
Accessible Map (Monona Terrace)



ART:448
GRAPHIC DESIGN FOR ACCESSIBILITY

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LEVEL 4 – MEETING ROOMS / GRAND TERRACE

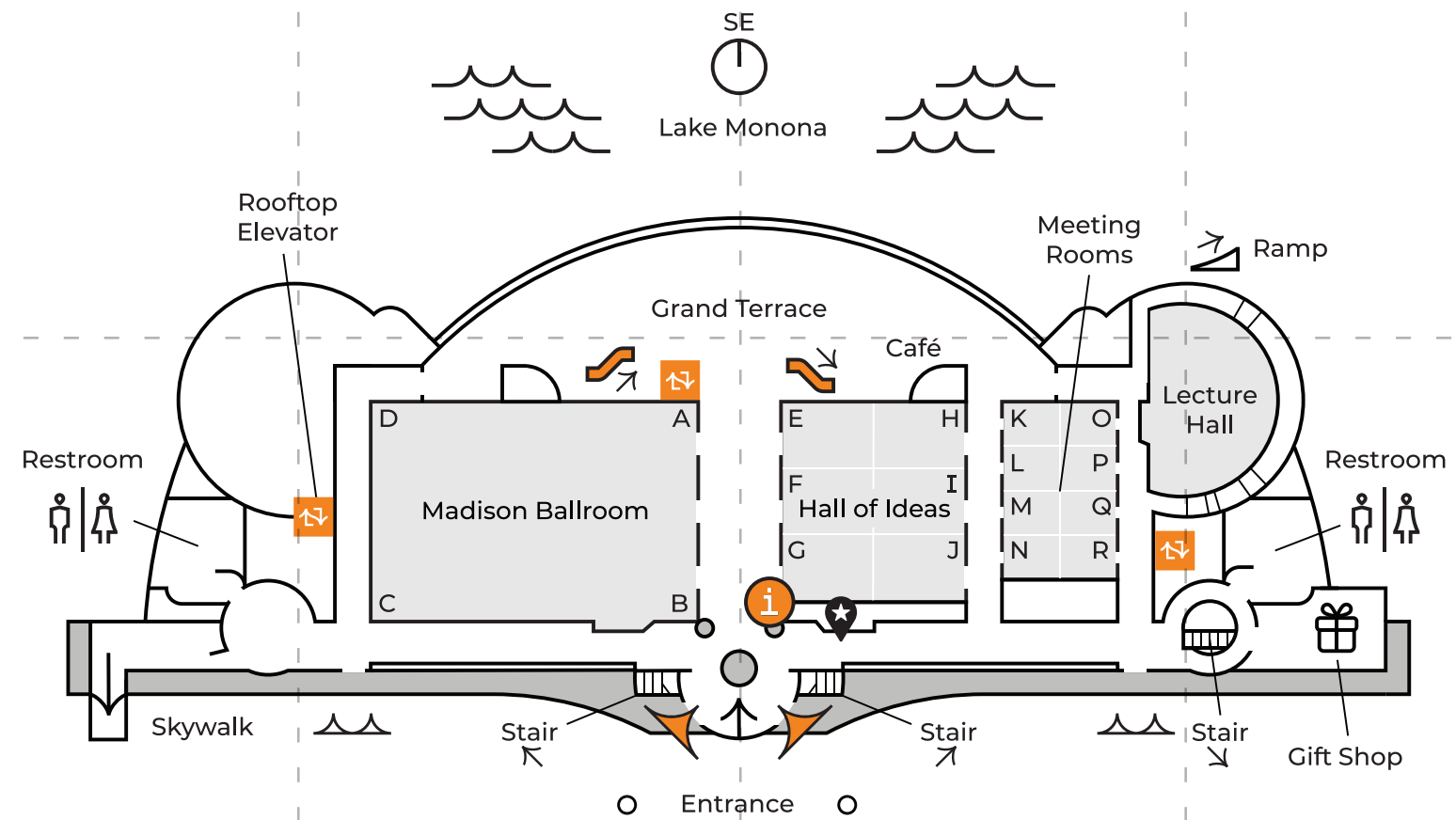


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01 Research



Research	Design	Production	Analysis
What it means—Visibility: Wayfinding explored in the context of vision impairment.	Sight & Simplicity How can we accommodate vision to the highest degree?	A1 Paper—Physacality What is the most intuitive and simplest way to open a map?	Feedback and reflection. Repeating previous steps to arrive at a better outcome.

