Wayfinding and Signage Design: Visitor Journeys, Sign Systems and Testing

15 – 19 November 2027
Amsterdam - Zuidas business district hotel



Wayfinding and Signage Design: Visitor Journeys, Sign Systems and Testing

Ref: 587_17706 **Date:** 15 – 19 November 2027 **Location:** Amsterdam - Zuidas business district hotel **Fees:** 23500 SAR

Introduction:

Wayfinding and signage design decide whether visitors at destinations, venues, airports, malls, hospitals and museums reach where they want to go without stopping to ask staff. Many sites add signs one complaint at a time, so messages conflict, Arabic and English lines compete for space, decision points go unmarked and nobody owns updates. This Core Concept course builds a practical method to analyse visitor routes, plan a sign family, specify content and placement, and test the result with real visitors. Participants produce a Wayfinding Plan and Sign Schedule for a case destination.

Course Objectives:

- Analyse how visitors build mental maps and choose routes using Lynch's five elements and a decision point inventory
- Develop a wayfinding strategy with journey maps, zoning and a destination naming register for a multi-entry site
- Specify a sign family and content schedule covering identification, directional, orientation map and regulatory signs
- Design bilingual Arabic-English sign layouts with ISO 7001 pictograms, correct placement, sightlines and letter heights
- Integrate inclusive, digital and interpretive wayfinding and set maintenance and content governance rules
- Evaluate a wayfinding system through visitor route testing and metrics and produce a Wayfinding Plan and Sign Schedule

Target Audience:

- Professionals who plan visitor circulation and signage at tourism destinations, attractions and museums
- Facility and property professionals responsible for signage in malls, hospitals, airports and event venues
- Graphic and environmental designers who produce sign layouts, maps and pictogram sets
- Urban public-space professionals who manage streetscape and pedestrian direction signs
- Visitor-services and customer experience professionals who handle direction enquiries and visitor feedback
- Fit-out and project professionals who coordinate sign fabrication and installation

Course Outline:

Day 1: How People Navigate Public Spaces

- Lynch's Five Elements: Paths, Edges, Districts, Nodes and Landmarks
- Mental Maps and Sketch-Map Exercises With First-Time Visitors
- Four Navigation Stages: Orientation, Route Decision, Route Monitoring and Destination Recognition
- Passini's Wayfinding Concept: Graphic, Environmental, Audible and Tactile Cues
- Current-State Wayfinding Audit Checklist for an Existing Site

Day 2: Wayfinding Strategy, Journey Mapping and Zoning

- Arrival-to-Destination Journey Maps by Visitor Type and Entry Point
- Decision Point Inventory and Primary and Secondary Route Hierarchy
- Zoning, Colour Coding and District Identity Conventions
- Destination Naming Register: Names, Numbering and Abbreviation Rules
- Wayfinding Strategy Brief: Scope, Stakeholders and Design Principles

Day 3: Sign Families, Bilingual Graphics and Placement

- Sign Family Matrix: Identification, Directional, Orientation Map and Regulatory Types
- Message Hierarchy and Content Schedule per Sign Location
- Bilingual Arabic-English Typography: Type Pairing, Visual Parity and Line Order
- Pictogram Selection With ISO 7001 Registered Public Information Symbols
- Placement, Sightlines, Viewing Distance and Letter-Height Sizing Calculations

Day 4: Inclusive, Digital and Interpretive Wayfinding

- Inclusive Wayfinding: Tonal Contrast, Tactile Lettering, Braille and Audible Cues
- Heads-Up Orientation Maps and You-Are-Here Map Layout
- Digital Wayfinding: Indoor Maps, Mobile Apps and Interactive Kiosks
- Interpretive Panels Within the Sign Family: Layout, Tone and Placement Overview
- Maintenance and Content Governance: Sign Asset Register, Change Requests and Update Cycles

Day 5: Visitor Testing and the Wayfinding Plan

- Evaluation Metrics Set: Task Success, Time to Destination and Staff Direction Requests
- Visitor Route Testing Protocol With Think-Aloud and Observation Sheets
- Case Destination Walkthrough: Decision Point Scoring Against Audit Criteria
- Sign Schedule Build: Location Codes, Sign Types, Messages and Quantities
- Wayfinding Plan and Sign Schedule Presentation and Peer Critique

Skills You Will Gain:

- Wayfinding Audit
- Visitor Journey Mapping
- Destination Zoning and Naming
- Sign Family Specification
- Bilingual Sign Typography
- Sightline and Letter-Height Sizing
- Inclusive Wayfinding Design
- Wayfinding Usability Testing

Why Attend This Course:

- Return with a Wayfinding Plan and Sign Schedule built on a case destination and reviewed by peers
- Cut the direction questions front-line staff answer by fixing unmarked decision points and conflicting messages
- Brief designers, fabricators and digital map vendors with a clear sign family and content schedule
- Compare signage practice with peers from airports, hospitals, malls, museums and public spaces

Conclusion:

Good wayfinding lets a visitor arrive, orient and reach a destination without stopping to ask. The one week move from how people read space, through strategy, journey maps, zoning and naming, to sign families, bilingual graphics, pictograms, placement and sizing, then to inclusive, digital and interpretive wayfinding and the governance that keeps signs accurate. The final day tests routes with visitor methods and closes with a Wayfinding Plan and Sign Schedule for a case destination.