

CSU Fullerton (upper left)  
Otis College of Art & Design

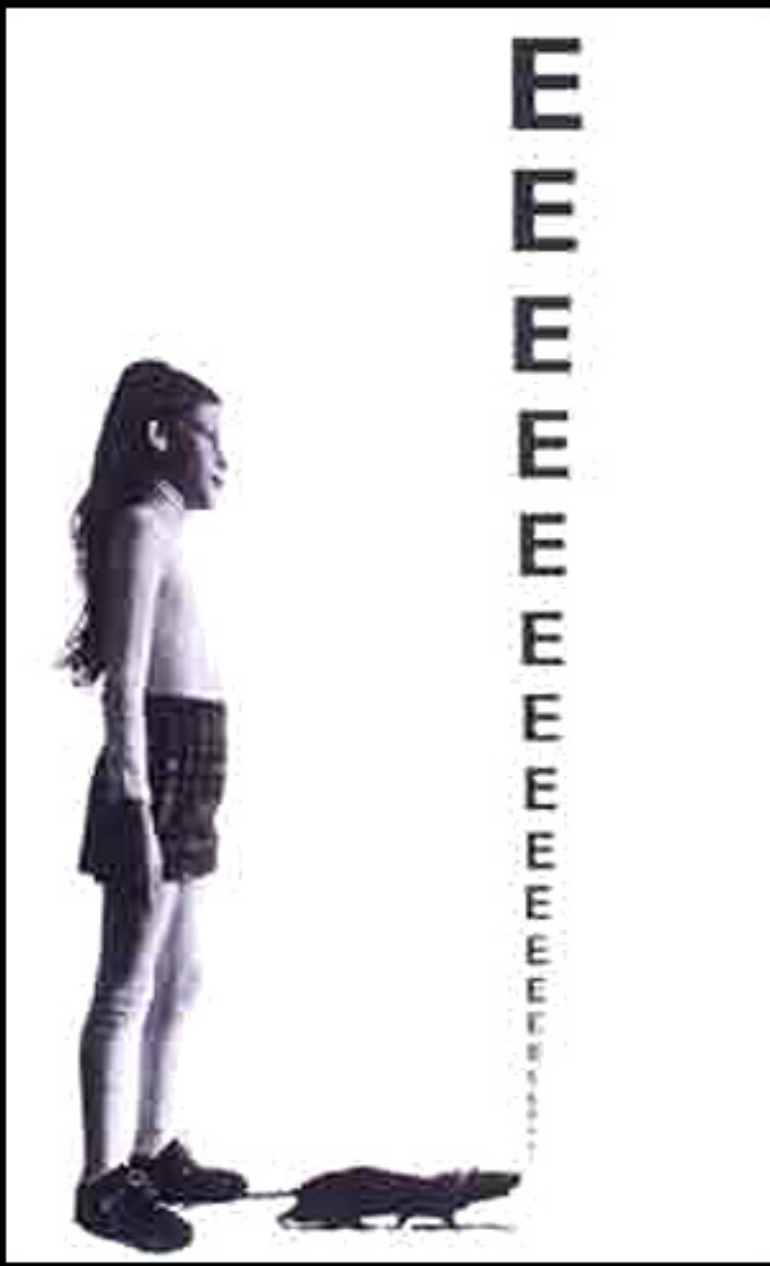
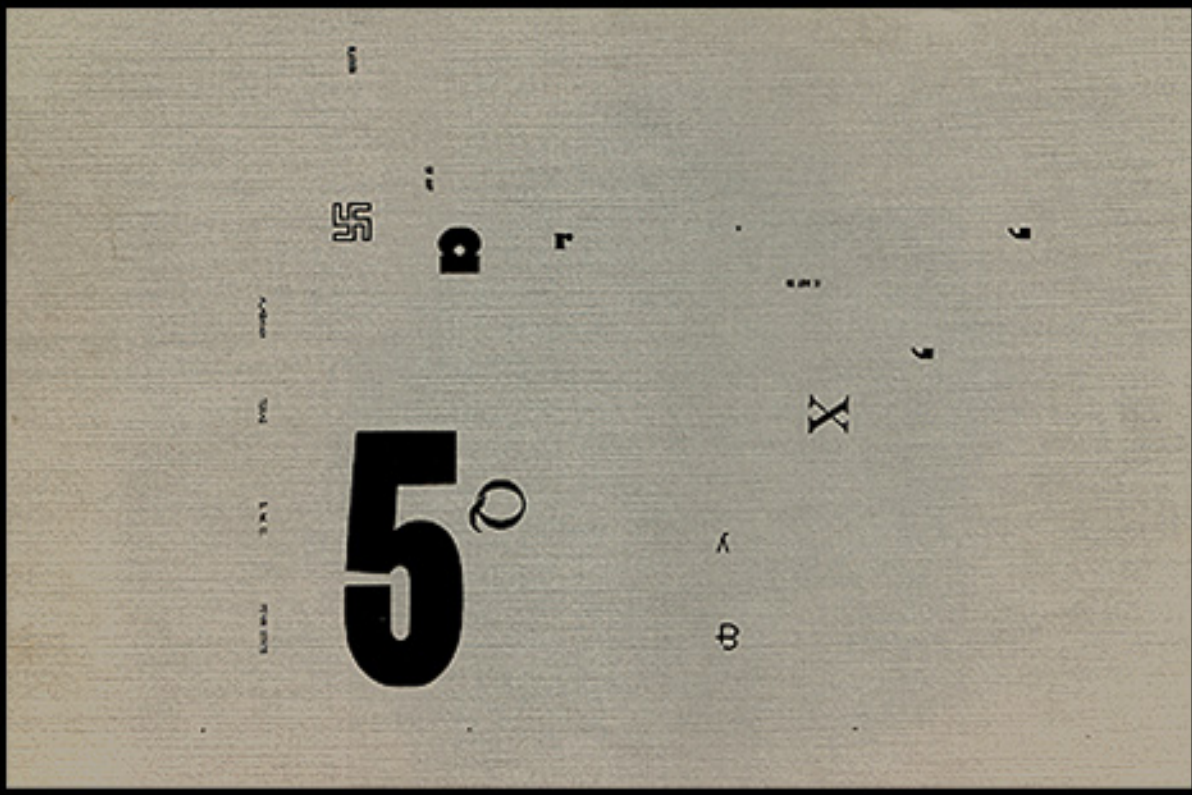


illustration: Lawton Outlaw III

University of Minnesota Duluth

**JAZZ** studies

STRONG roots curriculum ensembles

World class

Faculty

YES I want to know more about **JAZZ** call 218-724-4388

TECHNOlogy

Big Bands  
MIDI Lab with extensive sequencing and notation software  
Jazz Combos  
New Yamaha Disklavier Pianos  
New Roland Digital Piano Lab  
Guitar Ensembles  
Jazz Choir  
Faculty Ensemble

guest artists

Rufus Reid  
Chick Corea  
Randy Brecker  
Toshiko Akiyoshi  
Freddie Hubbard  
Curtis Fuller  
Eric Erland  
Billy Conrad  
George Shearing  
Michael Johnson  
Sandy Lee  
Michael Pagan  
Dave Schrammberger  
Mark Whitlock  
Robert Williams

23<sup>rd</sup> annual  
HEAD OF THE LAKES  
**JAZZ**  
festival  
UNIVERSITY OF MINNESOTA  
duluth

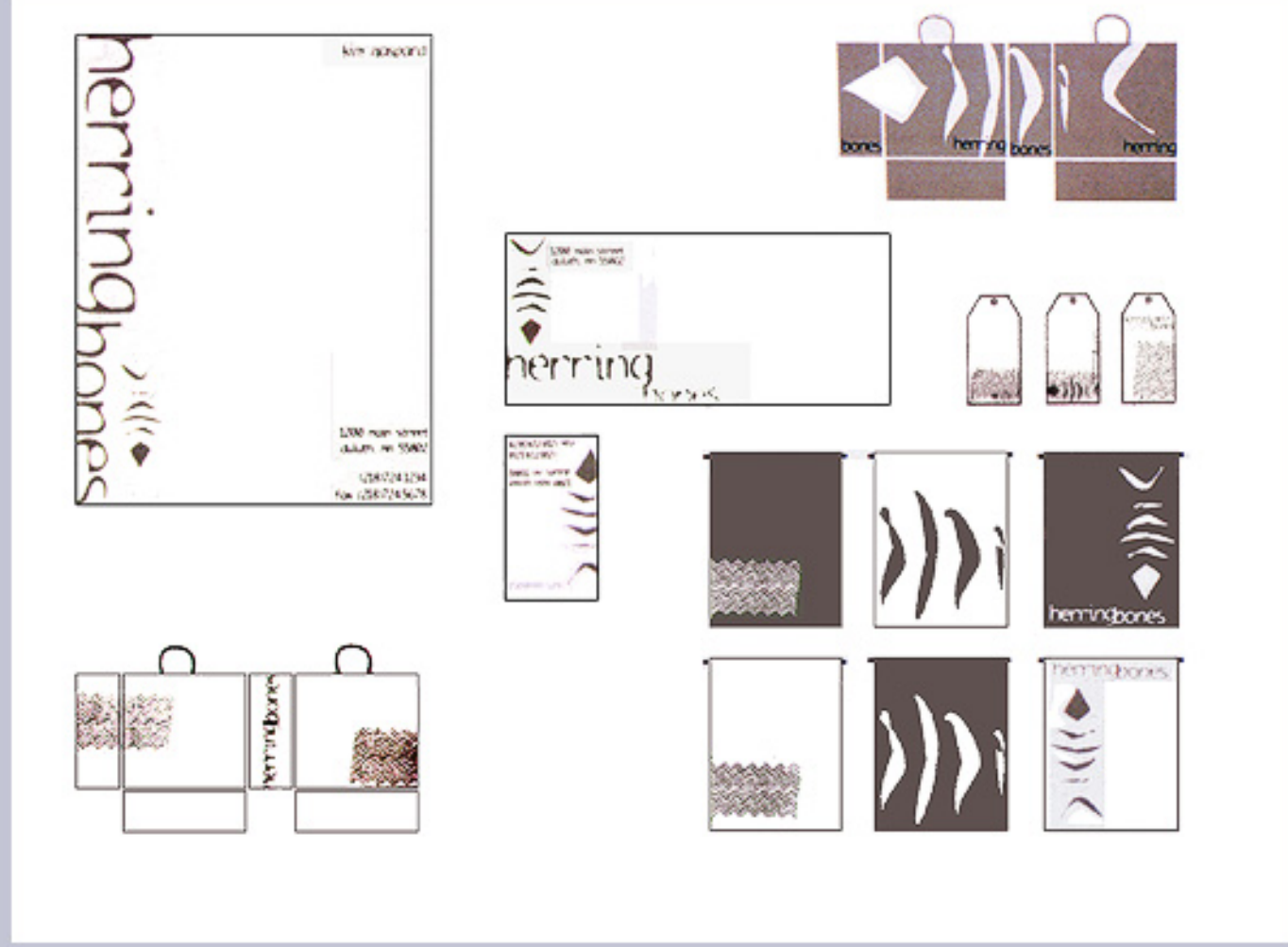
featuring  
UMD ENSEMBLES  
jazz choir  
jazz ensemble I  
Michael Pagan, director  
combo II  
THE LATIN JAZZ COMBO  
George Lieb, director  
combo I  
Glenn Schaft, director

special guests  
SANFORD MOORE  
Connie EVINGSON  
Greg ABATE

March 28, 29, 30, 1995  
MARSHALL PERFORMING ARTS CENTER

TICKETS: \$5 adult  
\$3 students





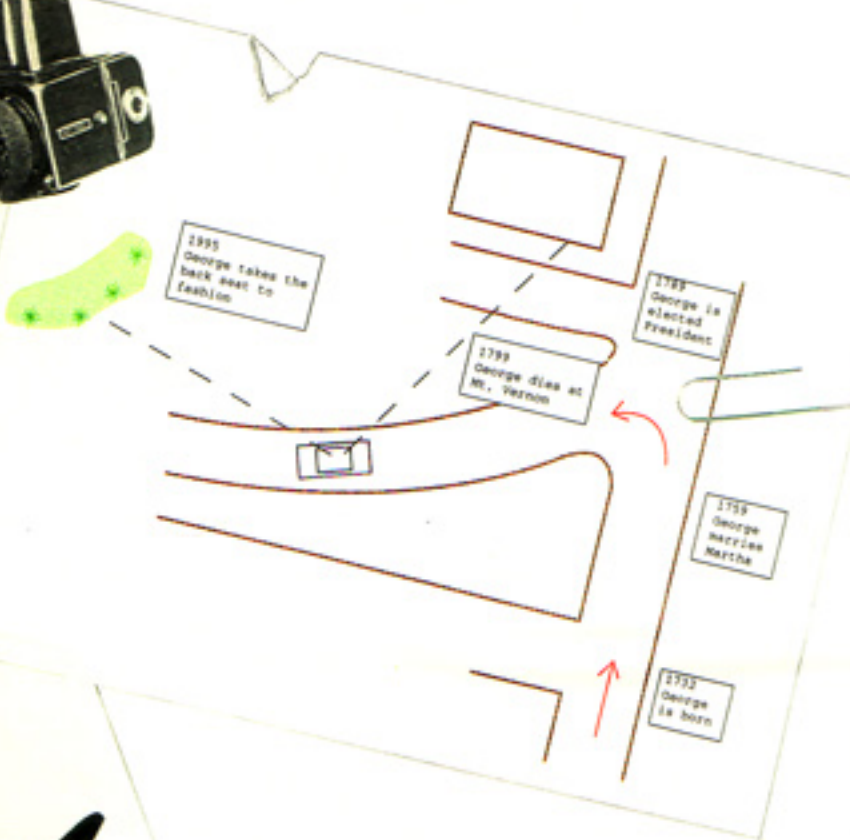


*Eyebrow  
Pencils  
by Lewis H.  
Lapham*

# NOTEBOOK

**TODAY** APPOINTMENTS...

DATE	TIME	EVENT
8:00	2:00	EXPLORE
8:30	2:30	SINGLE-PHOTO THEORY
10:00	3:00	Character assassination?
10:30	3:30	
11:00	4:00	
11:30	4:30	
	5:00	
	5:30	
	6:00	
	6:30	
	7:00	
	7:30	
	8:00	
	8:30	
	9:00	
	9:30	
	10:00	
	10:30	
	11:00	
	11:30	
	12:00	
	12:30	
	1:00	
	1:30	



