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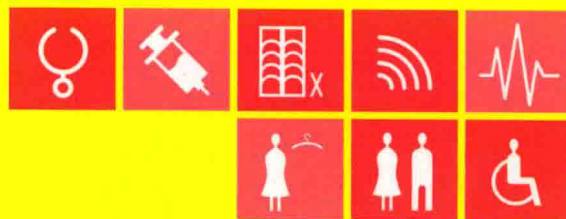
SIGNS II IN HEALTH- CARE FACILITIES

通过阅读本丛书您将:

- 发现导视设计与空间环境之间的关联
- 快速找到设计灵感并衍生出适用于自身的方法
- 体会设计师如何通过形式多样且风格鲜明的视觉形式, 达到传递信息、引导方向的目的
- 通过设计技术图, 直观的了解每个案例的制作过程
- 了解不同文化背景下的导视设计差异以及不同的表达方式

医疗导视 II

(美) 吉姆·哈丁 编 常文心 译





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前言



Jim Harding

Jim Harding, SEGD, is director of Gresham, Smith and Partners' award-winning Environmental Graphic Design group. His vast signage and wayfinding design experience is unique in the breadth of industries and project types it covers. Jim is frequently published in major industry trade journals, and recently authored the Airport Cooperative Research Program's Wayfinding and Signage Guidelines for Airport Terminals and Landsides, a first-of-its-kind guidebook presenting airport operators across America with accepted best practices for terminal and roadway signage. He is a member of the Society for Environmental Graphic Design and has been honored more than a dozen times for his planning and design of signage programs at corporate offices, universities, hospitals, airports and other major developments from coast to coast.

吉姆·哈丁（环境图形设计协会成员）是GS&P设计公司的工作环境图形设计团队的总监，具有丰富的导视设计经验，涉及广泛的产业和项目类型。吉姆经常在业内主要期刊上发表作品，最近还编写了“机场合作研究项目”的《机场航站楼及公共场所导视设计指南》，该书是首本呈现了全美机场运营中优秀的航站楼及路面引导标识的指导手册。作为环境图形设计协会成员，他的导视设计作品涉及国内外各种企业办公、大学、医院、机场等大型开发项目，获得了十几项国内外大奖。

Congratulations to everyone who contributed to the content in this book! You are among a select group of design professionals in the world.

It's been an exciting road since then, and I'm very proud to be among the small group of people around the world who call themselves environmental graphic designers. We are fortunate to have found a career that lets us unite our passions for design and communication. It's an exciting field that has taught me the value of teamwork and inspiration.

For 29 years, I've led the environmental graphic design team within the international architecture/engineering firm Gresham, Smith and Partners. We're a small but robust group, and many of our best ideas are generated by the reciprocal energy of our team. Each of us understand that we are an important piece of a larger puzzle, contributing unique design philosophies to our projects. Our group believes that inspiration can come from anywhere at any time, so we work hard to capture the sentiment of the things that inspire us and share them with our teammates as often as possible. Someone might email a photo of a sculpture they loved while on a trip or make a simple statement during a meeting that triggers an idea. We track these inspirations so we can tap into them whenever we need. Collaboration drives us, and idea-sharing is essential to our clients' success.

We also recognise the importance of research in each of our projects. Sufficient study and analysis is crucial for establishing realistic expectations of what environmental graphic design can and can't do. While good signage can't always overcome architectural barriers or non-intuitive wayfinding environments, it can still help achieve a high wayfinding success rate and a strong sense of place for the majority of users. Each project has its own unique environment, objectives and challenges, but research is the common foundation that allows us to establish a baseline from which we can measure the impact and success of the design. Our research begins with data collection: listening to and understanding our clients and their customers, then thinking through existing conditions, identifying obstacles and establishing objectives before arriving at a solution based on reliable data.

Visual wayfinding, the most basic and straightforward navigational tool, encompasses all static signage. It's the workhorse of the wayfinding world; it does the heavy lifting. The success of visual wayfinding is tied strongly to intuitive architecture. Research has shown time and time again that good wayfinding begins with thoughtful architectural design. Visual wayfinding is also the most effective method of presenting and reinforcing a client's brand with clear and cohesive visual elements. A primary challenge of visual wayfinding is balancing form and function. The most important part of our job is turning ideas and inspiration into something real that does a job and does it well. Environmental graphic design must be a hybrid of art and communication. EGD projects need to be both aesthetically pleasing and useful, packaging and presenting clear and concise information to users. Context plays a tremendous role in the success of wayfinding, influencing how a message is comprehended and how decisions are made. It's strongly related to customer expectations, in that information should be provided in the right way at the right place at the right time. Visitors walking down a long hall at a hospital need to be reassured by signage that they're headed in the correct direction. Failure to meet customer expectations can result in people getting lost or feeling a lack of certainty as they navigate through a space.