Identifying a point of interest in Madison

Monona Terrace	Onsite Inquiry	Personal Experience
	When entering the building on the fourth floor, you are greeted with the information desk and an area where you can pick up pamphlets of the Madison area and of the building itself. Getting into the building can be confusing because of its multiple obscure entrances, but that can't be addressed within the context of this project. The interior comprises two perpendicular hallways to the entrance, one main hallway that leads to the grand terrace, and two auxiliary hallways that connect to different meeting rooms.	I've been to the Monona Terrace a few times over the years, and it's always been difficult to figure out where the entrance is each time. The grand terrace is pretty easy to locate because you can see it from the entrance, but the meeting rooms and bathrooms are not as easy to locate. I remember having to walk around and hope to find the bathroom. There are elevators around the building, but they're difficult to find; some go to the rooftop, and others do not.

User	Emotions	Motivations
Name: Josephine BAXTER Occupation: Retired School Teacher Age: 78 Sex: Female Height: 5'4" Disability: Glaucoma and Hearing Loss Vision Score: 20/60 Lifestyle: Active in the community, enjoys gardening, and attends local senior center activities.	Josephine often feels frustrated and limited by her reduced vision, especially when navigating large buildings and new places. The lack of clear signage and accessible routes in some locations makes her anxious and reluctant to explore unfamiliar places alone. However, she feels a sense of pride and accomplishment when she successfully navigates a new environment, boosting her confidence.	Josephine aims to continue engaging with her community and participating in activities that enrich her life. She advocates for better accessibility in public spaces and is motivated to help others by sharing her experiences. Josephine is always looking for opportunities to connect with others, learn new things, and contribute to making her community more inclusive and accessible for everyone.
Backstory	Context & Obstacles	Scenario
Josephine, a retired school teacher, has been living in Madison, Wisconsin, for the past 40 years. Recently, her vision has gotten worse, and she relies on a cane for support. Despite her challenges, she remains active in her community, frequently visiting local landmarks and participating in events at the senior center. Her determination to maintain an active and independent lifestyle is paramount.	Josephine was excited to visit the Monona Terrace Community and Convention Center in Madison for a local art exhibit. However, upon arrival, she found the large, multi-level building challenging to navigate with her cane and was disappointed by the lack of readily available accessibility information. The unfamiliar layout and limited seating areas for rest increased her discomfort and difficulty moving around.	Upon her visit to Monona Terrace, Josephine felt overwhelmed by the vastness of the building and the unclear directions to the art exhibit. She struggled to find elevators and meeting rooms. After some time, she approached a helpful staff member who assisted her to the exhibit and discussed the building's layout. Josephine inquired about any available accessibility guides or maps, but the staff member apologized, noting the lack of such resources.

Questioning

Who is this map most helping, and in what way?
Would this be the primary map for the Monona Terrace?
How large should the map when unfolded?
What are the most crucial areas in the building?

Answers

This map will mostly help people with vision impairments up to a certain level, where blindness or near blindness will not be accommodated.

Older adults with mild to severe vision impairments visiting the Terrace will be the primary focus of this map. Having a large, easily readable, and foldable map will help not just these individuals but also anybody who wants to learn the layout of the building without reading other things.

There would still be a more illustrative and art-focused map that most visitors will pick up at first, giving a more detailed history of the building.

The ideal size of the map would be one that would be comfortable to hold when unfolded length-wise, so probably around the 22-26 inch range. The height would be about 2/3 of the width.

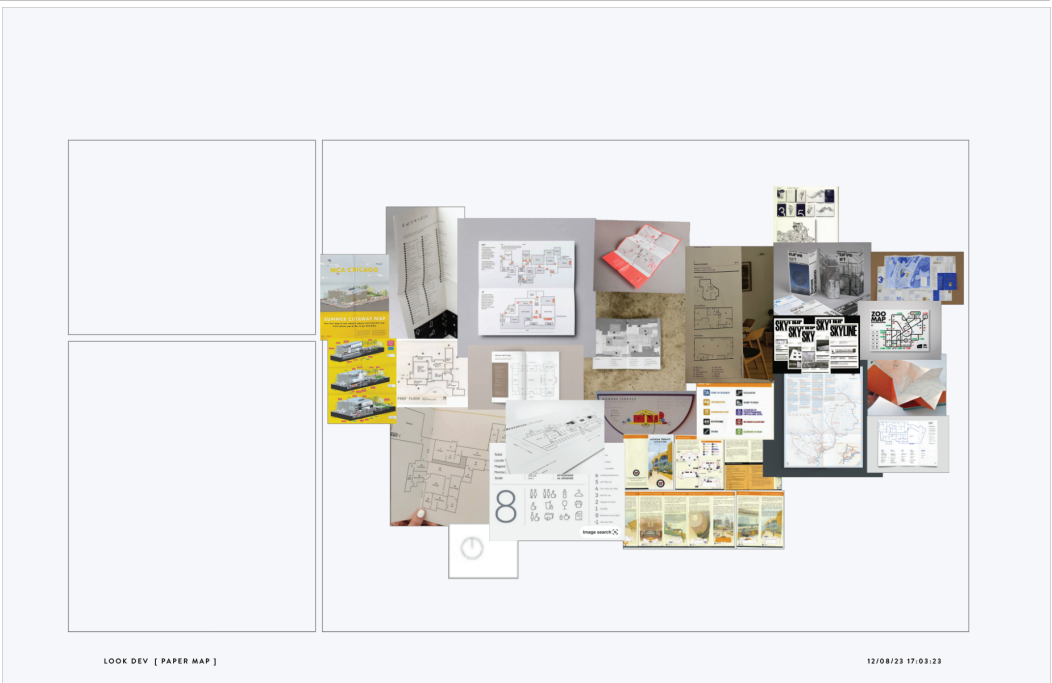
The different meeting rooms, bathrooms, escalators, and elevators are crucial to locate around Monona Terrace.