*If one wishes to know the real power of the press, one should pay attention, not to what it says, but to the way in which it is listened to...It only cries so loud because its audience is becoming deaf.*

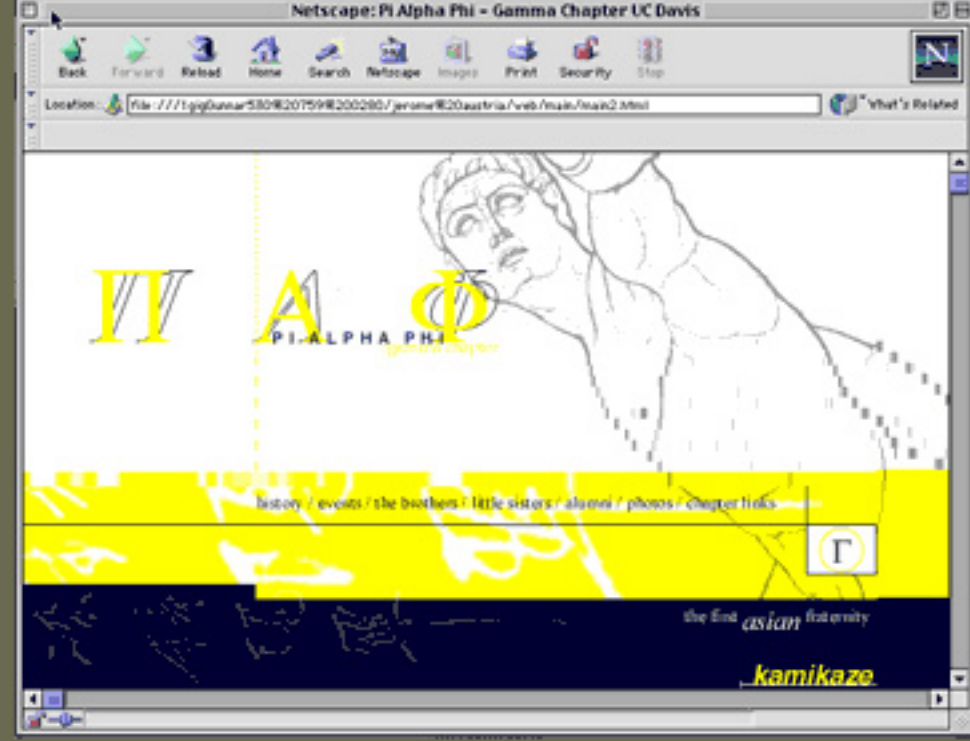
—Alexis de Toqueville

**D**uring the first week of September, advance copies of John F. Kennedy Jr's new political magazine, George, appeared on the New York publicity circuit, defined by its founding editor as "post-partian" and addressed to the kind of people (very upscale, very hip) apt to think-at least until they meet George-that politics are boring, nasty and old. The introductory press conference took place in the rotunda where George Washington (the magazine's namesake and totem) delivered his first inau-

gural address in the Spring of 1789. Smiling and at ease in the company of both the dim past and the shiny present, Kennedy greeted the assembled gossip columnists and television cameras by saying, "I don't think I have seen as many of you in one place since they announced the results of my bar exams." His magazine looked a great deal like Vanity Fair or Vogue (280 glossy pages, delicately scented with an assortment of French perfumes), and in response to questions







Jerome Austria



Ian Brewer

Macarena Edwards

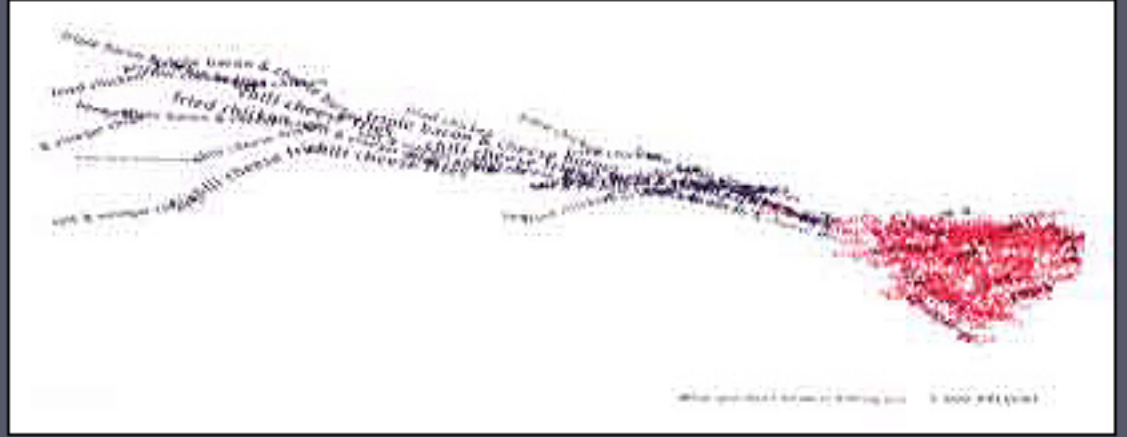


UC Davis

Christina Chaya

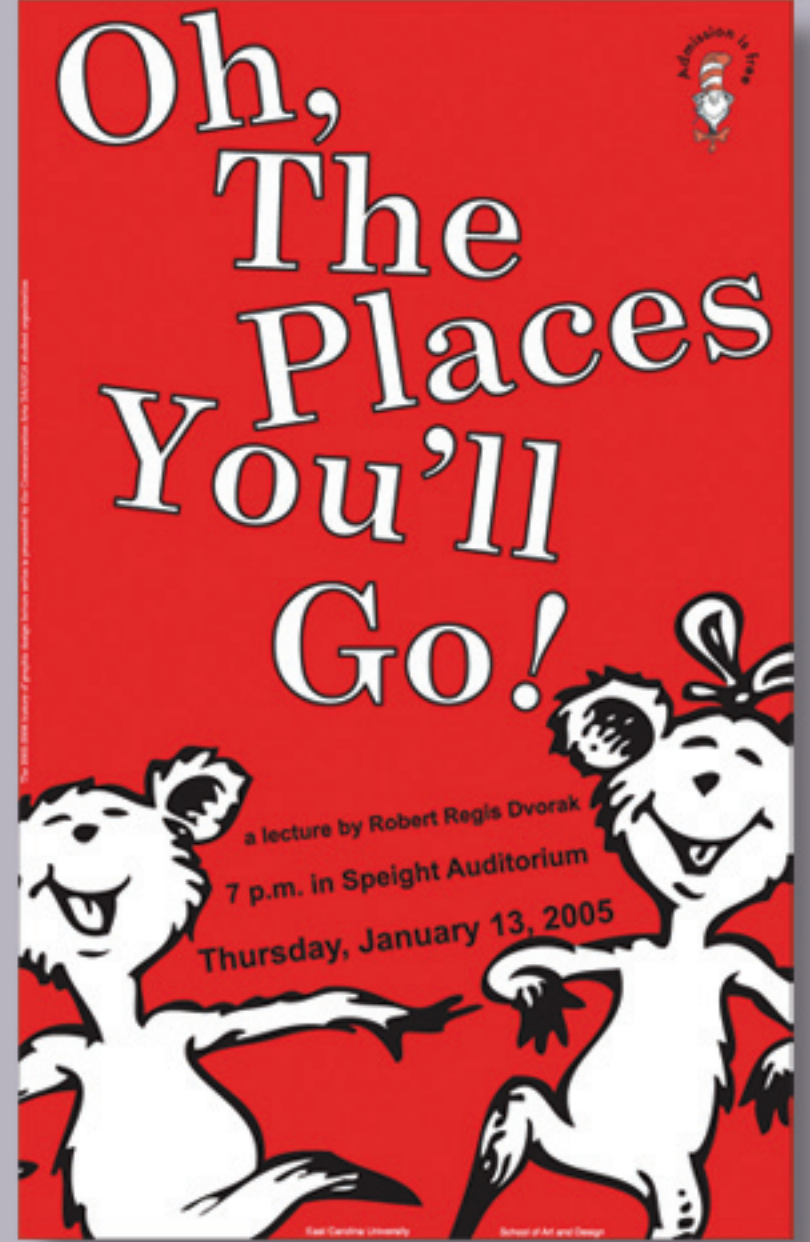
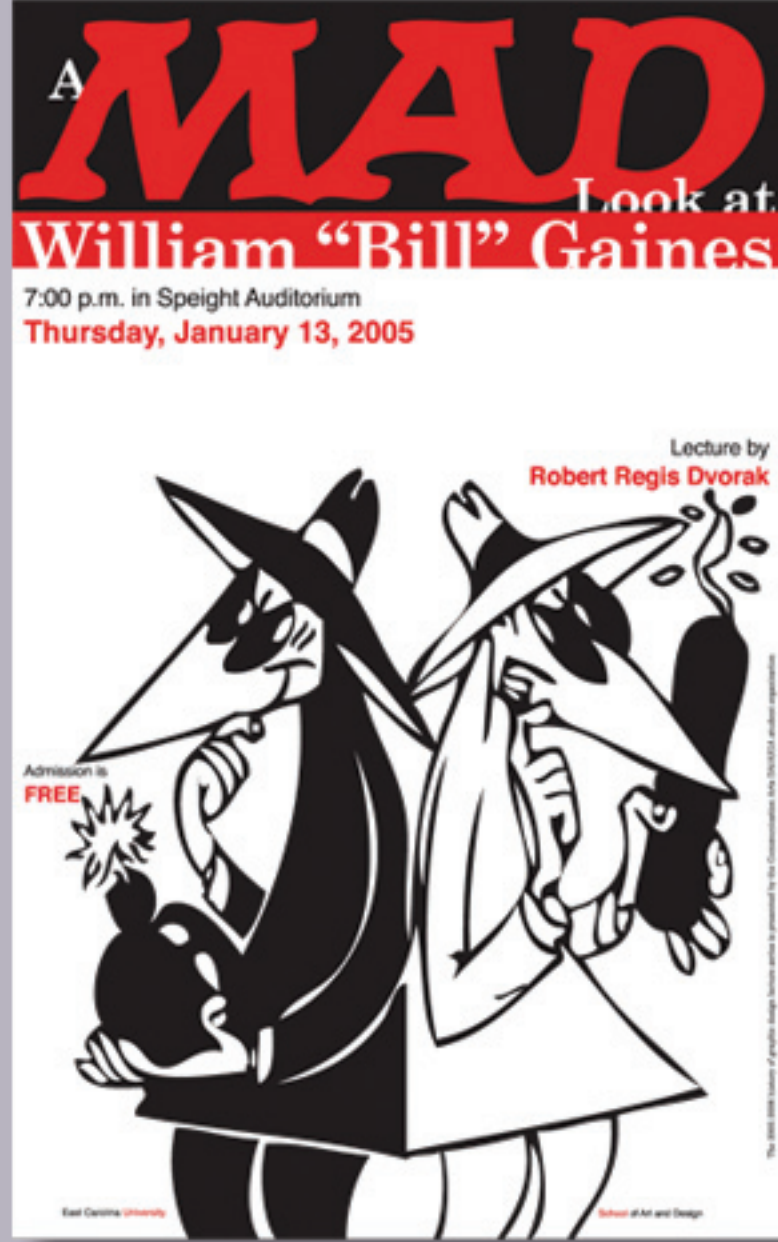
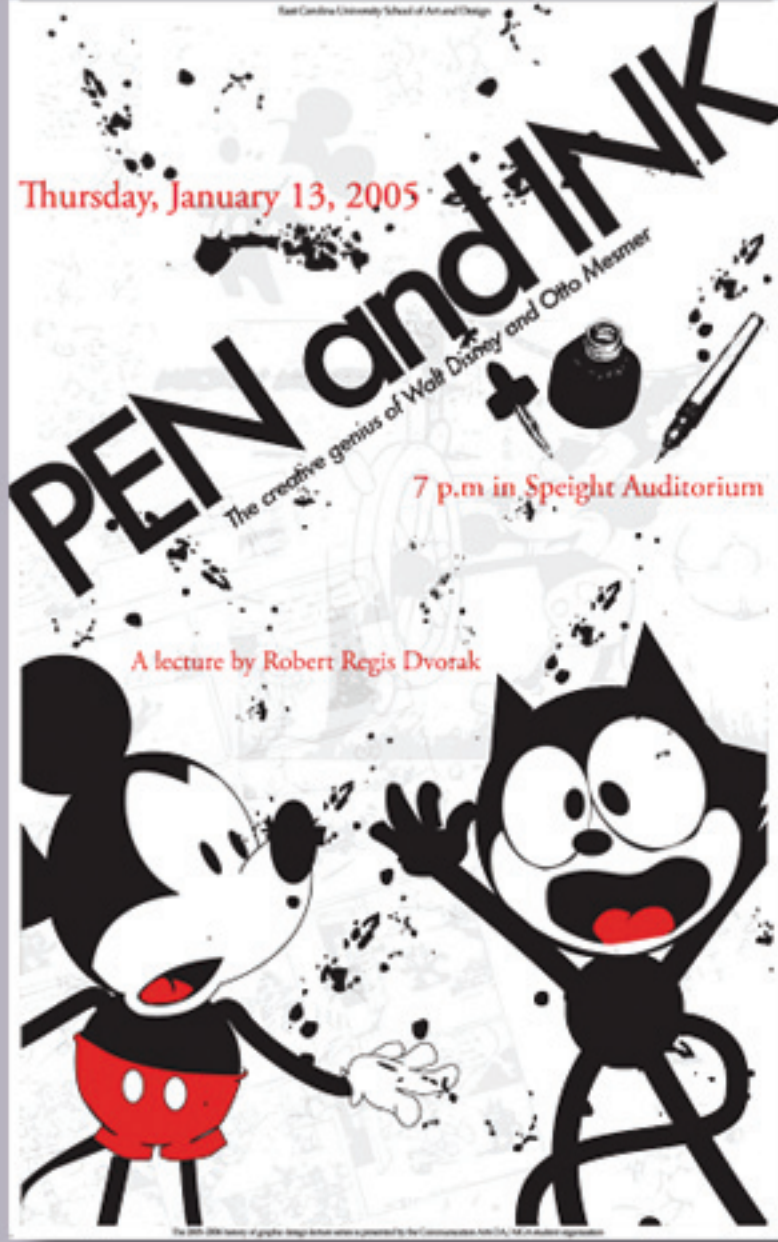


