desain Komunikasi Visual Lingkungan*

- Penggunaan Istilah Desain Komunikasi Visual Lingkungan sebenarnya tidak cukup lazim digunakan dalam menyebut topik kita saat ini. Istilah lazim yang digunakan adalah **Environmental Graphic Design**, atau Desain Grafis yang bersifat Lingkungan.
- Namun demikian penggunaan istilah DKV Lingkungan atau Desain Grafis Lingkungan dianggap tidak perlu dipermasalahkan saat ini. Kita dapat menggunakan kedua istilah tersebut karena masih merujuk pada sesuatu hal yang sama.



* Istilah Desain Komunikasi Visual digunakan menggantikan Desain Grafis adalah pertimbangan perubahan nama dari keilmuan saja. Keilmuan Desain Komunikasi Visual sebelumnya dikenal dengan Desain Grafis

Environmental Graphic Design

SM

DESAIN GRAFIS +
ARSITEKTUR

1970

'Signage'
'Wayfinding'



Paul Arthur
Canadian
Graphic Designer
1925-2001



Expo 67 in Montreal

1980

Term 'Signage' in US dictionary

1980

Term 'Signage' in Dictionaries

Signage : (Merriam & Webster Dictionaries) :
signs (as of identification, warning, or direction) or a system of such signs

Signage (Cambridge Dictionaries) :

- all the signs that advertise a product ;
- signs that tell people what something is or where to go:

Signage (Collins Dictionaries) :

Signage is signs, especially road signs and advertising signs, considered collectively.

Signage (OxfordsLearner Dictionaries)

signs, especially ones that give instructions or directions to the public



Tidak ada satupun istilah
'Wayfinding' dalam beberapa
kamus besar Bahasa Inggris

1970



Group of designer graphic as Coordinator Group of **Signs** rather than to **Print**



Architecture Office

Architectural Graphics or **Architectural Signing**

1980

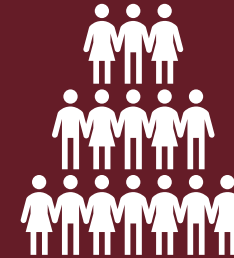


Realized that significant **Different** between **Architectural Graphic Design** and **Print Design**

Arc.Graphic Design ≠ Print Design



Society of Environmental Graphic Designers (**SEGD**)



Society **for** Environmental Graphic Design (**SEGD**)

2014

XGD

Society for Experiential Graphic Design (**XGD**)

Reasons replaced Architectural Graphics to Environmental Graphics :

1. **Architectual was viewed as too limiting.** Graphic Design can't go to fields of nonarchitectural open spaces (roadway, cities, theme park, etc.)
2. Confusing between **architectural graphics** with **Architectural Drafter**.

Practicioners

Society board focus on the field



SEGD: The First Forty

From its roots in "architectural signing," SEG D has evolved into a cross-disciplinary global community embracing a wide range of visual communications that connect people to place. Here's a look-back at SEG D's first 40 years.

1973

(JULY 2)

John Berry, head of graphics and signing at the Detroit architectural firm Smith, Hinchman & Grylls, invites fellow designers to explore developing a national organization for architectural sign designers. Five attend: John Berry, Richard Burns, Jim Glass, Chuck Byrne, and Phil Meathe.

1974

(APRIL 30)

In Houston, 18 attend a second meeting to explore the potential for developing a national organization. After much semantic and philosophical debate, the group names itself the Society of Environmental Graphics Designers.

1975

(APRIL 28)

In New York, a third meeting lays the organizational groundwork for SEG D. Chair John Berry and Vice Chair Jeffrey Corbin draft bylaws. Task forces are established for Awards, Codes, Data Bank, Education, and Federal Guidelines.

1976

With the help of John Folts, SEG D is legally incorporated in the state of California.

1977

The first SEG D newsletter is published by Jeffrey Corbin. The first membership drive results in 50 members.

1978

Jim Glass publishes the long-time "bible" for EGD practitioners: The Environmental Graphics Sourcebook, Part One: Materials and Techniques.

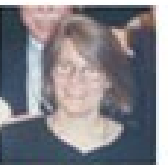
1980

The first SEG D national conference is held at the Cranbrook Academy of Art, Bloomfield Hills, Mich. 150 attend.



1982

Doug Aaga designs a new logo for SEG D. "The guy holding the arrow" is affectionately known as Doghead.