Layout / Physicality

Researching various paper maps and how they take advantage of different folding techniques was a starting point. Subsequently, different foldings methods were tested until a horizontal pamphlet-style accordion fold was finalized.

Knowing how the map would fold would equate to how much room the map would have to spread out horizontally or vertically. Orienting everything in order was later conducted.

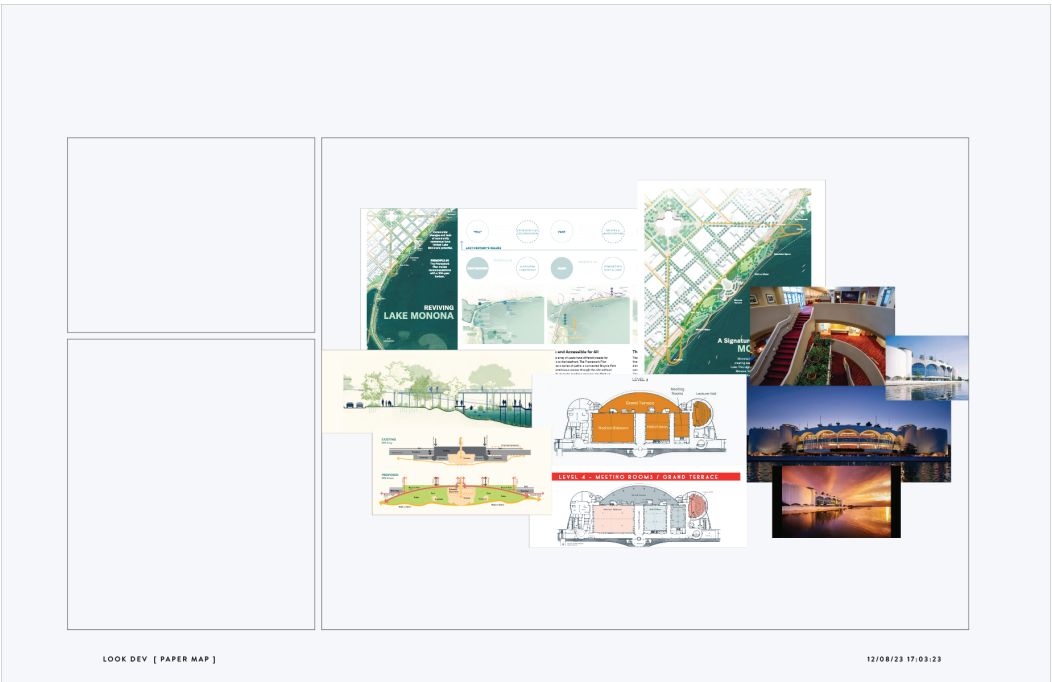
Larger maps were tested in person, which would be optimal for people with vision impairments.



Location & Aesthetic

Monona Terrace in Madison, Wisconsin, was chosen for its legacy in Madison and somewhat dated accommodation and accessibility standards.

There are plans to revitalize the area around the Terrace, making it into public green spaces, so implementing a new map system that could serve both the building and its future surroundings would benefit everyone new to the area.



02 Design



Research	Design	Production	Analysis
What it means—Visability: Wayfinding explored in the context of vision impairment.	Sight & Simplicity How can we accommodate vision to the highest degree?	A1 Paper—Physacality What is the most intuitive and simplest way to open a map?	Feedback and reflection. Repeating previous steps to arrive at a better outcome.

Legibility over style, more or less.

Typography (Parameters)

Identifying a robust typeface that could meet the needs of headlines, subtitles, and mouse type was prioritized.

Less strenuous efforts were made to pick a typeface that meets ADA guidelines and more on whether it's legible at a small scale with distinct capital letters.

A san-serif typeface featuring a large x-height, short descents, and wide apertures were prioritized. These anatomical features usually culminate in a typeface achieving legibility at smaller sizes.

Iconography (Context)

The goal for implementing icons throughout the map was to achieve quick recognition while maintaining simplicity and scalability.

Adhering to simple geometry and mono-stroke width structures was a guideline for the design of icons.