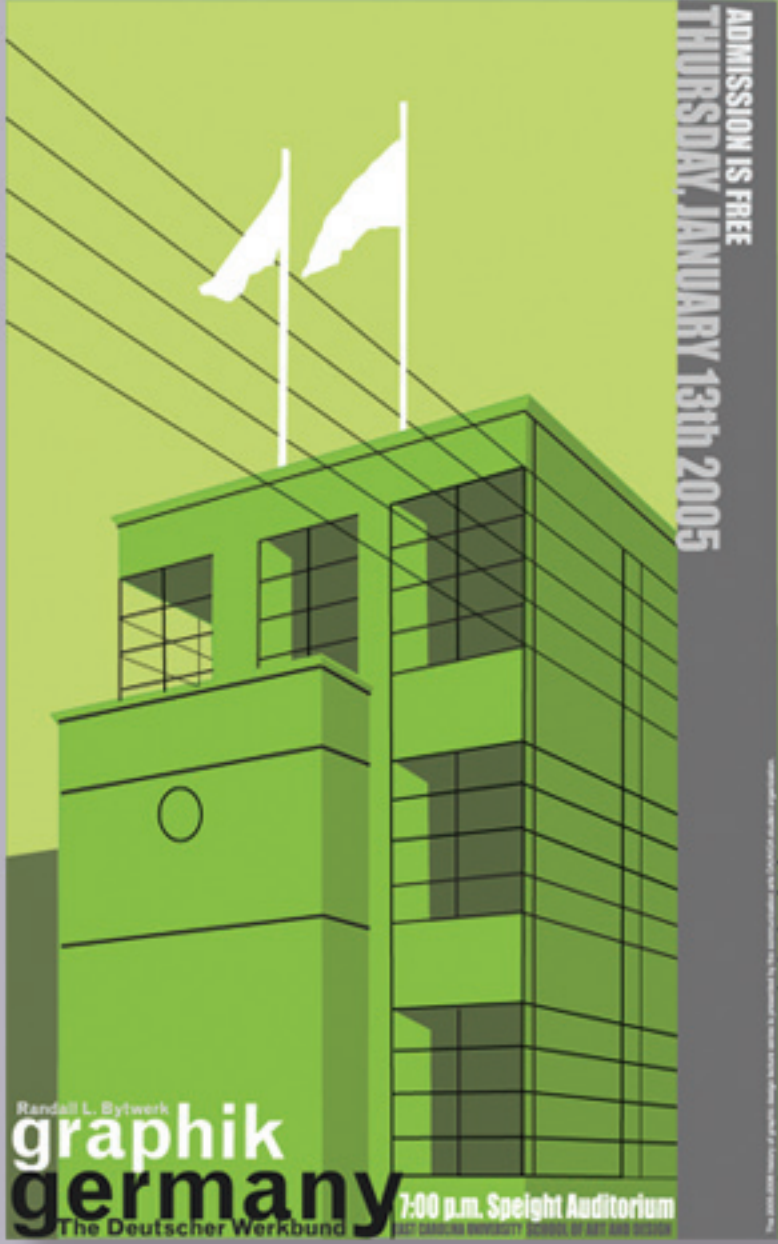
Yumanti Epperon











# Political 40's poster Design

A decade of war



Hear Carol.  
Hear Carol Wells speak,

"Thursday, January 13, 2005 | 7:00 p.m.  
Speight Auditorium | School of Art and Design  
East Carolina University | admission is free  
The 2005-2006 history of graphic design  
lecture series is presented by the  
Communication Arts DVAIGA  
student organization."



2

# Political 60's poster Design

A decade of protest



Hear Carol.  
Hear Carol Wells speak,

"Thursday, January 13, 2005 | 7:00 p.m.  
Speight Auditorium | School of Art and Design  
East Carolina University | admission is free  
The 2005-2006 history of graphic design  
lecture series is presented by the  
Communication Arts DVAIGA  
student organization."



4

# Political 90's poster Design

A decade of equality



Hear Carol.  
Hear Carol Wells speak,

"Thursday, January 13, 2005 | 7:00 p.m.  
Speight Auditorium | School of Art and Design  
East Carolina University | admission is free  
The 2005-2006 history of graphic design  
lecture series is presented by the  
Communication Arts DVAIGA  
student organization."



5

East Carolina University  
sophomore level



# THE WAVE

Magazine Identity and Letterforms

a teaspoon  
of wasabi  
**Add** & several crushed  
**RASPBERRIES**  
4 tablespoons  
to of balsamic vinegar &  
8 tablespoons of extra  
virgin olive oil  
**& SHAKE**  
**WELL**

Add a teaspoon of  
wasabi and several  
**crushed** raspberries  
to  
4 tablespoons  
of  
*balsamic*  
**vinegar**  
& eight  
Tbsp  
extra  
virgin  
olive oil & shake well.

add  
*one teaspoon of*  
**wasabi** and *several*  
crushed **raspberries** to  
*four tablespoons of* **bal-**  
**samic vinegar** and *eight*  
*tablespoons of* **extra**  
**virgin olive oil, and**  
*shake well.*

THIS COULD BE  
THE DIFFERENCE  
BETWEEN  
VICTORY  
& DEFEAT



JULY 4TH  
HOTDOG-EATING  
CONTEST  
GREENVILLE  
NORTH CAROLINA

# EMIGRÉ

emigre, inc. is a digital type foundry, publisher and distributor of graphic design related software and printed materials based in northern california.

a magazine without borders

vignelli designs

the "why" and the "how," the very *process* of design itself, must be equally evident and quite beyond the tyranny of personal taste.

vignelli associates

1958

CND

PEACE  
for him

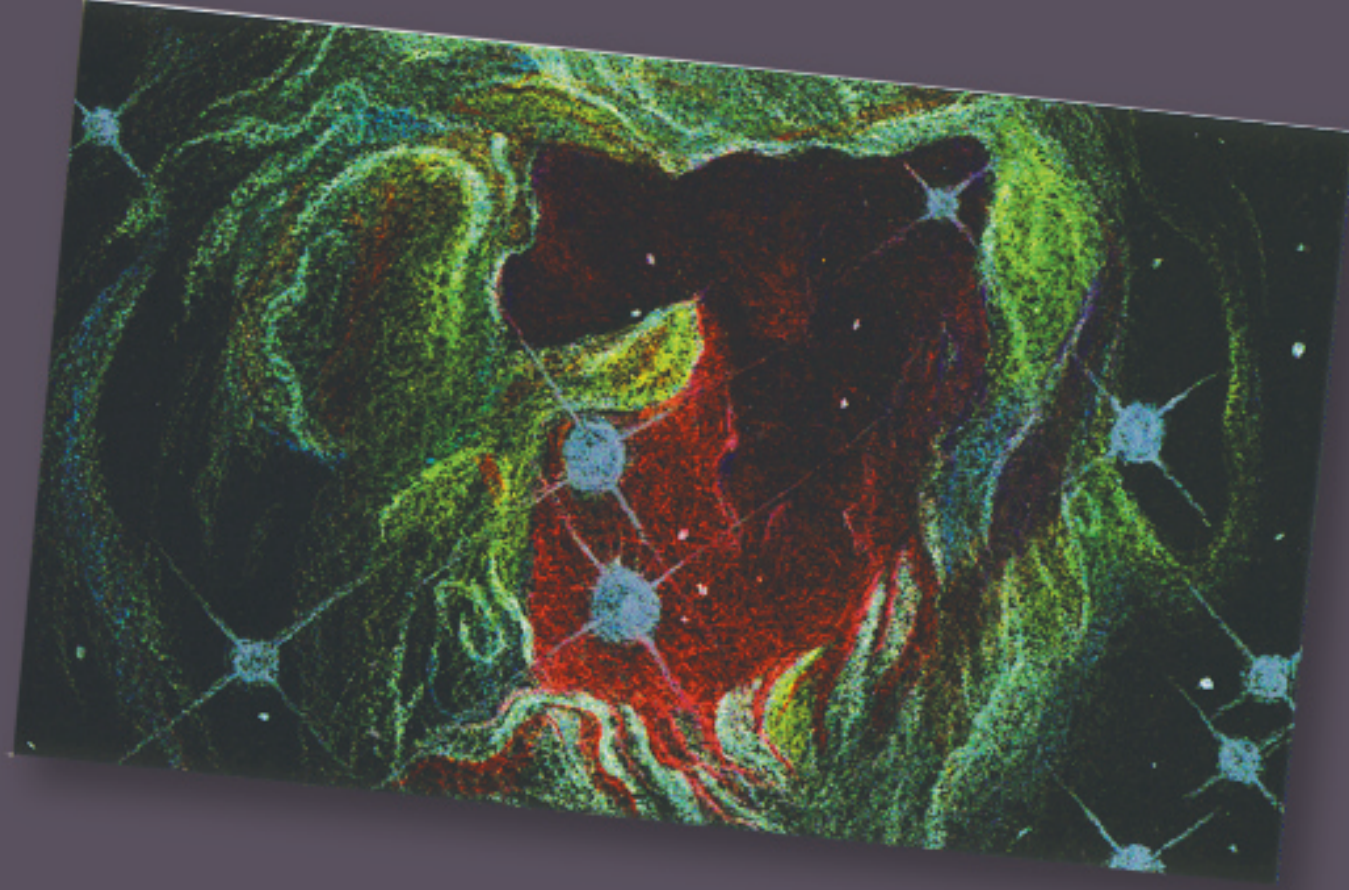
eau de toilette  
4.1 oz

2000

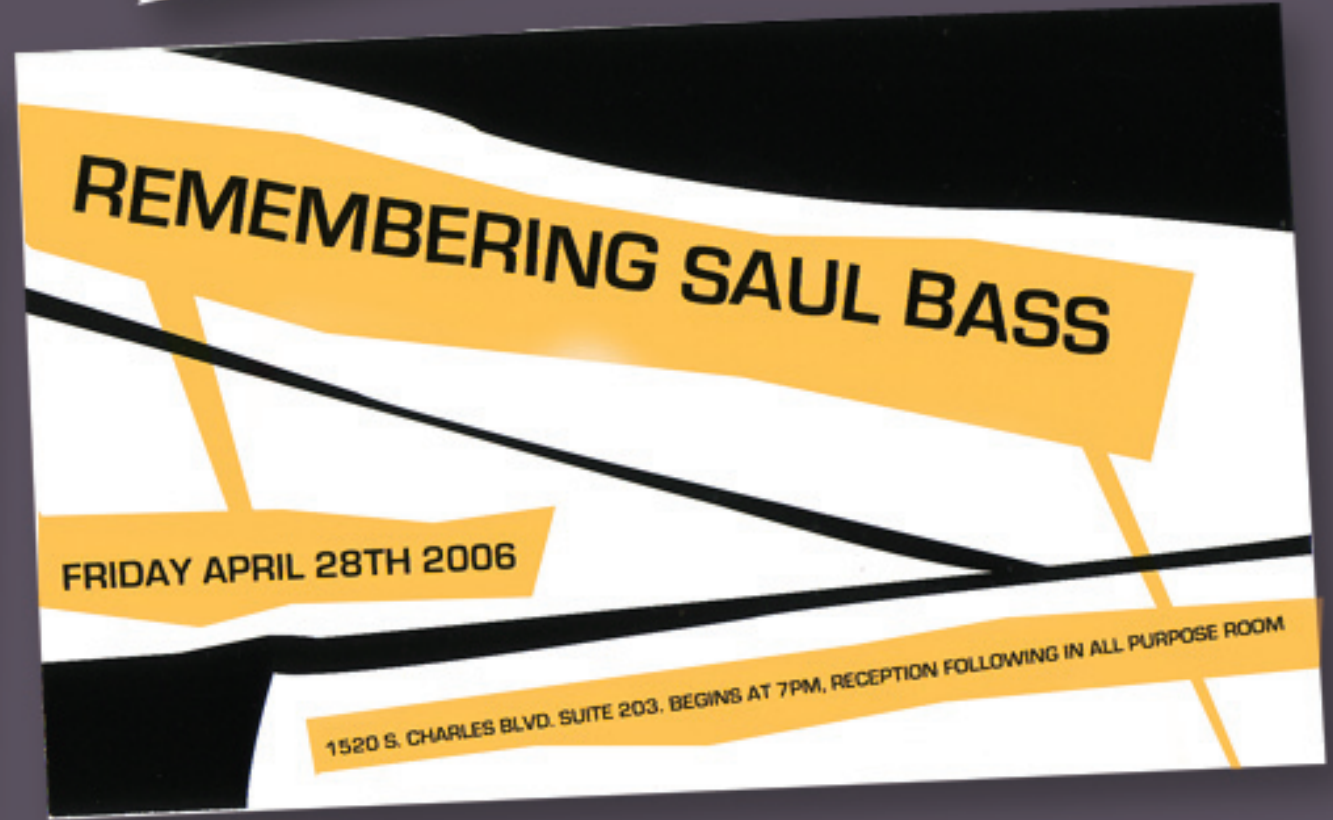




design: Casey Bazemore



East Carolina University  
junior level



design: Colin Maisonpierre



East Carolina University  
senior level

9 innings, 3,000 fans, 1 unforgettable experience



# Pirates

PLAYING  
SPRING 2007

STARTING THE ECU BASEBALL TEAM    ALSO JOINING THE PIRATES    LIBERTY at GREENVILLE    UCLA at LOS ANGELES    CAMPBELL at GREENVILLE    ST. JOHN'S at GREENVILLE  
WASHINGTON at GREENVILLE    DUKE at GREENVILLE    PEPPERDINE at GREENVILLE    N.C. STATE at GREENVILLE    WESTERN CAROLINA at GREENVILLE    N.C. A&T at GREENVILLE  
CAL STATE FULLERTON at GREENVILLE    RYDFORD at GREENVILLE    MICHIGAN at GREENVILLE    HIGH POINT at GREENVILLE    MEMPHIS at GREENVILLE    UNCG at GREENVILLE  
TULANE at NEW ORLEANS\*    TULANE at NEW ORLEANS\*    N.C. STATE at RALEIGH    RICE at GREENVILLE\*    UNCW at WILMINGTON    MARSHALL at HUNTINGTON\*  
OLD DOMINION at GREENVILLE    SPANNAVAH STATE at GREENVILLE    UNC at CHAPPELL HILL    SOUTHERN MISS at GREENVILLE\*    HOUSTON at HOUSTON    UNC at GREENVILLE  
UCF at GREENVILLE\*    UAB at BIRMINGHAM\*    CONFERENCE TOURNAMENT at BIRMINGHAM\*    NCAA REGIONALS    NCAA SUPER REGIONALS    COLLEGE WORLD SERIES

\*denotes C-USA game. Schedule subject to change.