Verbal wayfinding is another piece of the puzzle. For users who need further instruction on how to reach their destination, or for those who may not speak the language displayed on signage, an information desk offering verbal assistance is very important. Desk attendants should be able to present information in an educated, consistent and objective manner, so users are less likely to become confused when listening to directions. While visual wayfinding is usually successful for around 90% of users, the verbal component is key in assisting the remaining 10%. At a high-traffic hospital, this could translate into thousands of patients and visitors per year.

Virtual wayfinding encompasses dynamic, non-static navigational tools; in essence, digital tools: computerised displays with directional information, interactive directories with foreign language assistance, "smart garage" signage with real-

time parking-spot counts, smartphone apps that guide users through a facility, and plenty of other technology. Virtual wayfinding offerings are constantly improving and they will continue to be a crucial component of a comprehensive wayfinding system into the future.

Each of the 3Vs provide and reinforce the same information; it's just presented and accessed in different ways since people process information differently. Where visual signage might be insufficient for one user, verbal wayfinding can fill in the gaps; where virtual information isn't enough for another user, architectural cues guide him; and so forth. By communicating with each other and ensuring there are no contradictions or missing puzzle pieces, the various types of wayfinding are able to consistently present information across all three platforms. Applying a holistic approach so the 3Vs can work in tandem is critical. Using this strategy enables clients to reach the greatest percentage of their customer base, which means that more users can quickly and easily find their destination and comprehend a brand. By tapping into teamwork, creative inspiration and best practices for information delivery, we can elevate the design process and achieve successful outcomes for our clients.

The EGD profession plays a vital role in how people experience a space or place; therefore, every project we touch impacts people's quality of life in some form or fashion. The projects featured here focus on the healthcare market, where customers are likely not at their best. Being lost or confused only adds to their burden. Every design professional represented in this book has both the honor and responsibility to provide clients and, more importantly, their customers, with creative solutions that solve real problems. The opportunity to see how our design efforts are making a real difference every day is the true payoff for all of our hard work. The added benefit of being recognised in this book for a job well done is a welcome validation. Congratulations once again to everyone that contributed to content that follows!

Jim Harding
Gresham, Smith and Partners, USA

祝贺所有对本书内容做出贡献的各位！你们已经跻身于全球设计精英的行列了。

这是一条令人激动的道路，我很自豪能跻身于少数环境图形设计师的行列。我们很幸运，能够找到一个统一了设计与交流的事业。这是一个激动人心的领域，它教会了我团队合作与灵感的价值。

29年来，我一直领导着GS&P设计公司环境图形设计团队。我们的团队虽小，却很能干，许多最佳概念都来自于团队的互助能量。我们每个人都了解自己是一大幅拼图中很重要的一块，不断为我们的项目贡献独特的设计理念。我们的团队坚信灵感可以来自任何时间、任何地点，所以我们努力捕捉每件事的感悟，并尽量经常与团队成员分享。某人可能发一张喜欢的雕塑的照片，然后在会议上做出简单的评论。我们不断追踪这些灵感，然后在需要的时候对其进行挖掘。合作是我们的驱动力，而思想共享是我们成功的关键。我们还认识到了对每个项目进行调研的重要性。充足的研究和分析对预计环境图形设计的预期效果是至关重要的。虽然好的导视设计不一定能克服建筑障碍或非直观导航环境，但是它仍有助于提升导航的成功率并为大多数用户打造强烈的场所感。每个项目都有其特定的环境、目标和挑战，但是研究是我们建立基准线的共同基础。我们通过基准线来衡量设计的影响力和成功与否。我们的调研始于数据收集：倾听并理解客户和消费者的需求，然后仔细考虑现有条件，识别障碍，在提出解决方案前先根据可靠数据建立起目标。

环境图形设计不仅是标识设计，它要求根据交流信息进行整体研究，帮助人们以最佳方式到达目的地。它有三个基本元素：视觉、语言和虚拟（visual, verbal, virtual, 即3V元素）。各种类型的寻路设计都有其独特的价值，它们融合起来，共同形成一个全面运作的综合系统。

视觉寻路元素是最基本、最直接的导航工具，包含所有静态标识。它是寻路世界中的主力。视觉寻路设计的成功与直观建筑紧密相连。研究反复表明，良好的寻路系统始于合适的建筑设计。视觉寻路设计也是最有效的导航方式，它能够通过鲜明、有凝聚力的视觉元素呈现并强化客户的品牌形象。视觉寻路设计的主要挑战是如何平衡形式与功能。在我们工作中，最重要的部分就是将想法与灵感转化为真实而有用的东西。环境图形设计必须综合艺术和交流。环境图形设计项目既要美观实用，又必须为用途打包和呈现清晰、准确的信息。环境在成功的寻路设计中扮演了极为重要的角色，它能影响信息的理解和决策的制定。它与客户的期望效果紧密相连，即信息应当以正确的方式出现在正确的时间、正确的地点。走在医院大厅里的访客需要通过标识来获得安心，保证自己走在正确的方向上。如果无法满足客户的预期，他们会在陌生的环境中迷路或

