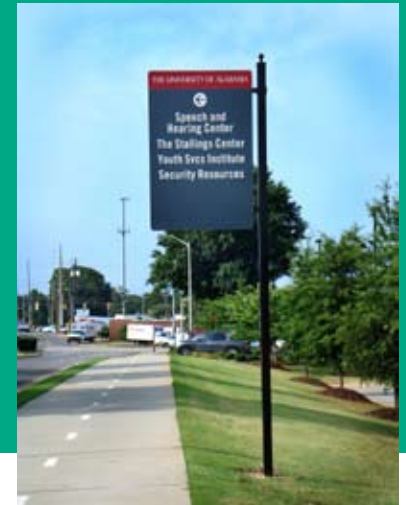


UA Campus Graphics

Photography Courtesy of KPS Group



The graphics master plan covers identification, like this major campus gateway sign, as well as wayfinding for various precincts.



Throughout the campus a sequence of directional signs assists students and visitors in finding destinations while reinforcing a campus sense of place.



Street signs are also made a part of the graphics system.



Directing visitors to public parking near their destination is a key component of the UA campus graphics plan.

By Philip Morris



Growing out of a new master plan developed by KPS Group for the University of Alabama's main campus in Tuscaloosa, a campus Wayfinding Graphics Master Plan was designed by Houston-based The Douglas Group. The university has been implementing the plan making it easier for both students and visitors to use the campus.

"Wayfinding graphics for an educational campus has taken on special significance as it is often an extension of the university's brand," says Mike Browning of The Douglas Group's Alexandria, Va., office that prepared the plan. "With the exception of the architectural structures, signage is probably the most important visual element in giving the campus its sense of place."

Like the overall master plan, the graphics plan defines various precincts or districts and then reinforces them with both identification and informational graphics. One of the key purposes is to direct visitors to public parking within each precinct, reducing congestion on the core campus and enhancing pedestrian movement.