[www.ecupirates.com](http://www.ecupirates.com)

USA

design: Jerry Odom



# PIRATE SOFTBALL 2007

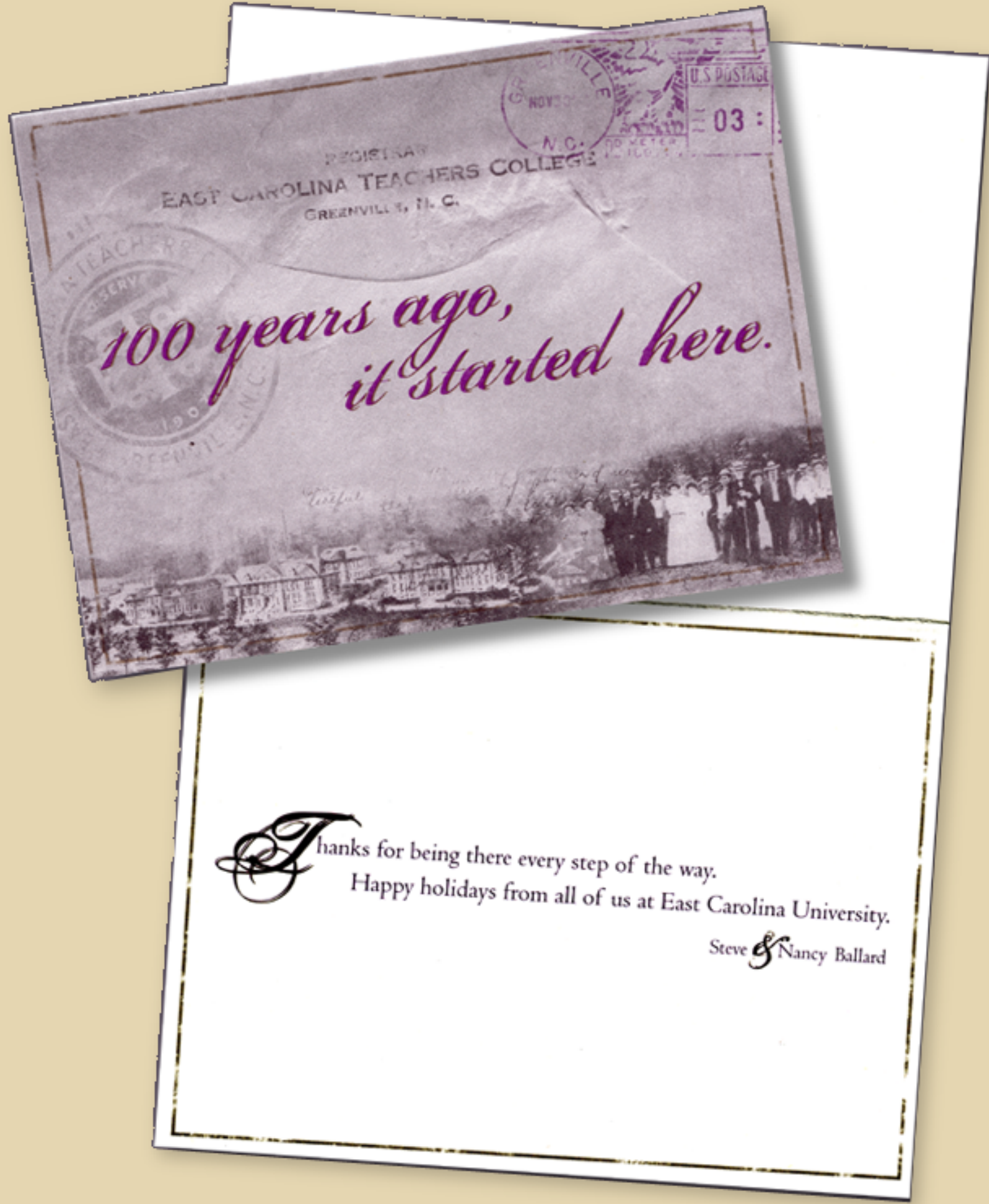
# I THROW LIKE A GIRL



**2007 HOME GAMES**  
 2.23-25 HAMPTON INN PIRATE CLASSIC 2.23 TOWSON 10am 2.23 APPALACHIAN STATE 3pm  
 2.24 ST. JOHN'S 11am 2.28 UNC CHAPEL HILL 3pm 3.2-4 HOLIDAY INN EXPRESS PIRATE CLASH  
 3.2 VERMONT 12pm 3.2 DELAWARE 4pm 3.3 BINGHAMTON 2pm 3.3 JAMES MADISON 4pm  
 3.6 VIRGINIA (DH) 4pm 3.10 UCF\* (DH) 1pm 3.11 UCF\* 11:30am 3.21 AKRON (DH) 3pm  
 3.22 UNC GREENSBORO (DH) 3pm 3.31 TULSA\* (DH) 1pm 4.1 TULSA\* 1pm 4.14 MEMPHIS\* (DH) 1pm  
 4.15 MEMPHIS\* 1pm 4.28 HOUSTON\* (DH) 1pm 4.29 HOUSTON\* 1pm \*denotes C-USA game. Schedule subject to change.







**ncpc**

**North Carolina Preservation Consortium**

P.O. Box 2651 • Durham, NC 27715-2651 • [ncpreservation.org](http://ncpreservation.org)

**ncpc**



**AIGA**

# PORTFOLIO REVIEW

**FEB 24**  
CAPSTRAT  
RALEIGH, NC  
10AM - 4 PM

REGISTER ONLINE AT  
[RALEIGH.AIGA.ORG](http://RALEIGH.AIGA.ORG)  
STUDENT MEMBERS \$20  
NON-MEMBERS \$30

**AIGA**

**ed mckim**

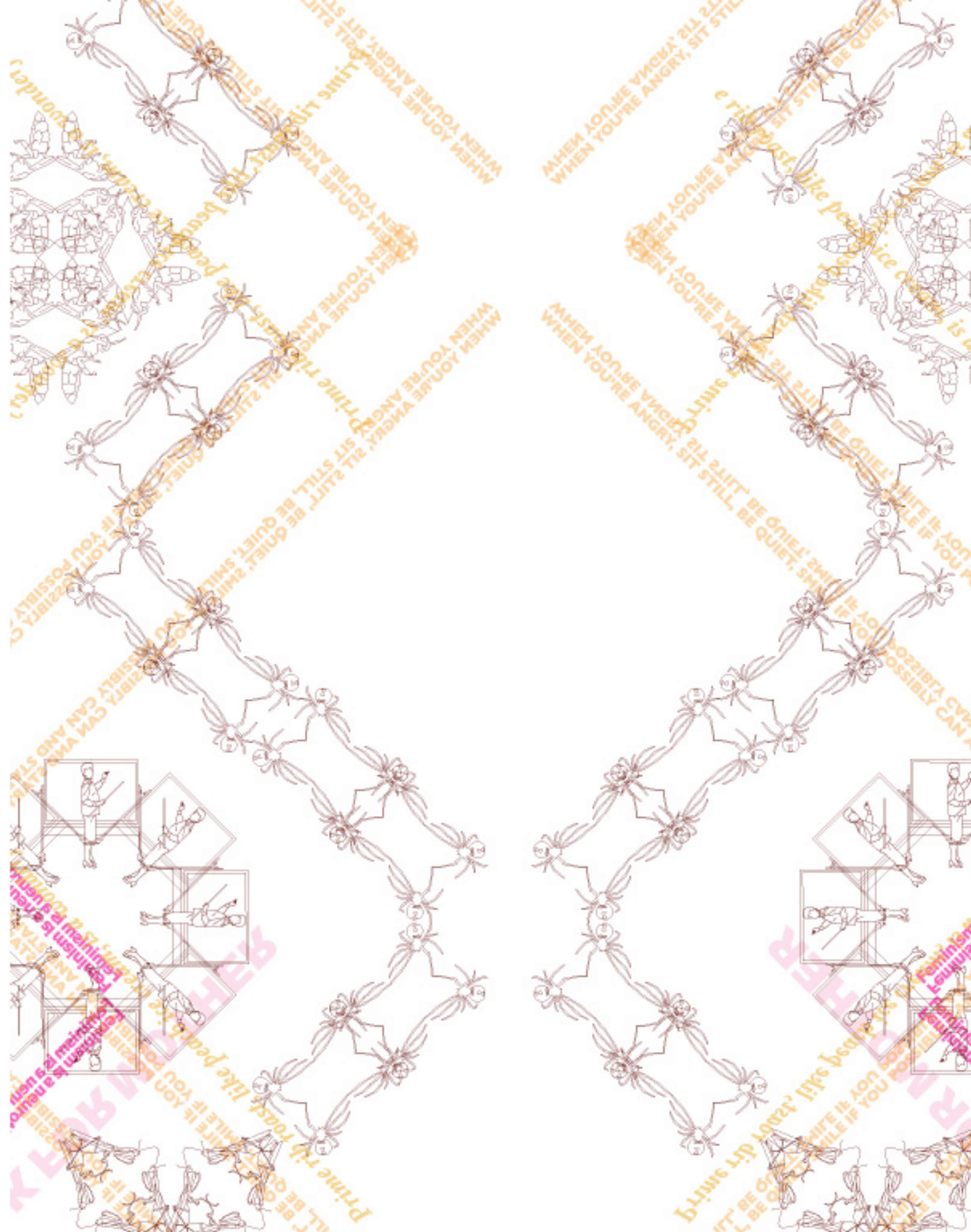
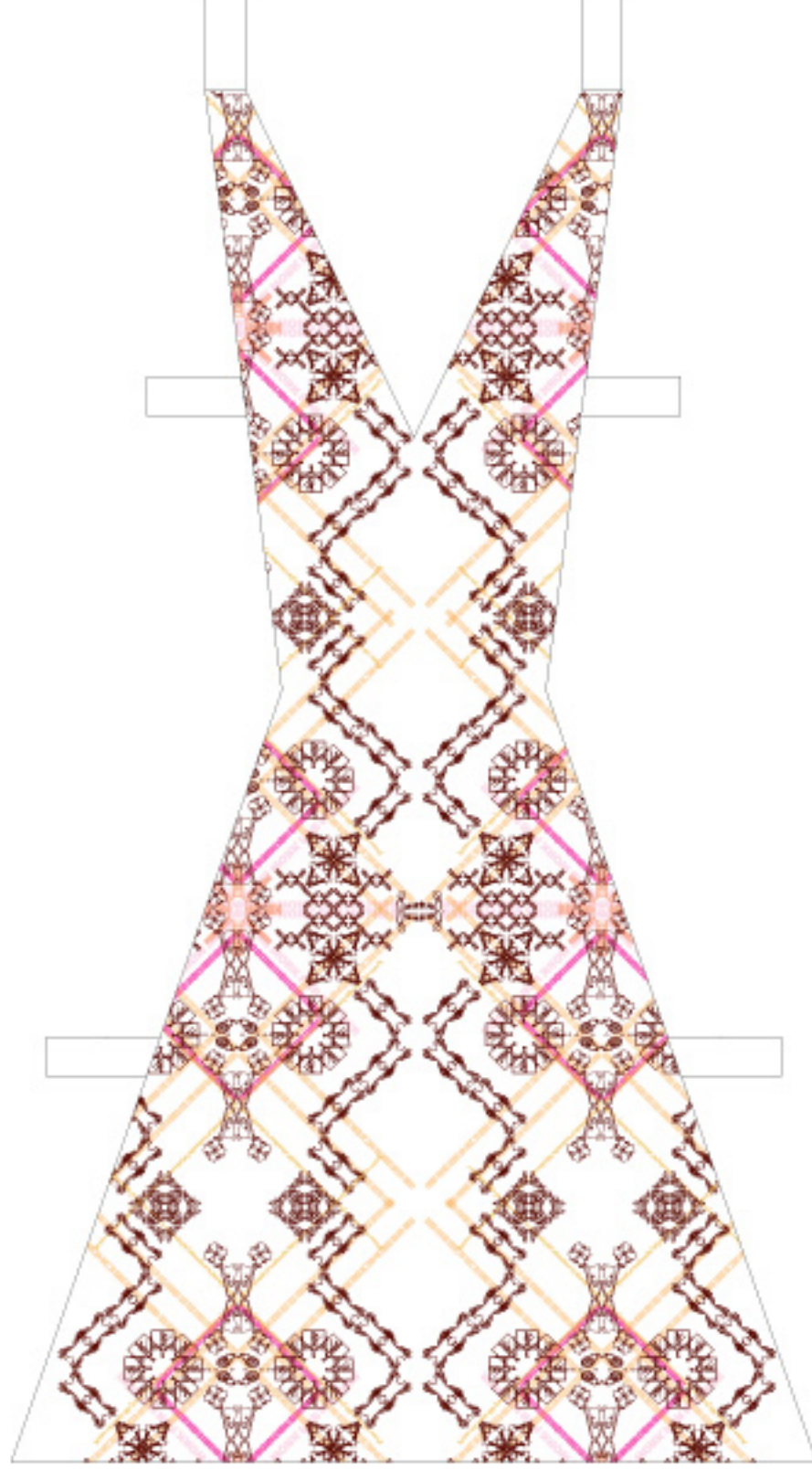
candidate for bfa in graphic design  
april 22-28 @ dobu cafe  
reception april 27 6-8 pm

