

Assignment 4 Wayfinding Charrette

A one-day design exercise in collaboration with the Urban Design Collective. The perimeters of the project will be announced at the Charrette.

New Design Specializations have emerged in response to the enormous cultural and economic changes that have taken place over the past 100 years. While architecture was recognized as a profession several centuries ago, graphic design came into its own comparatively recently, in response to the changing demands of modern industry and society. The graphic designer, who charts the territory of language, image and symbols, surfaced early the twentieth century as the champion of intelligently shaped communication for all types of applications. The boundaries between the two disciplines were clearly delineated until graphic design and architecture began to merge in the mid twentieth century with considerable influence from the other fields such as industrial design and urban planning. This merger has come to be called environmental graphic design.

excerpt from Wayfinding: Designing and Implementing Graphic Navigational Systems by Craig Berger

The French word, "charrette" means "cart" and is often used to describe the final, intense work effort expended by art and architecture students to meet a project deadline. This use of the term is said to originate from the École des Beaux Arts in Paris during the 19th century, where proctors circulated a cart, or "charrette", to collect final drawings while students frantically put finishing touches on their work.

*definition courtesy of the
National Charrette Institute
<http://www.charretteinstitute.org/>*