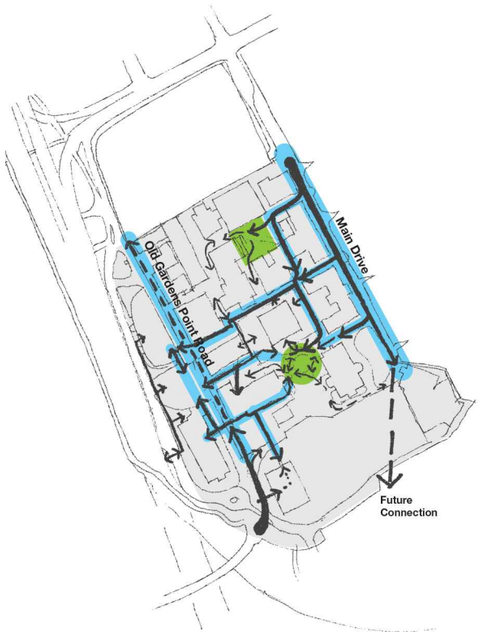
SECTION A

WAYFINDING STRATEGY

Wayfinding Masterplan

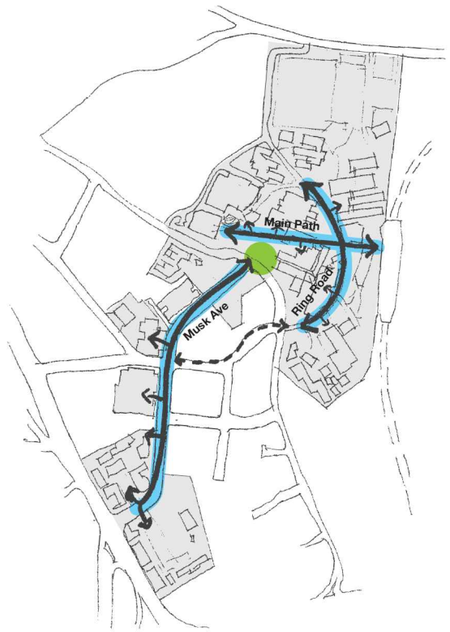
Signage Principles

Accessibility



Wayfinding Model - Connectors

Examples



Wayfinding Model - Connectors

Proposed Wayfinding Model

A wayfinding model is defined as the hidden logic of a site. This model assists visitors to navigate across the site by establishing a mental map; a simple diagrammatic view of the site that can be comprehended easily and quickly.

The most appropriate model that can be applied across the Gardens Point and Kelvin Grove campuses uses the concept of connectors. This defines and names all major pathways as streets or lanes. These streets provide orientation, connect specific precincts and establish addresses for all destinations.

Wayfinding Plans

The following pages show Wayfinding Plans for each Campus based on the connector model. These plans illustrate the various aspects of each Campus such as:

- Campus arrival points
- Decision points
- Pathways (vehicular, service, pedestrian,shared)
- Destinations

These key points will determine the relevant sign type for each location.

Campus arrival points will have the following sign types
- Campus identification signs
- Site directory information signs at pedestrian arrival points

Decision Points will have the following sign types
- Street name identification
- Directional signs (vehicular and pedestrian)
- Site directory information signs at major gathering points