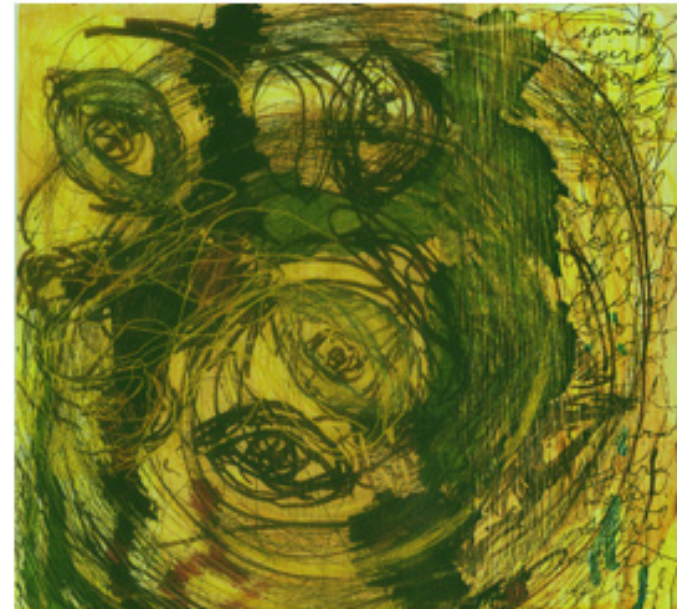
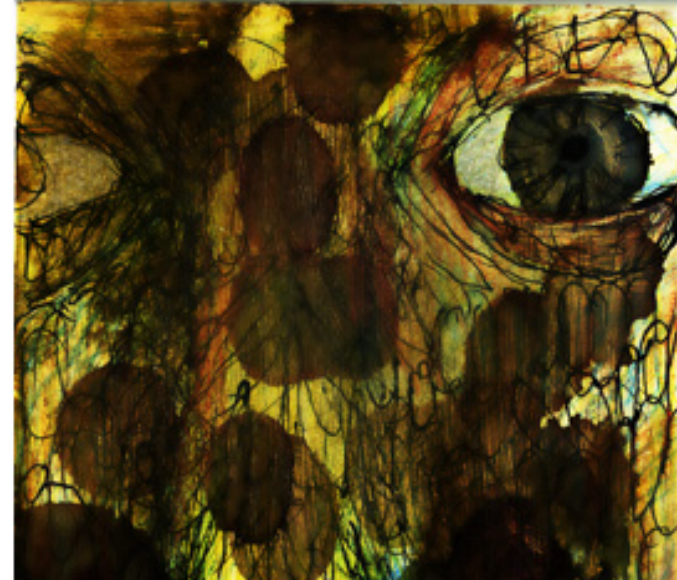


Play it how you want it. **Let your imagination free and see what happens.**

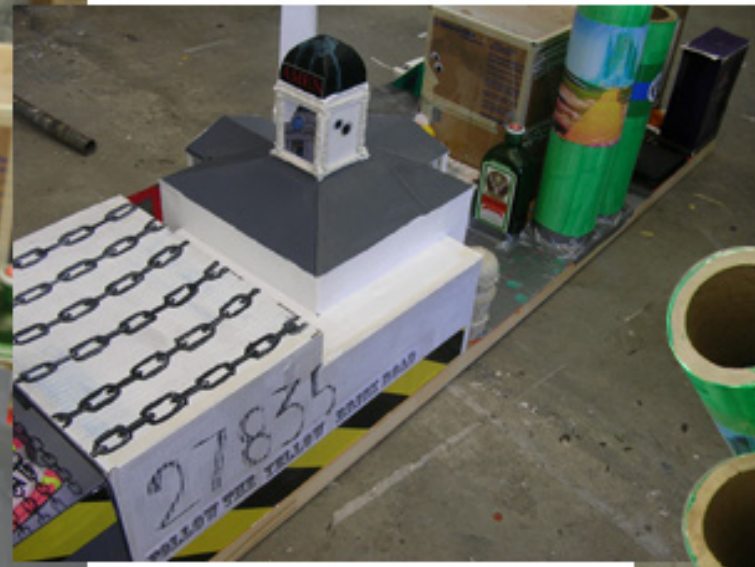












East Carolina University  
junior level



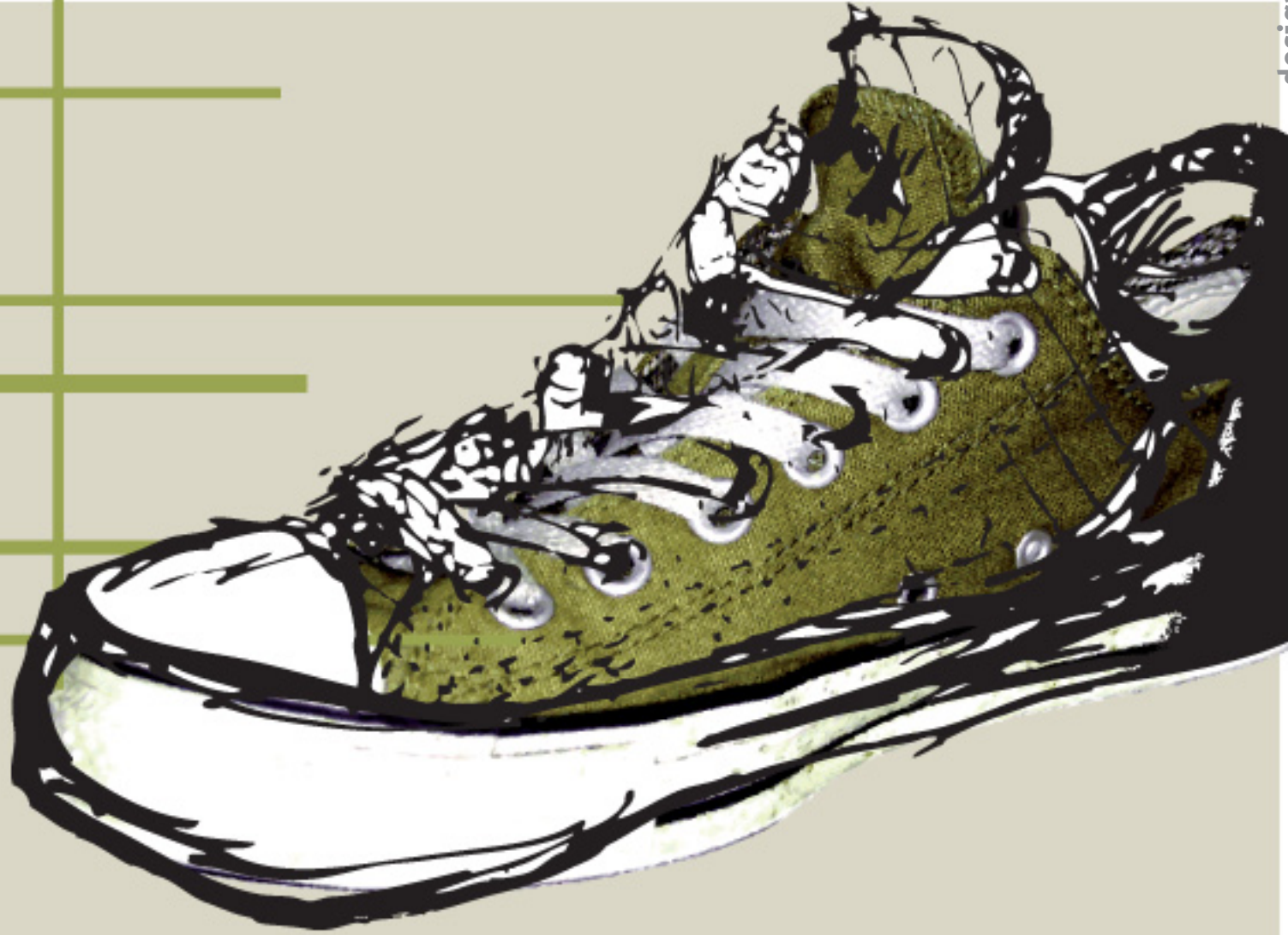
Michael Webster and Jonathan Cobbs







# hype DC footwear

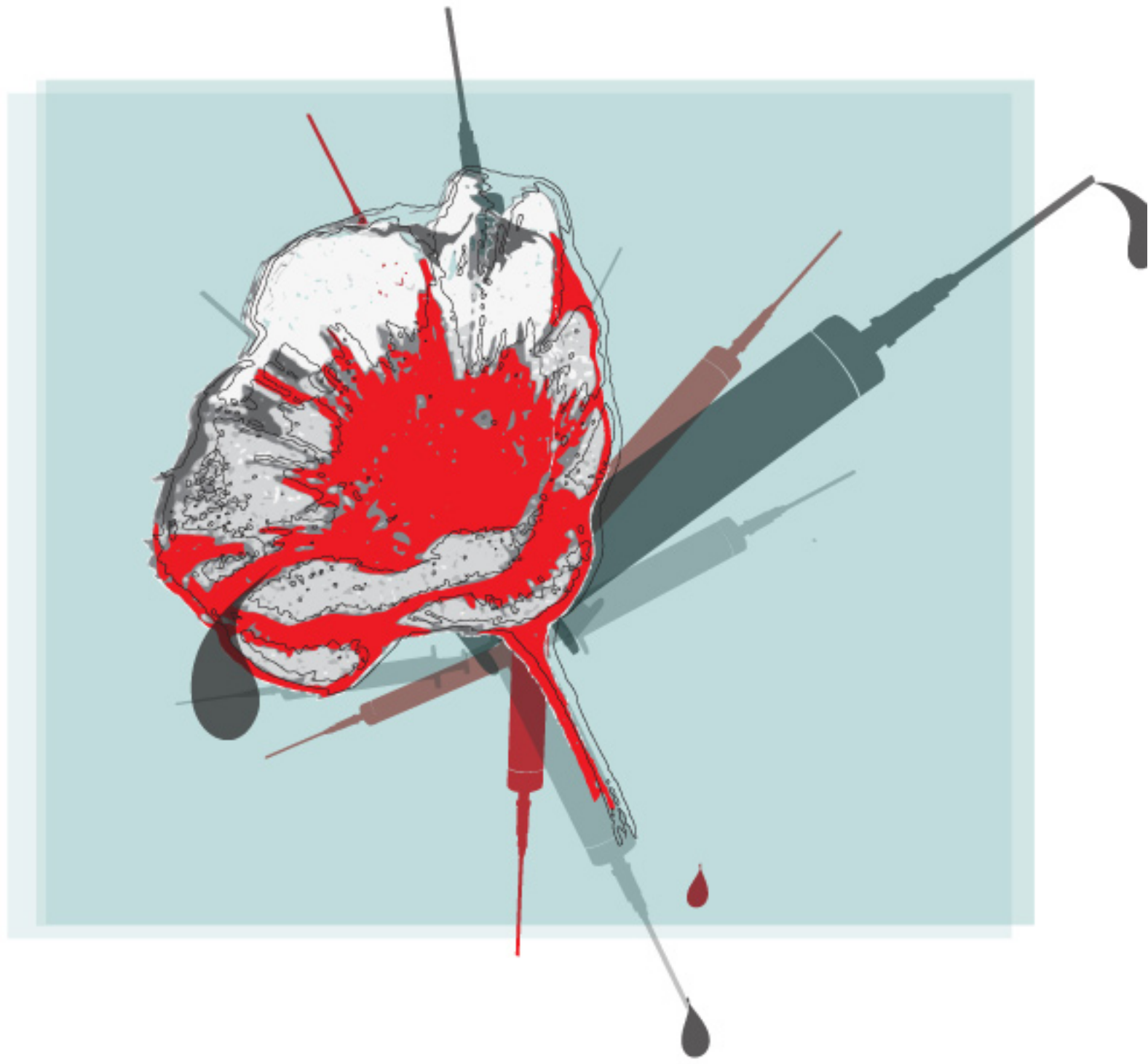


**DJ Z-TRIP**

**planet of the  
BREAKS**

**THE INVASION BEGINS: 8PM ON 01.28.08**  
**Verizon Wireless Ampitheatre, Charlotte NC**

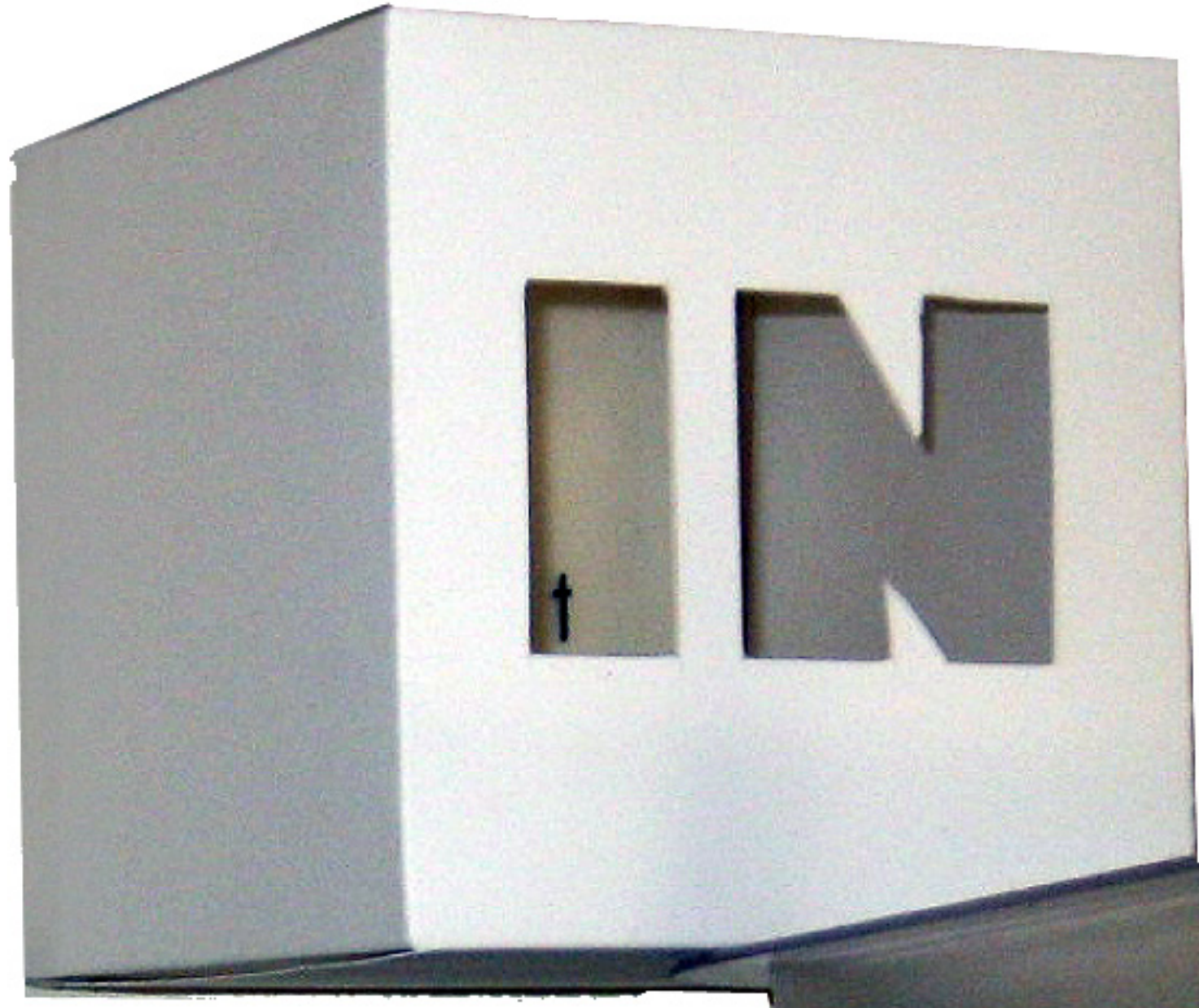
**Can our hero chop, scratch, and fade his way to freedom?**