H1	SCALE	26pt. 100% size 60 Tracking 100% Leading	Montserrat Semi-Bold	Montserrat is a modern, geometric sans-serif typeface inspired by traditional signage in the Montserrat neighborhood of Buenos Aires, Argentina.
H2	VISTOR	26 pt. 100% size 30 Tracking 100% Leading	Montserrat Regular	Free and opensource, Monsterrat is a universally acclaimed typeface consisting of nine weights which allows it to conform to many contexts.
H3	LEVEL	17 pt. 100% size 100 Tracking 100% Leading	Montserrat Semi-Bold	
C2	Rooftop	19 pt. 100% size 0 Tracking 100% Leading	Montserrat Regular	
C1	MAP KEY	17 pt. 100% size 0 Tracking 100% Leading	Montserrat Regular	

	Current Location
	Elevator
	Escalator (Down)
	Escalator (Up)
	Help Desk
	Entrances
	Ramp
	Restroom
	Giftshop



Moments

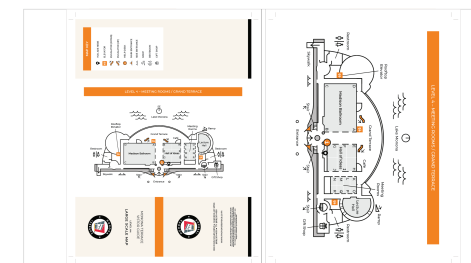
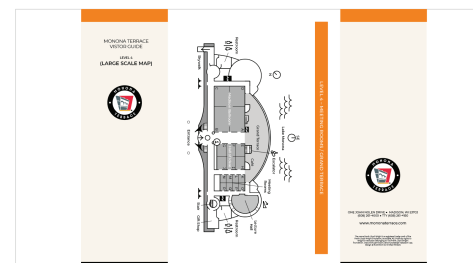
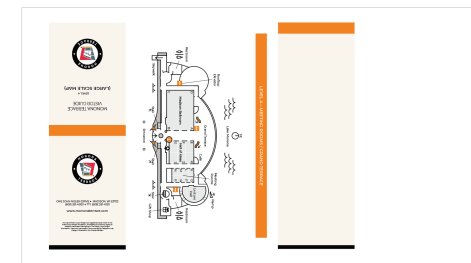
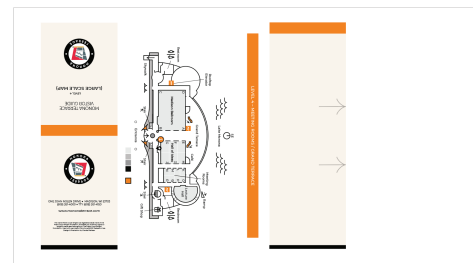
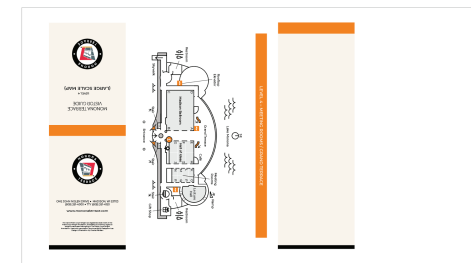
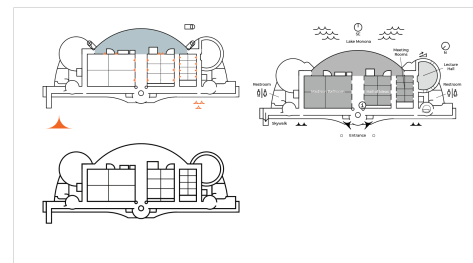
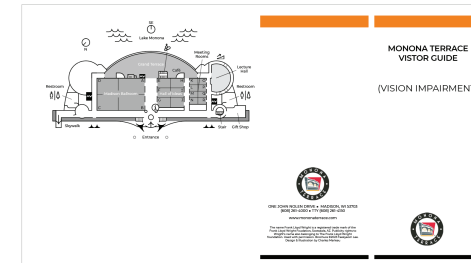
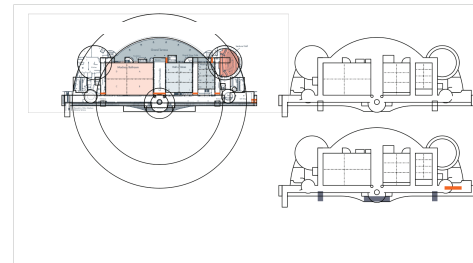
Locating the floor plan of the building and identifying the most popular area to prototype for was conducted first.

Going off of the feel of the architecture and of the Architect who designed the building (Frank Lloyd Wright), an organic /geometric approach to the iconography and the illustration of the building was established.

The color orange was decided upon through its use on the Monona Terrace logo and justified by combining the famous Taliesin red and water.

At first, the map had no color to accommodate people with colorblindness, but it was realized that including only one color would allow for readability at all vision capabilities.

Arrows were added to the map to show people where to open the map visually, but this feature was deemed redundant after user testing.