感到缺乏确定性。

语言寻路是拼图的另一部分。对需要进一步导航指示的用户或是不懂标识上语言的用户来说，能提供口头帮助的信息台十分重要。前台服务人员应当能以彬彬有礼、始终如一的客观方式呈现信息，减少用户的困惑。视觉寻路元素对约90%的用户都是有效的，而语言寻路元素则主要帮助剩余的10%。在人流密集的酒店，它们每年能为成千上万的患者和访客提供帮助。

虚拟寻路设计包含动态、非静止的导航工具；从本质上说，就是数字工具：具有方向信息的电子显示屏、带有外语辅助的交互指南、带有实时停车位计数的“智能车库”标识、智能手机的导航应用程序以及各种其他技术。虚拟寻路元素不断进步，它们将变成未来综合导视系统中至关重要的组成元素。

3V元素提供并强化了同样的信息；由于人们处理信息的方式不同，这些信息以不同方式呈现并产生作用。当视觉标识不充分的时候，语言寻路元素可以填补空白；当虚拟信息不充足的时候，建筑标识可以提供引导。只要各个元素的相互交流，保证相互之间没有矛盾或遗漏，各种寻路元素就能呈现一致的信息。打造一个能让3V元素相互协作的整体规划十分重要。该策略能保证客户将信息传达到更多的用户，使他们快速、简单地找到自己的目的地并理解品牌。针对信息传递的团队协作、创意灵感和最佳实践的分析，让我们得以改进设计流程，帮客户实现更好的结果。

第四个V元素是价值（value）。本书中的每个项目背后都有一个清楚认识到交流信息的重要价值的客户。建筑师、室内设计师、土地规划师等设计人员对环境图形设计专业价值的正确认识也十分重要。最终，这种价值实现了用户的高满意度，这是每个企业的追求，也是每个设计的最终衡量标准。

环境图形设计在人们的空间体验中扮演了重要的角色；因此，我们接触的每个项目都能以某种方式影响人们的生活质量。本书主要聚焦于医疗业，他们的用户往往都不太舒适。迷路或迷惑只能增加他们的负担。本书中的每个设计都不仅服务于客户，还服务于他们的用户，力求用创新方案来解决实际问题。能够看到我们的设计是如何一天天改变世界，真是我们工作的最大收获。能够被收录在本书中是对我们工作的极大肯定，让我再次祝贺本书中各个作品的设计者们！

吉姆·哈丁
美国，GS&P设计公司

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Children's Healthcare of Atlanta – Feature Walls at Egleston Campus

Design agency: Stanley Beaman & Sears
Photography: Jim Roof
Client: Children's Healthcare of Atlanta
Country: USA



The project is a part of a \$344 million master plan expansion and renovation of both hospital campuses. Project components include a new main lobby, public waiting areas, acute and ambulatory clinical areas, diagnostic and treatment areas, and patient / family support spaces. Graphics, signage, and these interactive walls were closely integrated to the comprehensive interior design and concepts. These feature walls incorporate a selection of bold colours, fun textures and finish materials which effectively harmonise with the Interior Design. These interactive walls are inherent to the global success of the project. The solution is one of patient focused care tailored to children and people of all ages that is spirited, welcoming, and educational.

亚特兰大儿童医院——埃格尔斯顿院区特色墙

项目是耗资 3.44 亿美元的多院区综合扩建和翻修工程的一部分。项目包含一个新大厅、公共候诊区、急诊和门诊区、诊断和治疗区和患者 / 家属辅助空间。图形、表示和交互特征与整体室内设计和概念紧密结合。这些特色墙的设计选择了大胆的色彩、有趣的纹理和装饰材料，与室内设计和谐统一。这些交互墙壁对整个项目的成功至关重要。设计以患者为中心，为儿童量身定制，各个年龄段的人群都能从中获得启发并感受到热情。

设计机构: SBS 设计公司 摄影: 吉姆·鲁夫 委托方: 亚特兰大儿童医院 国家: 美国







learning through nature 2

There are over 270,000 known species of flowers and all have the same basic parts as shown in the diagram.

In 1893 Congress voted to make the rose America's national flower.