**BEAUTIFUL  
DANGEROUS LY**

**East Carolina University**  
senior level

design: Katelyn Crook









THE FOURTH AMENDMENT GUARANTEES:

THE RIGHT OF THE PEOPLE TO BE

**secure**

IN THEIR PERSONS, HOUSES, PAPERS, & EFFECTS,

**IS UNREASONABLE**  
**SEARCHES & SEIZURES**

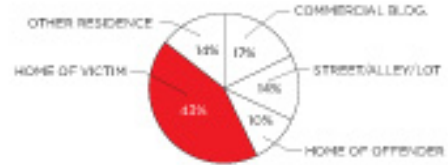
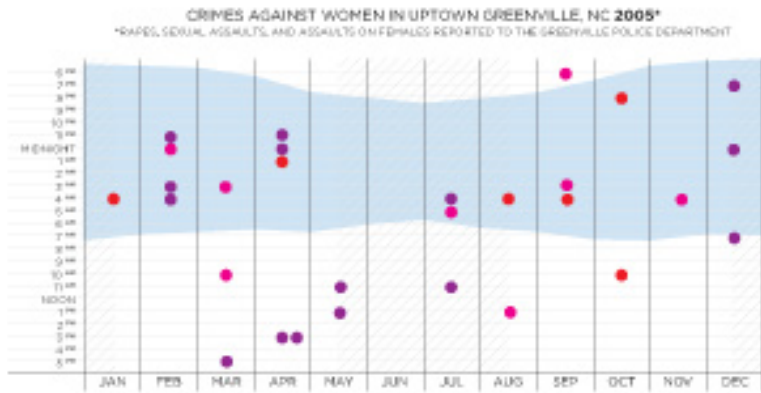
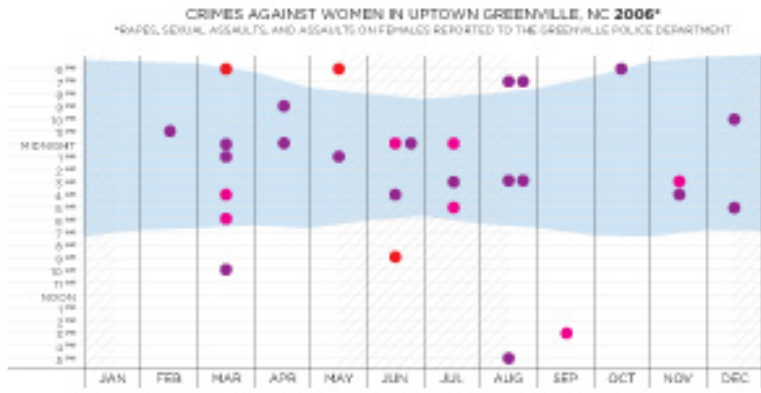
SHALL NOT BE

**violated** ~~NO WARRANTS SHALL BE ISSUED~~  
but upon probable cause, supported by  
**OATH or AFFIRMATION,**

& PARTICULARLY DESCRIBING THE PLACE TO BE searched,  
and the persons or things to be seized

design: Mitch Pruitt





# The Jenkins Fine Arts Center

## Wayshowing System

Courtney Barr  
School of Art and Design, East Carolina University  
cbarr202@ecu.edu



ABSTRACT

Wayfinding is the process of navigating in unfamiliar surroundings. The success of wayfinding depends on several variables, the most crucial of these being effective wayshowing. **Wayshowing is the practice of providing wayfinders with sensory clues (most often visual, audible and tactile) to assist them in locating their destinations by the most efficient route.**

An effective wayshowing system combines elements of architecture, space planning, graphic design, and sign placement to facilitate efficient navigation.

### NEED HELP FINDING YOUR CLASSES IN THE LEO JENKINS FINE ARTS BUILDING?

SEE THE RECEPTIONIST IN THE ADMINISTRATIVE OFFICE OF THE SCHOOL OF ART & DESIGN TO RECEIVE A MAP.

Poor wayshowing occurs when environmental messages are confusing, misleading, inconsistent or simply nonexistent. This is the case with the Jenkins Fine Arts Center at East Carolina University. Wayfinders have trouble finding main locations like the auditorium, gallery and offices. The existing signage in the

building is outdated, inconsistent, poorly located, and in many instances is no longer relevant to the way that spaces are being utilized. The lack of a coherent wayshowing system not only creates confusion, it leaves a negative first impression to new students, faculty, staff and visitors.



This study presents a detailed inventory of the existing wayshowing system in the Jenkins Fine Arts Center, including damaged or confusing signage as well as non-ADA compliant wayshowing elements. Students and faculty submitted surveys to assess the functionality of the existing system. Using this data, an updated

wayshowing system was developed to direct people efficiently through the Jenkins Fine Arts Center while keeping with university signage standards. A broader goal of this project involved reinforcing the relationship between the learning environment and the study of art and design.

## The importance of wayshowing is to facilitate wayfinding. Wayshowing is the means, wayfinding is the end.

Per Muller, *Wayshowing: A Guide to Environmental Signage Principles and Practices* (2005)

### SITE INVENTORY

There are 9 distinct types of interior signs in the Jenkins Fine Arts Center: University standard gray signs, Plexiglas signs, Door plaques, Donation plaques, Vinyl lettering, Open house signs, Temporary signs, Sundry/Stand-alone signs, Safety/Regulation signs



### OBJECTIVES

The design and implementation of a wayshowing system for the Jenkins Fine Arts Center will not only facilitate efficient navigation of the building, it will reinforce the relationship between the learning environment and the study of art and design. This project was approached with three primary goals:

1. To evaluate the strengths and weaknesses of the existing wayshowing system in the Jenkins Fine Arts Center.

2. To design a wayshowing system that will serve to direct people efficiently throughout the Jenkins Fine Arts Center, while keeping with university signage standards.

3. To develop guidelines to support and enhance the wayshowing system by standardizing the components.

### WAYFINDER SURVEYS

9 faculty members and 12 students completed surveys and offered their opinions about the Jenkins Fine Arts Center.

62% of wayfinders admitted having trouble locating rooms or offices in the building, especially the third floor.

81% of those surveyed felt that an updated sign system would be beneficial to those who use the Jenkins Fine Arts Center.

Percentage of those who have ever had trouble finding a room in the Jenkins Fine Arts Center:



Percentage of those who found rooms difficult to locate, by floor:



Primary methods of locating a room or office in the Jenkins Fine Arts Center:



Rating of the first impression given by the sign system in the Jenkins Fine Arts Center:



Rating of the clarity of the room numbering system in the Jenkins Fine Arts Center:



Would an updated sign system be beneficial to those who use the Jenkins Fine Arts Center?



The comments and suggestions offered by wayfinders provided further insight into how they feel about their surroundings. While some found no problems with the current signage system in the building, many individuals stated that they feel the East Wing/West Wing numbering system is confusing because it is poorly identified.

Several people stated that primary rooms like Speight Auditorium, studios, galleries, Media Center, Administrative Offices and restrooms could be improved with a directory/sign at major entrances to the building.

## Recommendations for improvement

### THE NEW SYSTEM

**Signage changes**  
The first step to enhancing the effectiveness of wayshowing in the Jenkins Fine Arts Center is to remove any existing signage that is ineffective or contributing to a lack of understanding for wayfinders. This would include any signage that does not comply with the interior ADA Compliant Signage Program.

**Temporary signs**  
Temporary or unofficial paper signs are symptoms of a poor wayshowing system. Ideally these signs would be eliminated or at least greatly reduced in a well-designed system.

**Gray signs**  
There are many gray signs in the building that are intended to match the university standard gray signs, but do not. These include any gray signs that use a serif typeface or arrows placed to the right of the text. These signs should be removed and replaced with compliant signs.

**Groupings**  
Any signs appearing in groups of mixed numbers, but they should also identify major areas of the building, restrooms, elevators and vending machines.

**Door plaques**  
All door plaques should be removed. Room numbers should be placed on the wall adjacent to the door, not attached directly to the door. Room number signs that require any extra information, like faculty name and title, should be accompanied by a removable insert plaque.

**Applied lettering**  
Any signage or lettering applied to doors should be removed.

**Event signage**  
There are yearly events that require temporary signage placed in the building, such as Orientation, Open House and the Annual Holiday Sale. Signs for these events should be fabricated in the same manner as all system signs, and installed temporarily as needed. To make event signage more visible to newcomers to the building, these signs could be created in a different color than the normal system signs.

**Identifying wings**  
One of the primary comments from wayfinders is that the east and west wings of the building are poorly identified. A solution to this problem would be to create signs that identify "West Wing" and "East Wing".

**Emergency evacuation**  
The Emergency Evacuation signs placed in classrooms are lacking in clarity and consistency. These signs should be replaced with a design that will facilitate understanding.

**Damaged signs**  
All damaged signs should be removed and replaced with standard signage compliant with the interior ADA Compliant Signage Program.

**Plexiglas signs**  
The Plexiglas signs in the Jenkins Fine Arts Center do not comply with the university standards. These signs are confusing and ambiguous. These signs should be replaced with standard signage.

→ Photography  
Graphic Design  
Illustration  
1109 - 1121

← Printmaking  
1101 - 1108, 1123 - 1124  
Restrooms  
Vending

1102  
University Media

← Gray Gallery  
Administrative Offices  
Speight Auditorium

→ 100's  
Elevator  
← 1100's

→ Art Education

→ Ceramics 101 - 106  
Wood Design 107 - 121  
Sculpture 123 - 131

← Sculpture 133 - 141  
Elevator

EAST WING  
← Media Center  
Art History  
Art Education

2000D  
Dr. Nicholas  
Rebecca Theater

← Orientation  
Gray Gallery  
Administrative Offices  
Speight Auditorium

1316  
Jenkins Fine Arts Center  
Administrative Offices  
Speight Auditorium

← Printmaking

→ Ceramics 101 - 106  
Wood Design 107 - 121  
Sculpture 123 - 131

← Sculpture 133 - 141  
Elevator

EAST WING  
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Art History  
Art Education

← Orientation  
Gray Gallery  
Administrative Offices  
Speight Auditorium

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Elevator  
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Illustration  
1109 - 1121

← Printmaking  
1101 - 1108, 1123 - 1124  
Restrooms  
Vending

1102  
University Media

← Gray Gallery  
Administrative Offices  
Speight Auditorium

→ 100's  
Elevator  
← 1100's

→ Art Education

→ Ceramics 101 - 106  
Wood Design 107 - 121  
Sculpture 123 - 131

← Sculpture 133 - 141  
Elevator

EAST WING  
← Media Center  
Art History  
Art Education

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← Orientation  
Gray Gallery  
Administrative Offices  
Speight Auditorium

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Jenkins Fine Arts Center  
Administrative Offices  
Speight Auditorium

← Printmaking

→ Ceramics 101 - 106  
Wood Design 107 - 121  
Sculpture 123 - 131

← Sculpture 133 - 141  
Elevator

EAST WING  
← Media Center  
Art History  
Art Education

← Orientation  
Gray Gallery  
Administrative Offices  
Speight Auditorium

1316  
Jenkins Fine Arts Center  
Administrative Offices  
Speight Auditorium



Source: ADA Standards for Accessible Design, 2010; Department of Justice, 1994; IBC Construction Standards, Section 10A02; IBC Interior ADA Compliant Signage Program; Muller, Per. *Wayshowing: A Guide to Environmental Signage Principles and Practices*. Switzerland: Lars Müller Publishing, 2005; Tufte, Edward R. *Beautiful Evidence: Images and Quantities, Evidence and Narrative*. Connecticut: Graphics Press, 2006; Tufte, Edward R. *The Visual Display of Quantitative Information*, 2nd edition. Connecticut: Graphics Press, 2001.