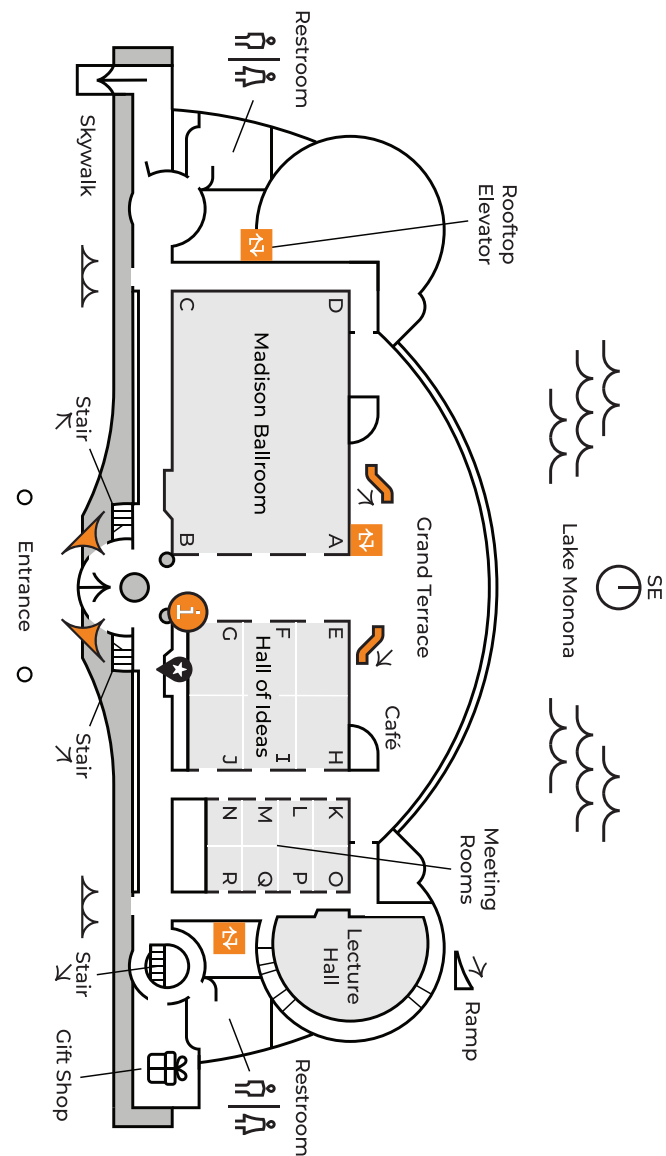
MONONA TERRACE
VISITOR GUIDE
LEVEL #4
LARGE SCALE MAP



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LEVEL 4 – MEETING ROOMS / GRAND TERRACE

MAP KEY

- YOU ARE HERE
- ELEVATOR
- ESCALATOR (DOWN)
- ESCALATOR (UP)
- HELP DESK
- MAIN ENTRANCE
- SIDE ENTRANCE
- RAMP
- RESTROOM
- GIFT SHOP

Questioning

Will the opening of the pamphlet be intuitive?

Is there a necessity for a regular-sized map while including a larger size?

Should there be any other crucial information for visitors to know?

Most importantly, are the icons and text readable at their respective scales?