1985

Sarah Speare is hired as SEG D's first paid executive director. SEG D incorporates in Massachusetts.

1987

The SEG D Design Awards are inaugurated and judged by attendees at the national conference at Cranbrook.

The first issue of Messages is published, with Clifford Selben as design director.

The SEG D Education Foundation is awarded a \$20,000 NEA grant to develop user guidelines for a system of national recreational symbols.

1988

SEG D receives an NEA grant to develop national standards for industrial and worker safety symbols.

1989

SEG D receives a \$31,000 NEA grant to develop a model education curriculum for EGD.

1990

The Americans with Disabilities Act passes, setting off a still-continuing dialogue within SEG D.

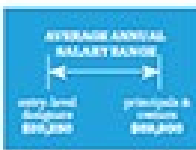
1991

SEG D has 700 members.

1992

SEG D's name is tweaked to emphasize the field rather than its practitioners. The new name is Society for Environmental Graphic Design.

SEG D publishes the first in a series of White Papers addressing various aspects of the Americans with Disabilities Act and technical guidelines for signage.



1994

Membership tops 1,000.

The SEG D Design Practice Survey shows entry-level designers earn an average annual salary of \$20,250; principals/owners average \$69,900.

1995

Virginia Gelfand develops the Standard Form of Agreement for Professional EGD Services, the first model EGD contract.

SEG D receives an NEA grant to document the history of EGD. The project is co-directed by Sarah Speare and Juanita Dugdale.

1996

Betsy Jackson is hired as executive director. SEG D offices are moved to Washington, D.C., for better access to allied professions.



1998

Leslie Gallery D'worth is named executive director.

2000

Members approve dissolution of the Society for Environmental Graphic Design as a 501(c)(6) professional membership trade association, and the transfer of its assets to the new SEG D, a 501(c)(3) educational nonprofit.

SEG D launches its first website, with a generous donation by Dave Neumann.

2002

SEG D hires Craig Berger, its first full-time director of education, and with the generous sponsorship of Matthews Paint, expands its educational programming.

SEG D launches pilot EGD programs at four universities.

2003

SEG D launches SEG Ddesign magazine. The Doghead logo is retired and SEG D adopts a new identity, designed by Doug Morris.



2005

JRC Design, SEG D, and Hablamos Juntos conduct a large-scale symbols project that becomes the foundation for an extensive educational program focused on the use of symbols in healthcare wayfinding. The Healthcare Symbols Workbook is published.

2007

SEG D holds its first educational workshop focused on "green" initiatives and publishes the SEG D Green Paper on sustainability in EGD.

2009

A revised version of the Federal Highway Administration's Manual on Uniform Traffic Control Devices (MUTCD) is released, reflecting urban wayfinding allowances championed by SEG D and its members.



Pentagram designs a new website and graphic identity for SEG D.

2010

SEG D presents its first international educational event, "Minding the Gap: Views from Both Sides of the Pond" at the Victoria and Albert Museum in London. Jessica W. London is named SEG D's new CEO.



SEG D and Hablamos Juntos introduce the new Universal Symbols in Health Care, a set of 56 graphic symbols that make hospitals and other healthcare facilities easier to navigate for underserved populations and patients with limited English or reading proficiency.



2011

SEG D debuts Xlab, an event designed to explore new technologies and how they impact design in the built environment.

2012

SEG D's award-winning segDdesign magazine is renamed eg magazine and redesigned by Holmes Wood (London).

ADA guidelines for signage, the SEG D ADA Committee releases its SEG D 2012 ADA White Paper Update: Signage Requirements in the 2010 Standards for Accessible Design.

Clive Row, industrial designer and former CEO of the Industrial Designers Society of America, is named SEG D's new CEO.



What is XGD

Experiential Graphic Design is also known as XGD.

XGD expands the profession of Environmental Graphic Design as it absorbs new technologies to deliver content through dynamic experiences.

XGD involves the orchestration of communication tools to define an experience, such as; typography, color, imagery, form and technology.

XGD key influencers:

- Branded environments
- Exhibitions and public art
- Multimedia installations
- Wayfinding systems

IXD
Interactive
Design

- Architecture
- Landscape
- Urban

XGD

EGD
Environmental
Graphic Design

- Digital
- Interface
- Technology

XGD activates, informs,
and organizes the way we
live, work, play and learn.