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MCLELLAN BUILDING  
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design: Courtney Barr

East Carolina University  
post graduate level

W A S H I N G T O N S T R E E T

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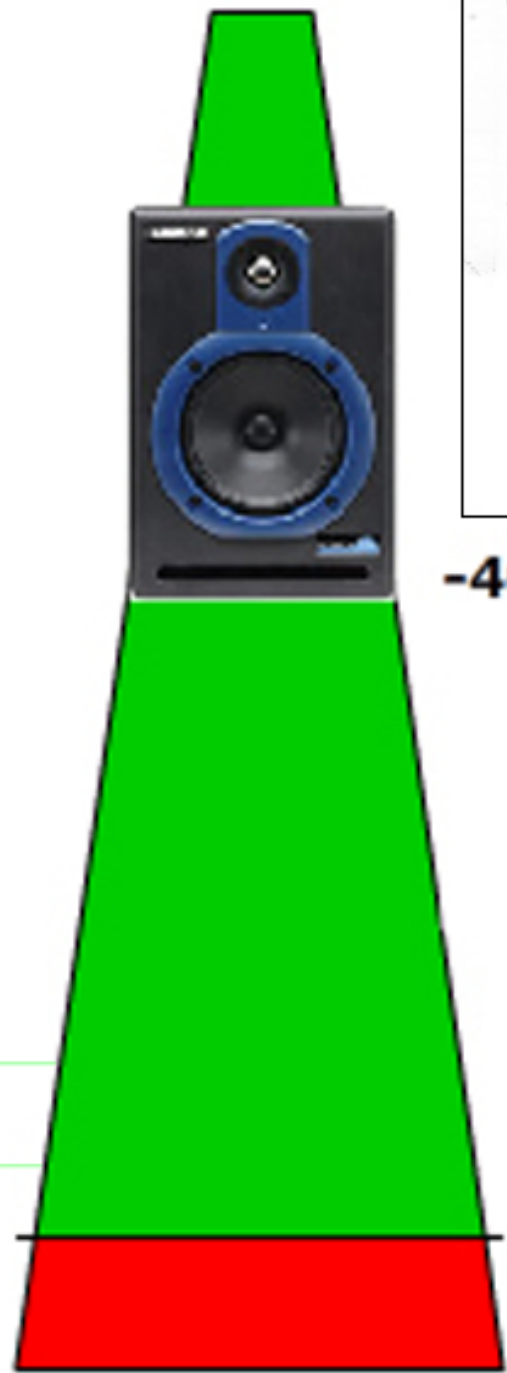
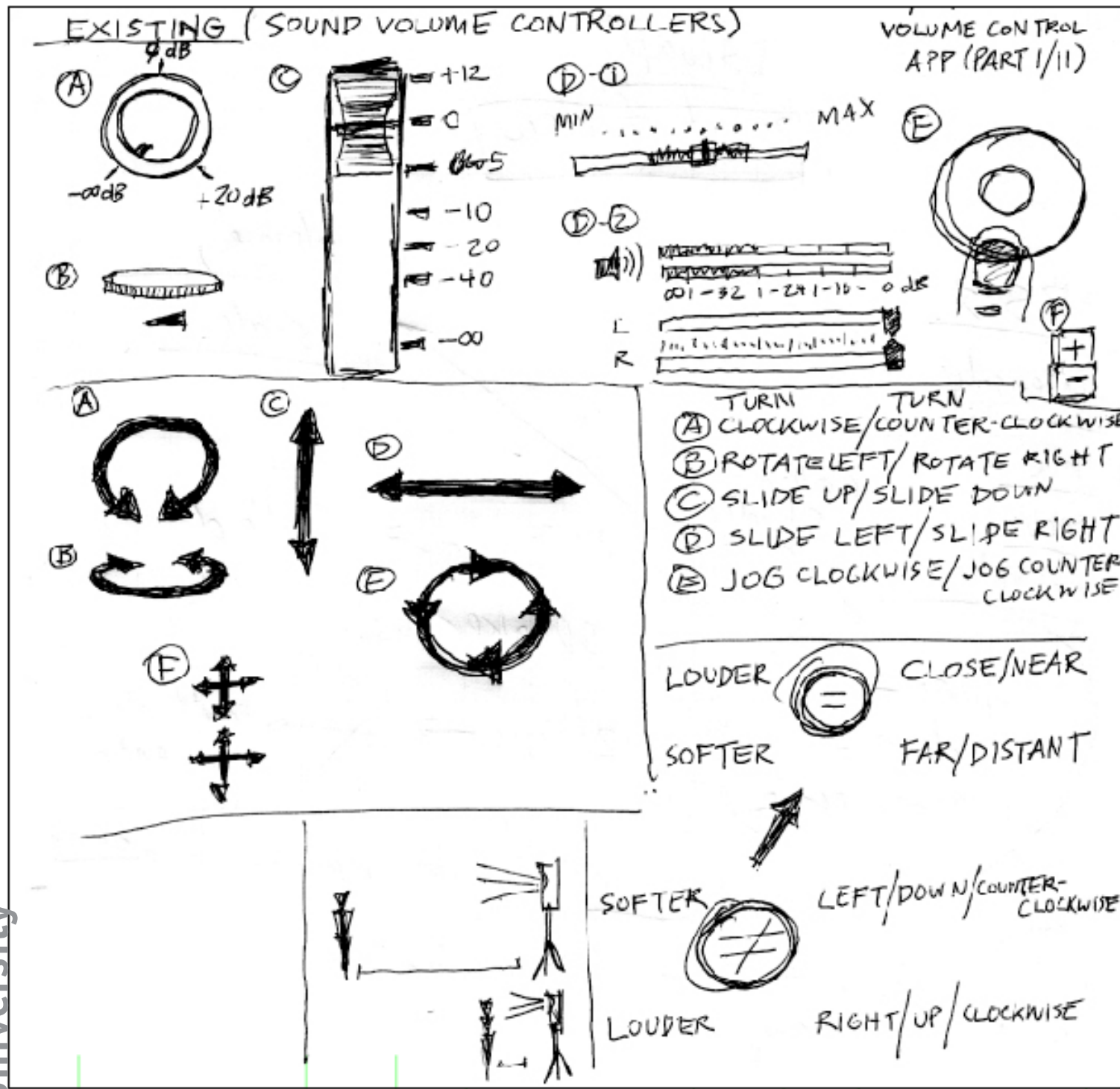
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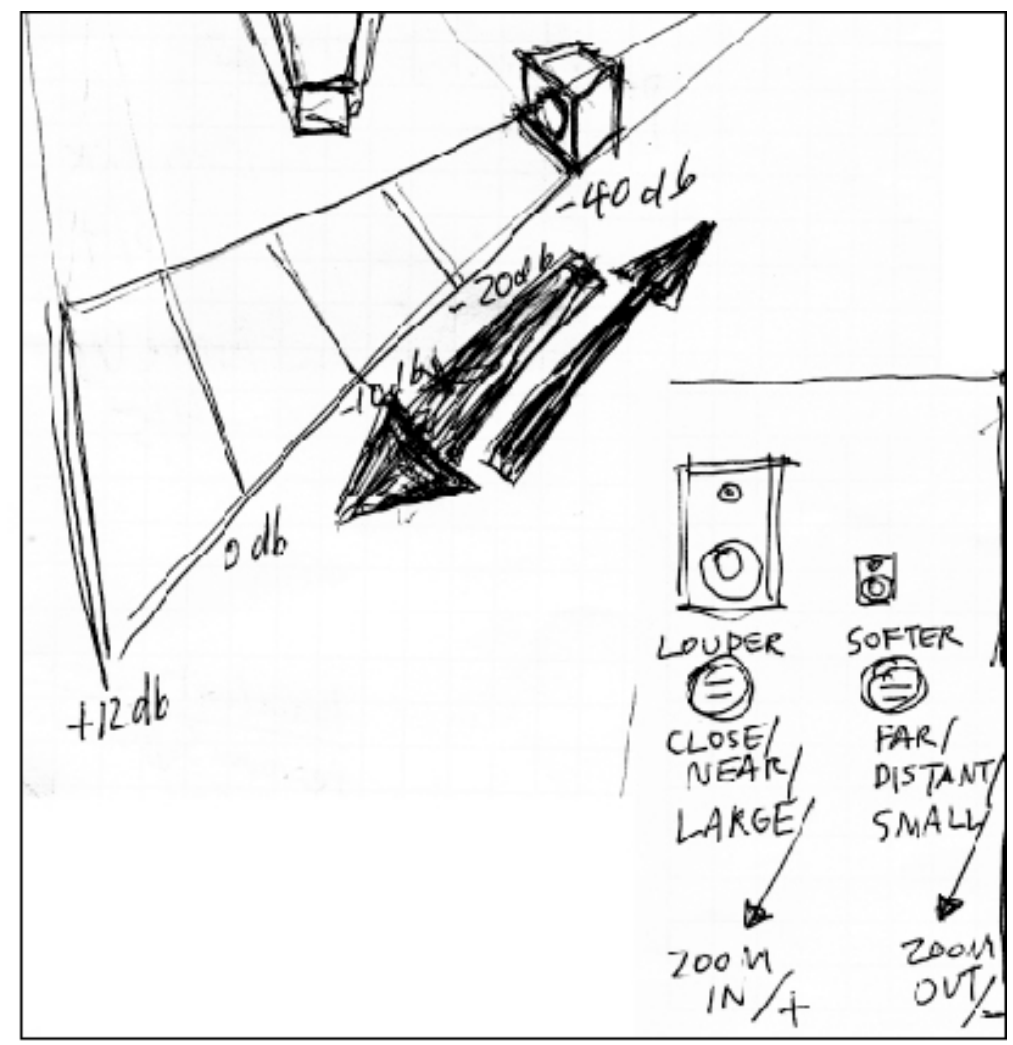
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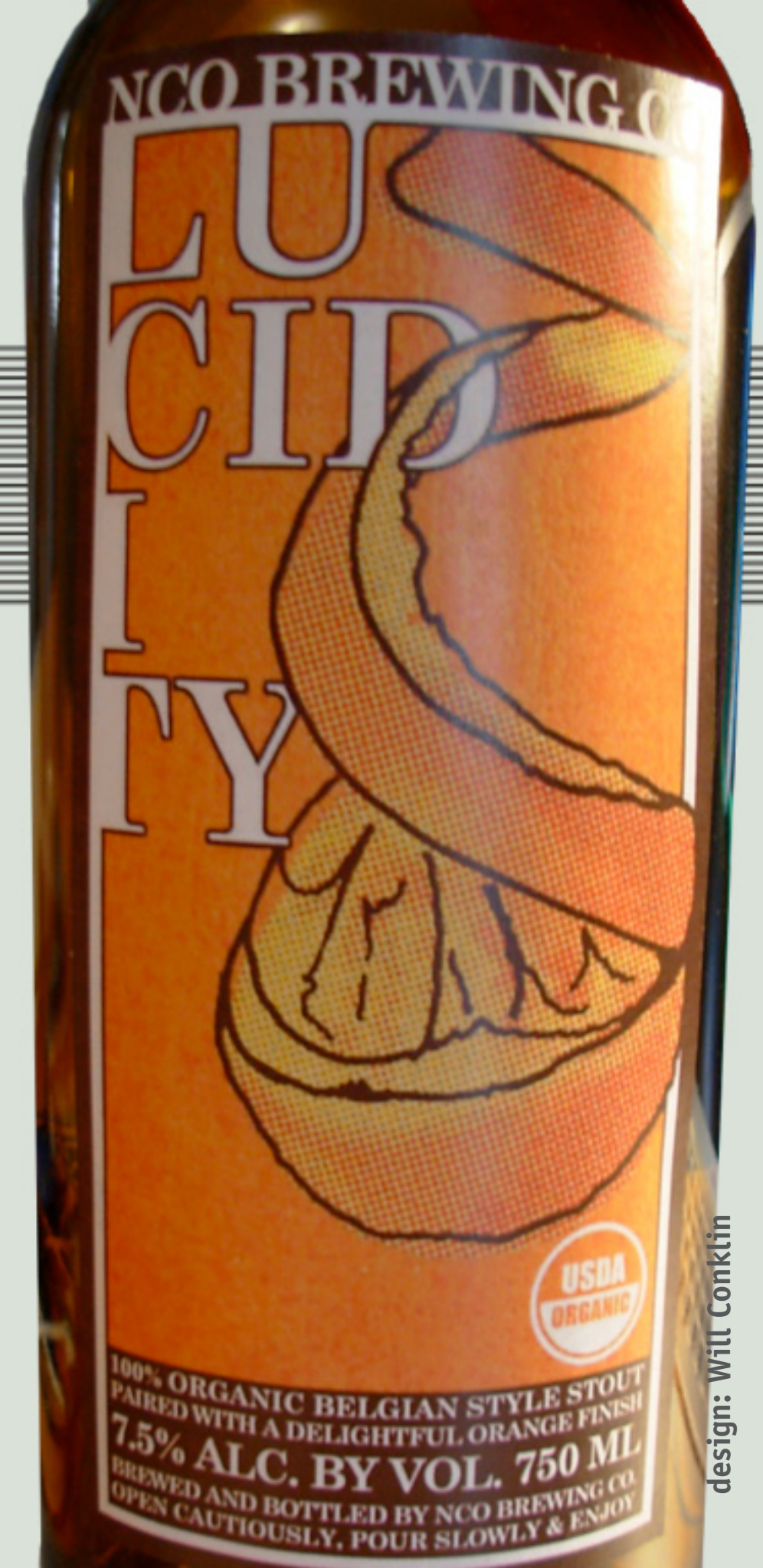