Breakdown

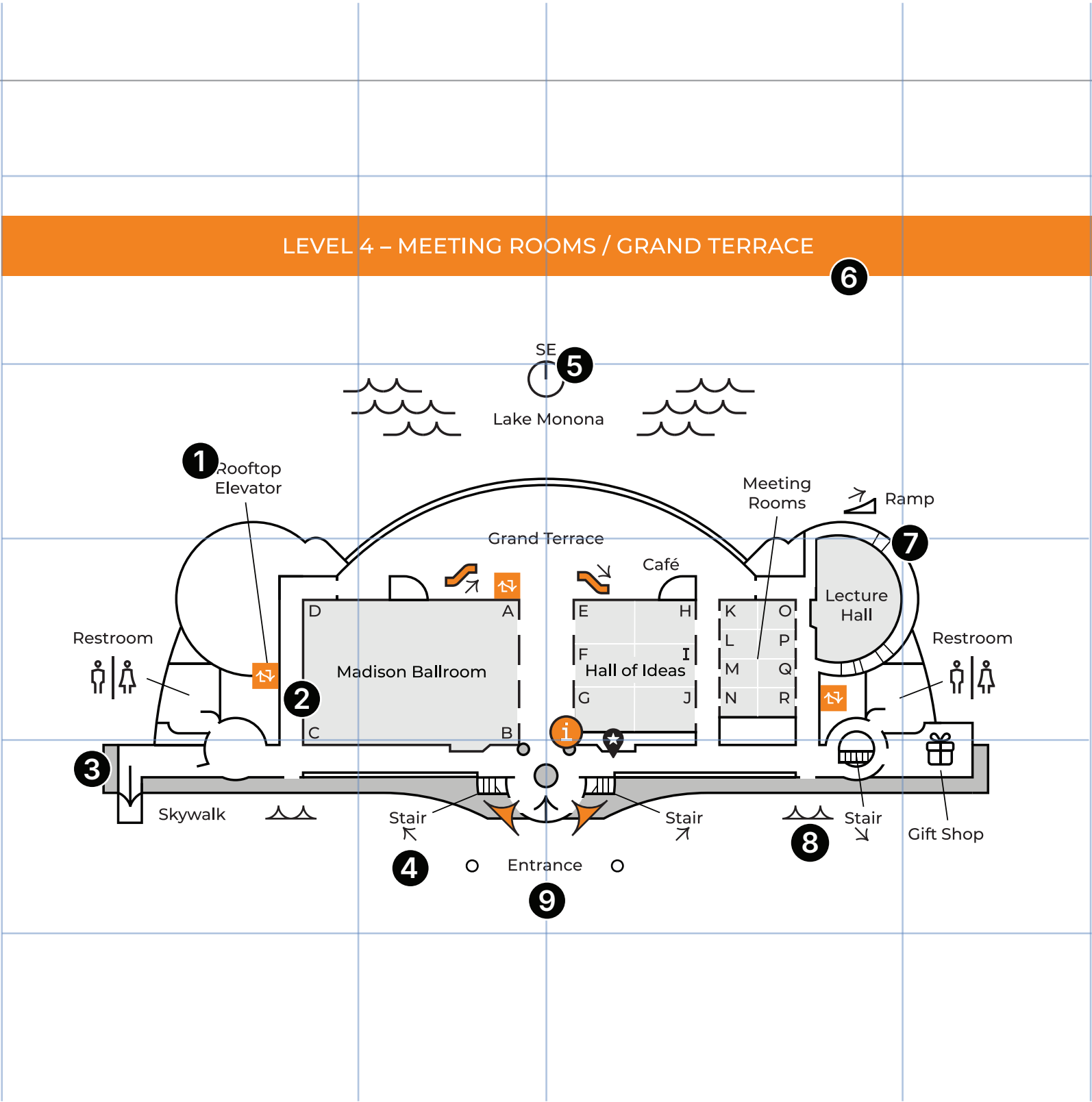
What were some of the design decisions made?

1.) To distinguish between interior and exterior access elevators, the (Rooftop Elevator) text was added.

2.) A gray fill was added to the different occupancy rooms to locate points of interest quickly.

3.) Grounding the map and orienting the reader, a gray fill was added to the sidewalk of the building.

4.) The (Stair) text includes arrows pointing in the direction where the stair is heading.



5.) Included in the map is the cardinal direction that the Grand Terrace looks out towards.

6.) In the case where this map might be expanded onto more floors, a header was added to notify the reader of the current floor.

7.) Steps that lead up through the lecture hall were added for clarity, along with a ramp symbol above.

8.) In addition to the main entrance, side entrances with no colored fill were added for continuity.

9.) The entrance was made more visible by including two rings.