All bees have branched hairs covering their bodies. These branched hairs become dusted with pollen grains as they visit flowers.

discovery through nature 3

Eggs hatch in about 6-21 days. Most eggs are found in calm or static waters, to prevent getting too rumpled about in infancy.

7 to 10 days after the tadpole has hatched, it will begin to swim around and feed on algae.

By 12 weeks, the tadpole has only a teeny tail stub and looks like a miniature version of the adult frog.

Children's Healthcare of Atlanta – Stair Gym at Eggleston Campus

Design agency: Stanley Beaman & Sears
Photography: Jim Roof
Client: Children's Healthcare of Atlanta
Country: USA

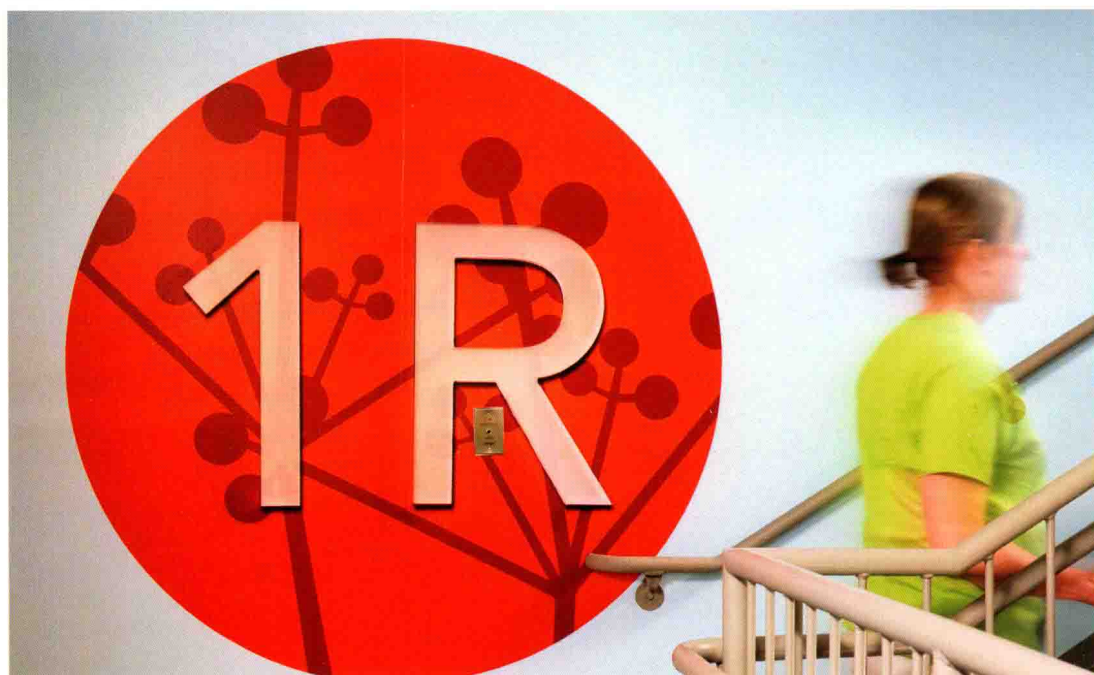


The client had expressed their desire to communicate their commitment to wellness, not just to their patients, but also to the staff that care for them. In association with one of the organisations very motivated internal health and wellness programs, named Strong 4 Life, the client hired the architectural firm to provide design concepts and then implement the facilities first Stair Gym. The team was challenged with a tight budget to design and implement the entire stair renovation. This would need to include all graphics, signage, paint and flooring. The team met with the client to prioritise the essential items that would make this stair successful. Needing to cut back on audio, sound, lighting and other sensory concept supplements that was presented, the team focused their efforts on the basics of colour, graphics and signage. Floor identifiers were a nicely subtle design. Constructed out of transparent plastic, these budget conscience signage were mounted directly in front of the larger wall graphics.

亚特兰大儿童医院——埃格尔斯顿院区楼梯设计

客户希望传递出自己致力于健康事业的理念。客户与积极上进的健康项目组织“强健生活”(Strong 4 Life)，委托建筑事务所为其提供设计概念并将其应用在项目设施中。设计团队必须以有限的预算来完成整个楼梯间的翻修改造，其中包括图形、标识、喷装和地面整修。设计团队与客户确认了重点元素，以确保成功完成项目。设计团队削减了声光等感官概念，将重点放在色彩、图形和标识上。楼层标识符采用了精致的设计。由透明塑料制成的标识物美价廉，被直接安装在大幅墙面图形上。

设计机构: SBS设计公司 摄影: 吉姆·鲁夫 委托方: 亚特兰大儿童医院 国家: 美国



Did you know that by climbing the 6 floors of the Stairgym 4 times per week for a year is the same as climbing Mt. Everest?