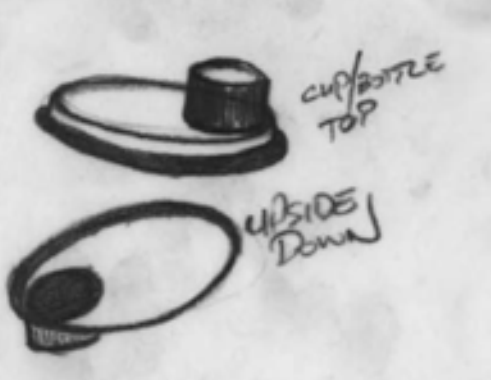
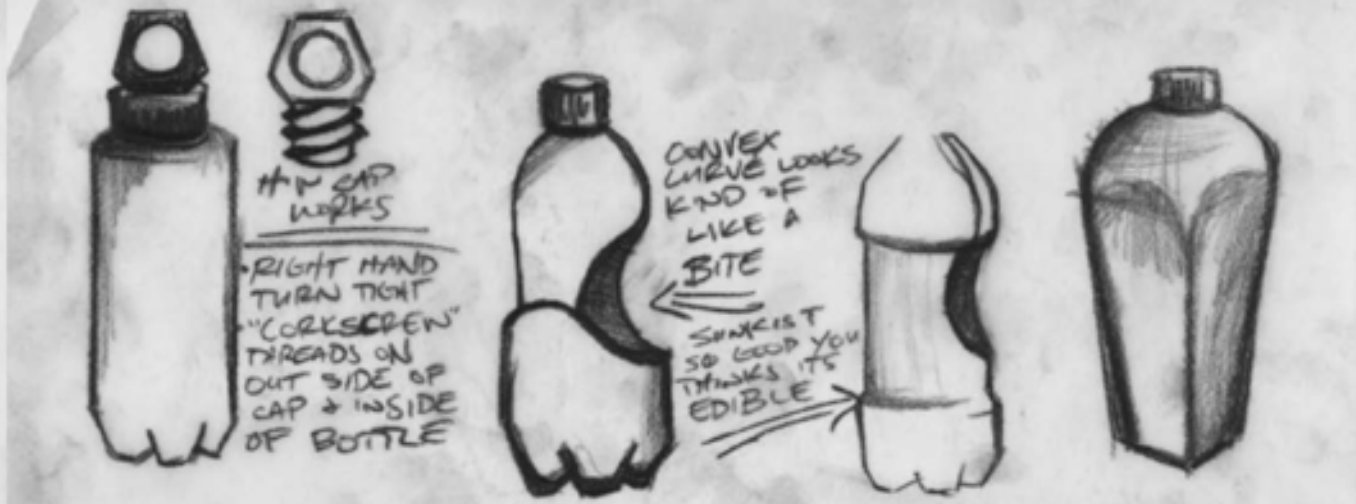
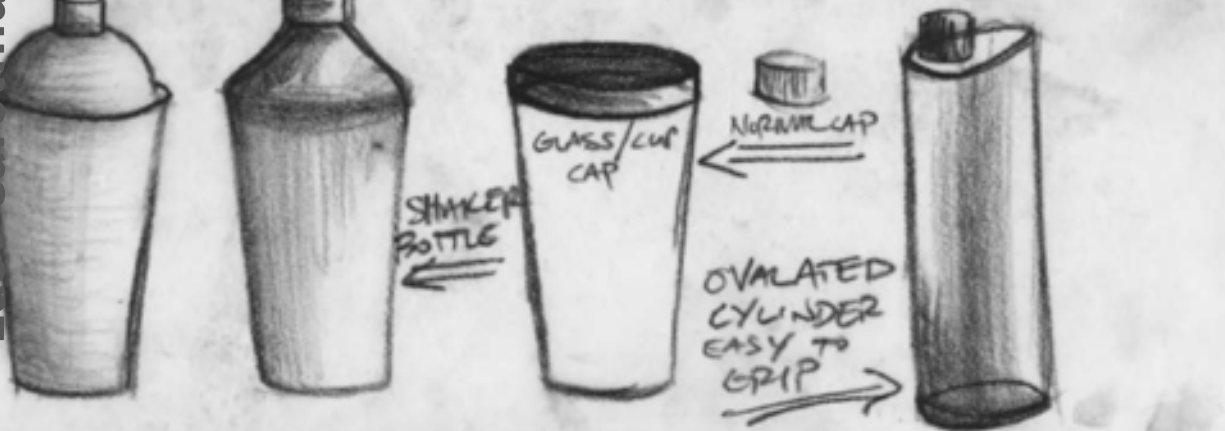


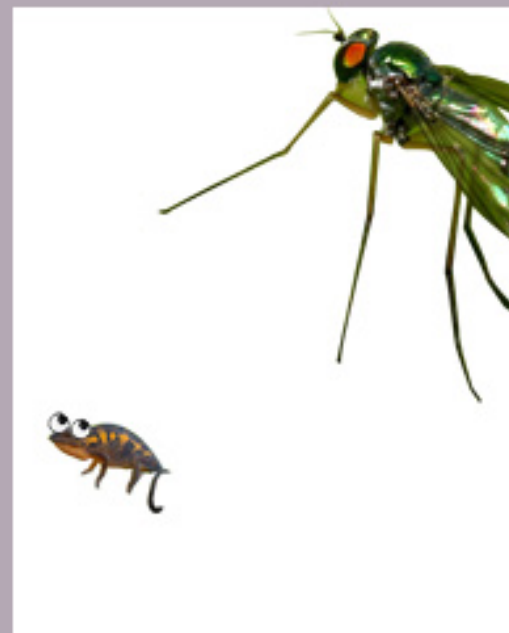
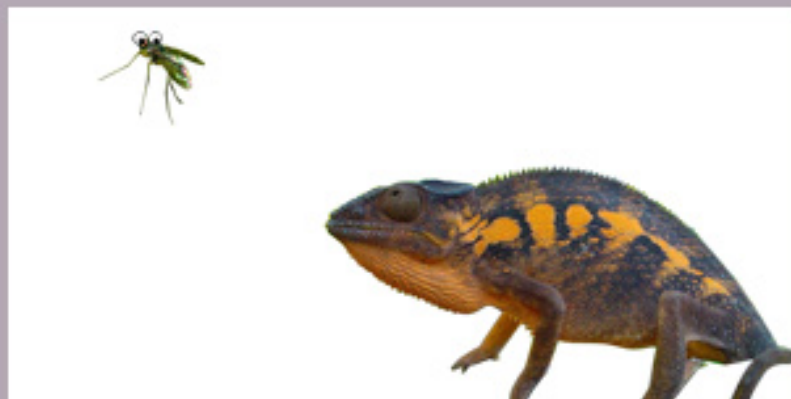
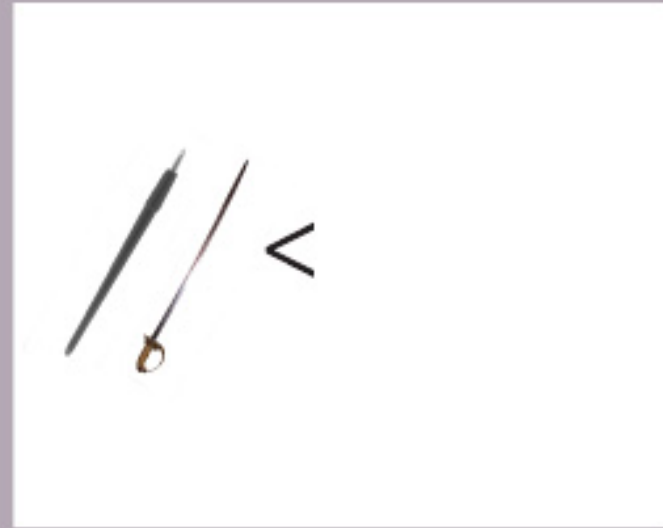
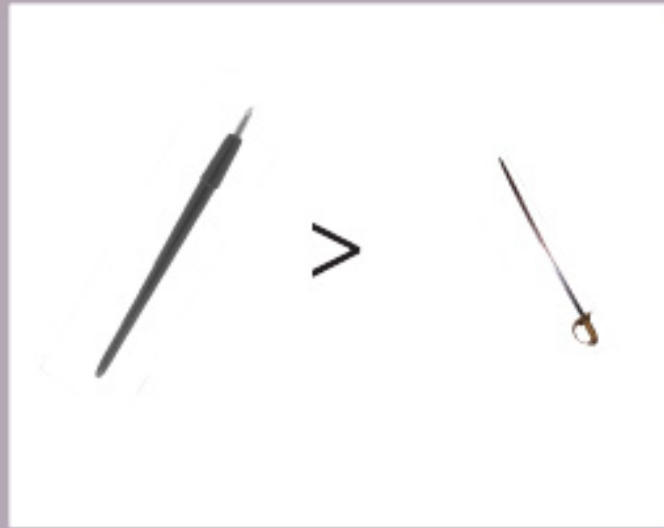
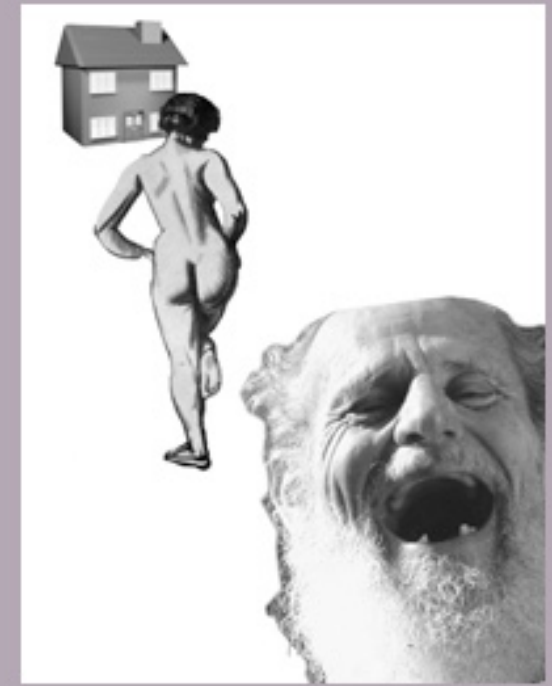
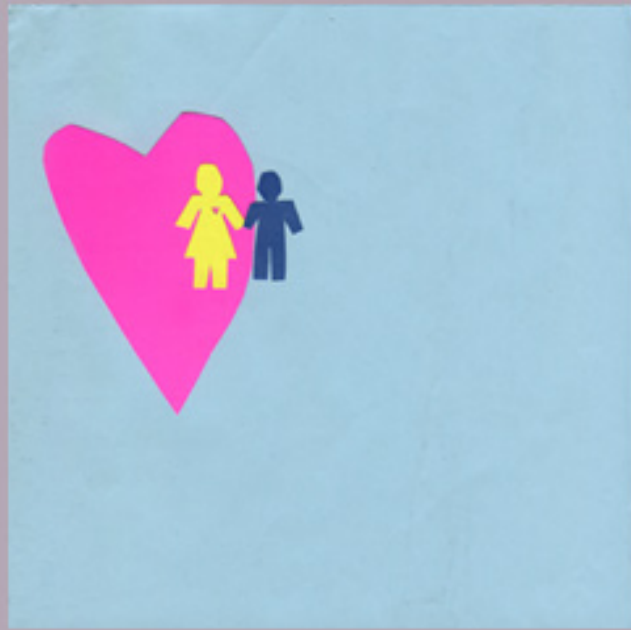
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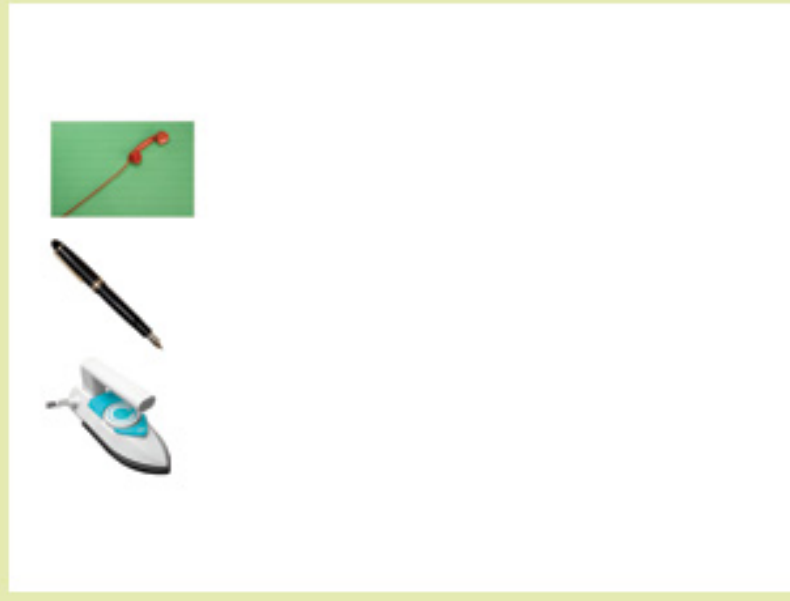








design: Don Lee, James Porter, Wesley Hare





# Italia

Italy consists of a mountainous peninsula in southern Europe extending into the Mediterranean Sea and includes the islands of Sicily, Sardinia, and about 70 other smaller islands. The Alps form Italy's border with France, Switzerland, Austria, and Slovenia. Most of Italy has warm, dry summers and mild winters, with northern Italy experiencing colder, wetter winters. There are some notable active volcanoes: Vesuvius (near Naples), Etna (on Sicily), and Stromboli (south of Sicily).

Although decades of struggle unified Italy in 1871, two Italys exist today: the prosperous, industrialized north and the less developed agricultural south, known as the Mezzogiorno (land of the middle sun). These differences reach back to the Renaissance, when northern city-states flourished while the Kingdom of Naples and Sicily languished under French and Spanish rule. The government combats corruption, which is traceable to organized crime and an unemployment rate in the south more than twice that of the north. To address regional inequalities, a constitutional referendum was held in 2001—the results favored giving greater autonomy to the country's 20 regions in tax, education, and environmental policies. Milan ranks as Italy's first city of commerce, and the Po River plain is both Italy's agricultural heartland and southern Europe's most advanced industrial region. Turin, the capital of heavy industry, is home to Fiat—one of the world's largest car producers.



A major attraction for pilgrims and tourists is the "Holy Shroud" in Turin's cathedral—tradition holds that this was Christ's burial cloth. Florence was the birthplace of the Renaissance and is home to great works of civic and religious architecture, sculpture, and paintings. Rome, Italy's capital, exhibits the architectural and artistic grandeur of ancient civilizations.

Italy has to import almost all its raw materials and energy. Italy's economic strength is in the processing and manufacturing of goods, primarily in small and medium size family-owned firms. Its major industries include precision machinery, motor vehicles, fashion, clothing, and footwear. A founding member of both NATO and the European Union, Italy's superb transportation system, from airports to high-speed trains, connects it with the rest of Europe.

Industry: tourism, machinery, iron and steel, chemicals. Agriculture: fruits, vegetables, grapes, potatoes, beef, fish. Exports: engineering products, textiles and clothing, production machinery, motor vehicles, transport equipment.

Text source: National Geographic Atlas of the World, Eighth Edition, 2004







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