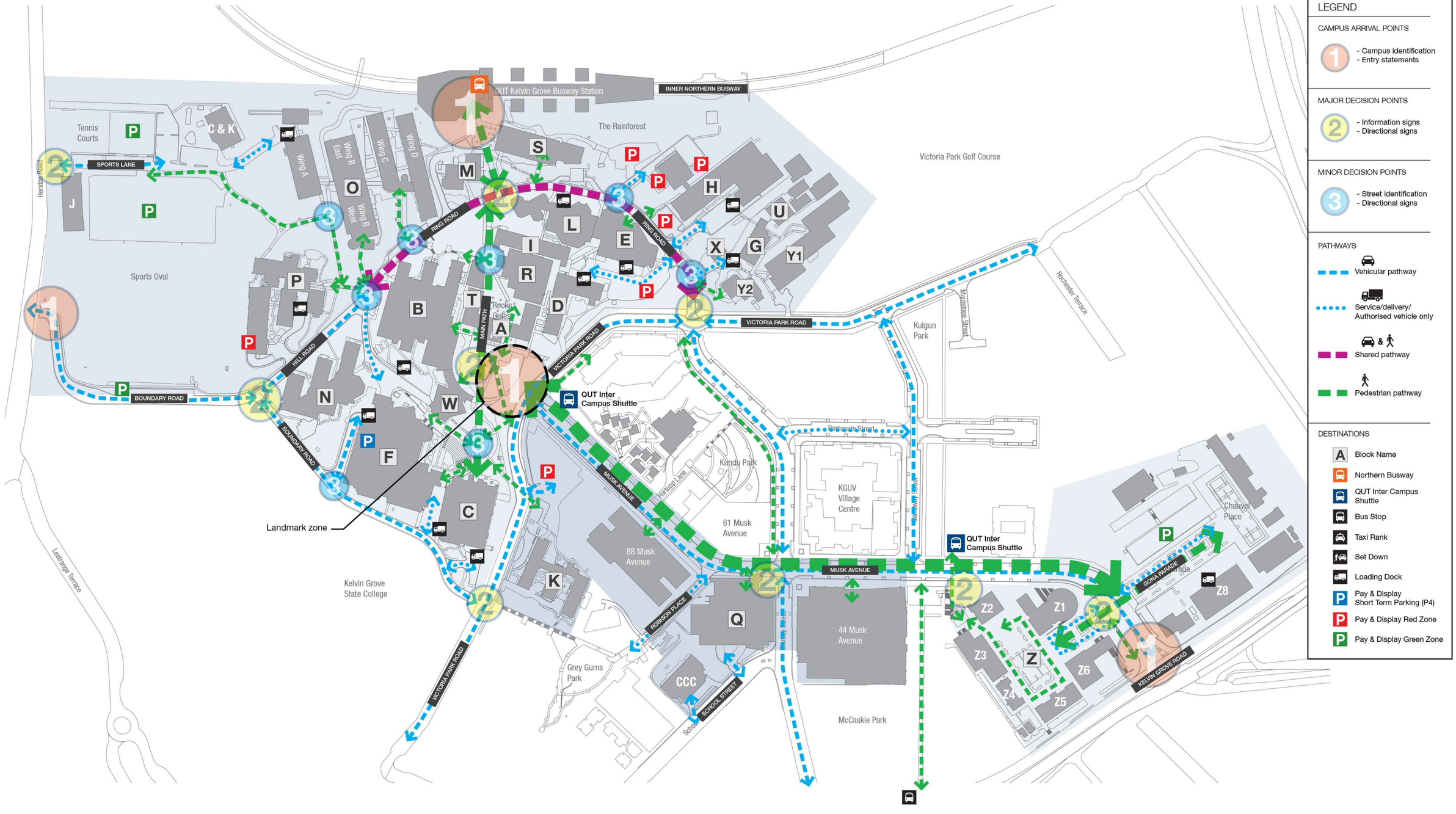
Note that some sign types provide both identification and directional information. This combination of information on one sign avoids the need for multiple signs at one location.

The street names shown are indicative only. The final names of the precincts/streets will need to be established by USP and should relate to historical, geographic or functional aspects of the surrounding areas.