03 Production

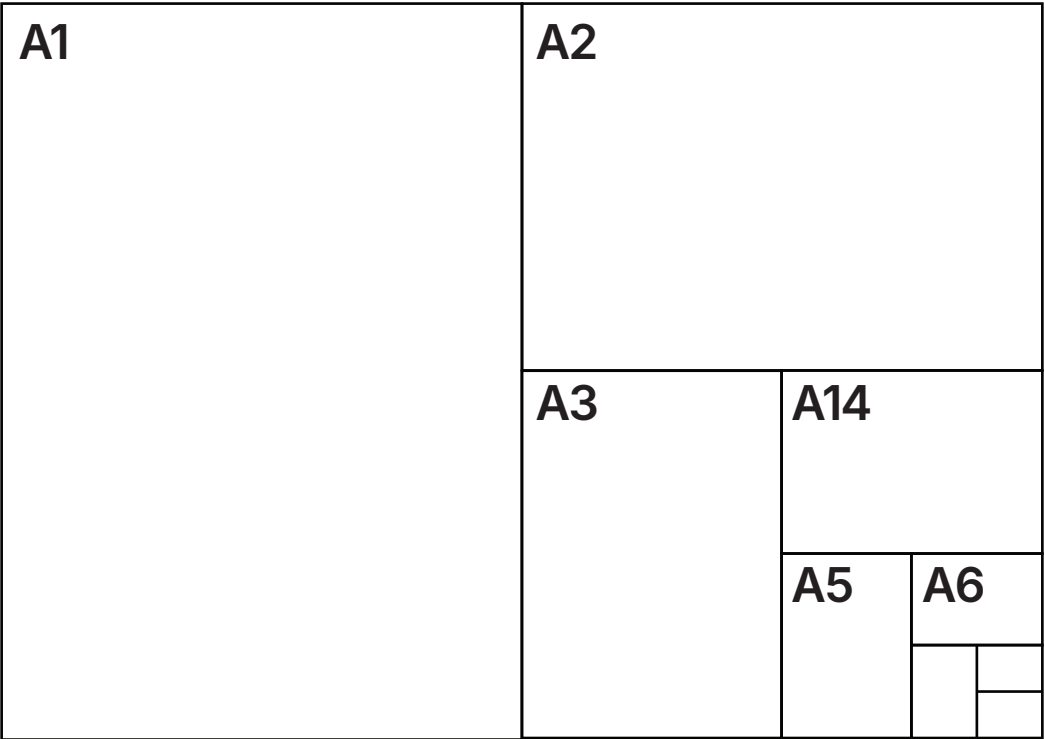


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Moments

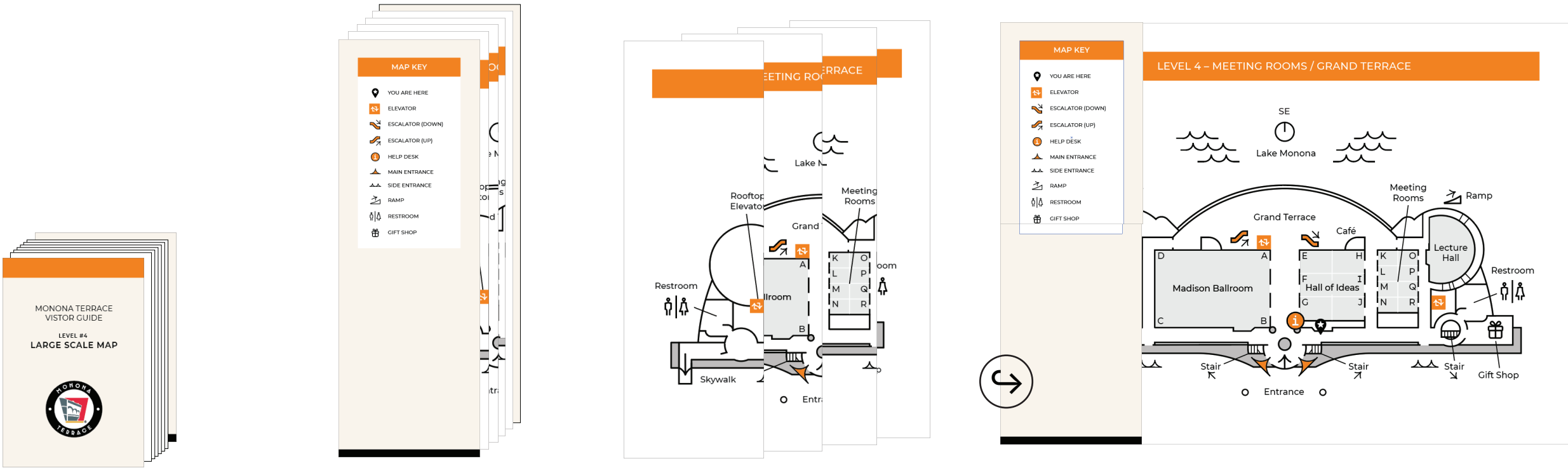
After finalizing the design of the map, universal bond paper was chosen for printing. Usually for large-scale productions you would base your product on A-series paper size but this prototype was created at an unconventional 28" x 21.25" for testing purposes.

Printing double-sided with large-scale printers proved difficult, so feeding the paper back into the printer face up was the solution.



Instructions

Unfolding & reading the map



Open the pamphlet by flipping up from the bottom.



Read (map key), then open from the right side to reveal the large-scale map.



Pull the paper apart to reach full scale.



Flip (Key) from the opposite (Left) side of the map to re-learn icons if needed.

04 Analysis



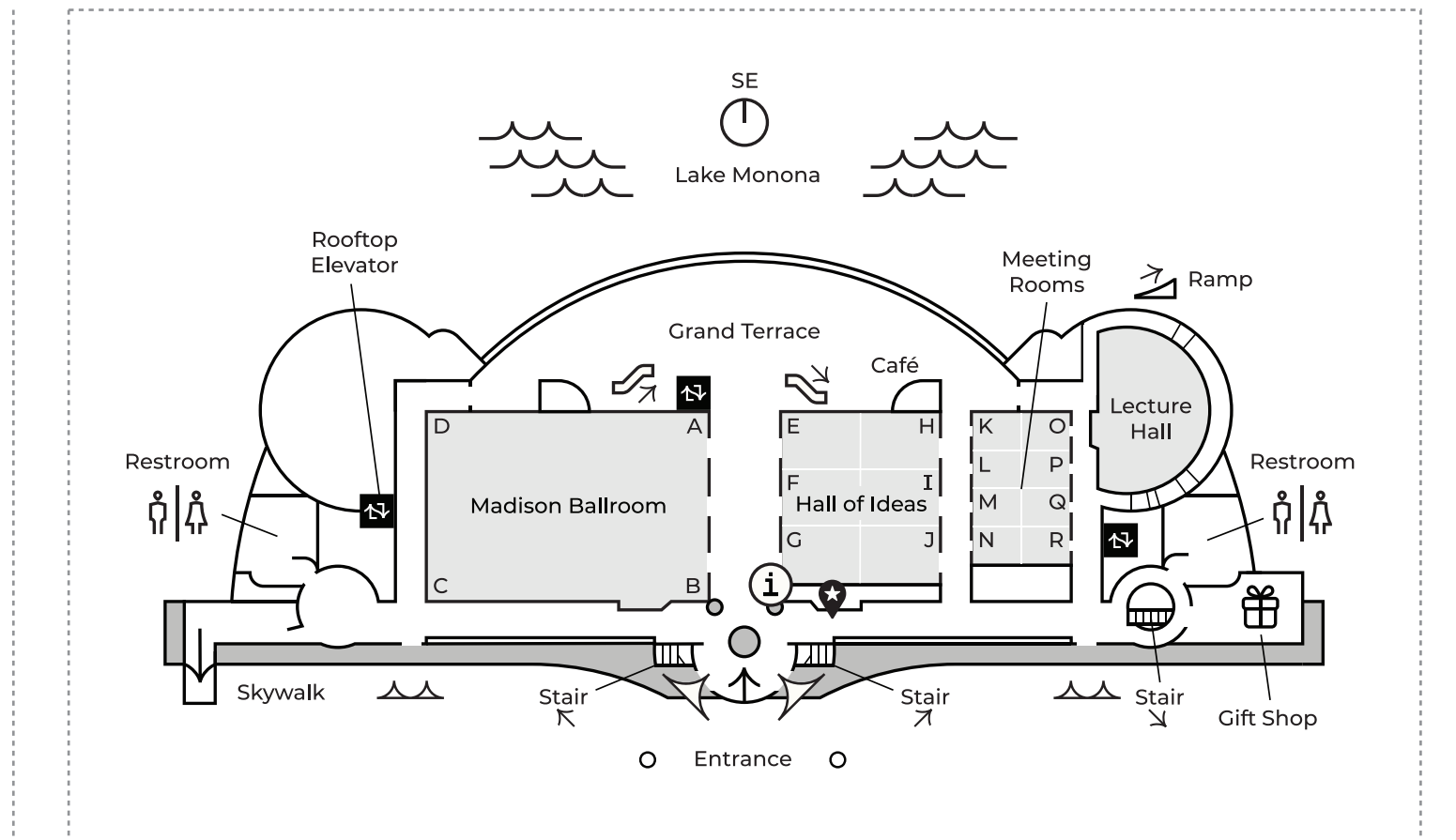
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Key Feedback + User Testing

The Café text isn't necessary for this map focused on accessibility.
Locating the entrance to the bathroom is confusing.
Having the stairs include lines seems unnecessary. Maybe make a different fill color?

The doorways should be more obvious. The segmented lines get obscured.
It isn't apparent that the lines in the lecture hall circle are steps.

Shouldn't lines separate the different areas in the Madison Ballroom?
Is it necessary for the sidewalk to be given the darkest fill? It's the most visible.



Questioning

What did you learn from the assignment, and how it influences your design practice?
What went well with this assignment, and what did not go well?
Where did your ideas come from and how did they evolve?
What would you do differently if you could do this assignment again?

Answers

Creating a foldable paper map that could accommodate vision impairments with isn't super inventive, but designing every element with this as the guiding principle was a new challenge for me. Establishing multiple hierarchies through line weight, color, and proximity was something I became more familiar with while creating the map. Designing how a pamphlet would neatly fold out was a new learning experience. This project has excited me to design more interactive stationery.

Everything went well with this assignment, from researching and honing in on my target location to designing the map. Something that didn't go well, though, was the printing of the map, which was stifled by the semester ending, inoperable printers, and constant tweaking of illustrations.

My ideas came from all the references I could gather, maps, and material that Professor Taekyeom Lee brought in, and other students in the class. Thanks, Annabelle, for the key location idea! I'm constantly capturing references from the internet and books, so I had a visual library to work from even before the project started. Evolving ideas usually come from continued investigation of how things have been done and how they could possibly be reimaged in a different context. Exhausting the possibilities of what graphically can be achieved to simplify and refine forms for accessibility design was put into practice here.

If I could do this project again, I'd do more user testing on the optimal paper width for holding the map out at arm's length. I would also think about what other information I could put on the pamphlet, separate from the map, that could help people more.

THANK YOU
FOR VIEWING

ART 448: GD FOR ACCESSABILITY
11.15.23–12.13.23
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