SIGNAGE MASTERPLAN - QUT GARDENS POINT CAMPUS EXAMPLE



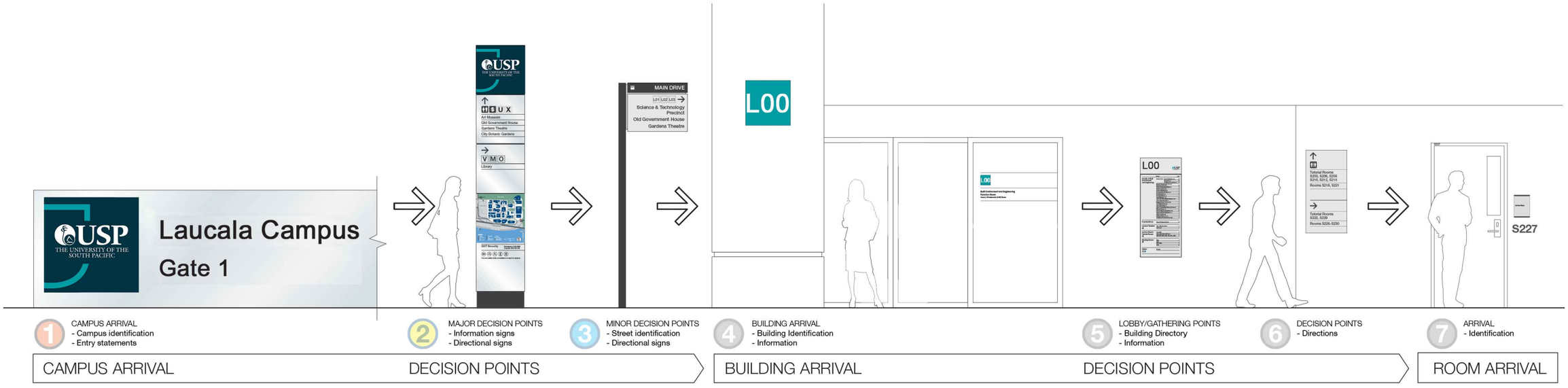
SIGNAGE MASTERPLAN - QUT KEVIN GROVE CAMPUS EXAMPLE

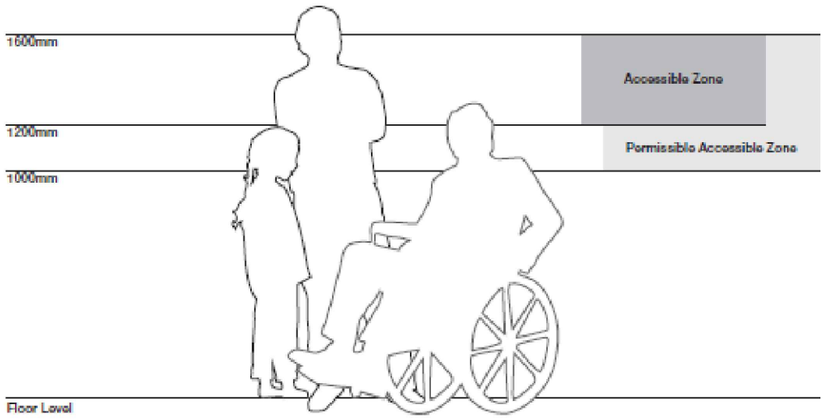


The fundamental principles of the wayfinding signage uses the progressive disclosure technique of providing information. This helps to maintain the focus of a visitor's attention by reducing clutter and confusion, and cognitive workload. This improves the legibility of the signs by presenting only the minimum amount of information required to get to the next decision point.

These principles are as follows:

- identify the campus from all arrival points
- provide site directory/map at major pedestrian arrival points
- identify street/lane names at each decision point
- provide directions to blocks and major public destinations at each decision point
- provide site directory/map at major decision points and gathering points
- identify each block/building at main entry points
- provide block/building directory at main entry points
- identify all lifts and stairs
- identify all entries to faculties and schools
- identify all rooms by their numbers
- identify all other facilities such as toilets, parents rooms and first aid rooms
- provide directional signs to all of the destinations identified above (first list room numbers, followed by a hierarchical list based on distance, i.e. closest destination is listed first)
- show accessible paths to destinations, if different from main pathway
- maintain a hierarchical level of information for the user (i.e. do not direct to individual rooms from the front door of the building)
- provide other signage that regulates behaviour and activities when required
- when directing to exit, provide direction to main building entrance
- use internationally recognised pictograms and English text
- all names and terms to be consistent, user friendly and easily understood
- no naming of buildings unless specifically approved by the Director Estates and Infrastructure Services
- continue the signage through the whole visitor experience from arrival to exit.





Design Standards
The design standards comply with the current Australian Standard AS 1428.1/ 2001 (Designfor Access and Mobility) and the Building Code of Australia (BCA).
Signs are to be consistently placed at heights to suit optimal cones of vision, as shown in AS 1428.2. sign faces must have low reflectivity of ambient light.

Mandatory Signs
The BCA 2010 states that in every building required to be accessible, clear and legible Braille and tactile signage must identify each sanitary facility and accessible space with a hearing augmentation system. Where an entrance or lift is not accessible, each accessible entrance and lift (or bank of lifts) and the path of travel from the principal public entrance to these features and facilities, where their location is not apparent to the building occupant, must be identified.

Additional Braille and Tactile Signs
Room numbers are the best reference when searching for a room and they are a key to the wayfinding system. In addition to the requirement of Australian Standard AS1428.1/2001 and the Building Code of Australia, this manual specifies the use of tactile text and Braille for room numbers.

Accessible Zone
Accessible text zone and permissible accessible text zone are the allowed areas where tactile text and Braille should appear on any sign, so that it can be read (sensed) by disabled people sitting in a wheelchair without being too low for visually impaired people who are standing by the sign.

Audio/visual Information kiosks
Electronic information panels/kiosks may be installed in key locations throughout the campus to assist the University community including people with visual or auditory impairment. Such systems may provide audio/visual information about the environment and the location of University facilities and staff. These elements are not included in this manual.