discipline: **environmental design**

Environmental Design is a broad field that involves taking the surrounding environment into account when planning a design.

When successful, it is a ***synergy between a building, landscape, or even a product and its surroundings***, to the benefit of both.

Often confused with **ecodesign**, also known as green design, but the two are not the same. Ecodesign is one aspect of this discipline, and addresses sustainability concerns

https://www.youtube.com/watch?v=cJTyetp63t4

intro to graphic design

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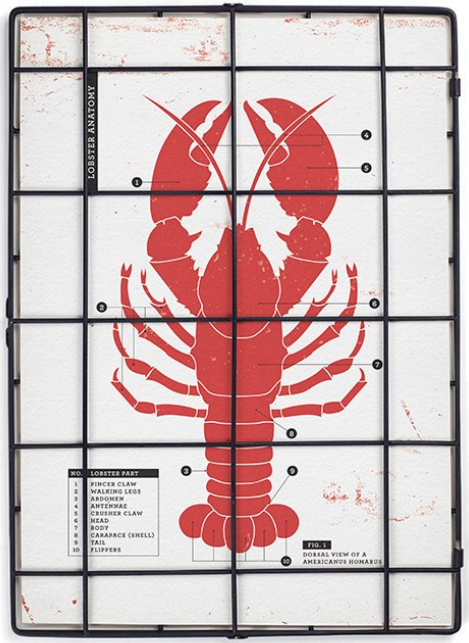
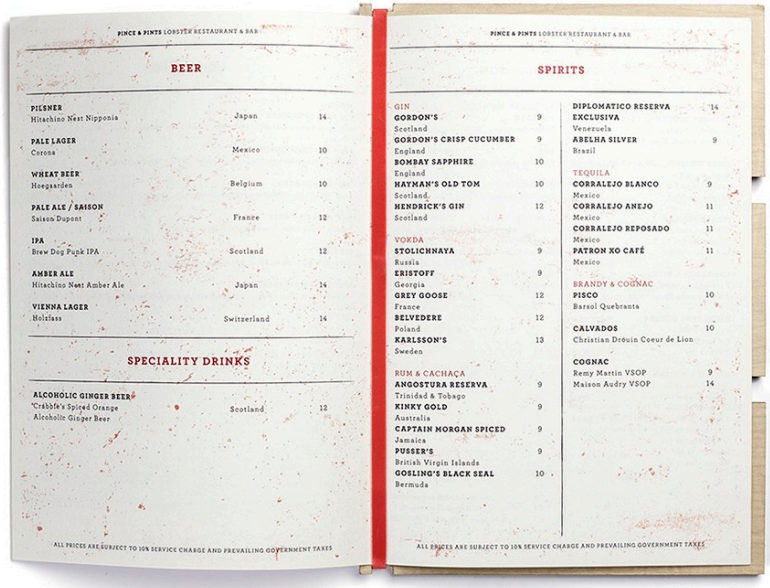
Pince & Pints

BAR
IT'S A
Lobsters
UP
FROM
TO



- The business is named after two of its prominent elements: the lobster's pincer and pints of beer.
- The lobster-centric identity and environmental design looks modern, yet rustic.
- There is no proper way to eat a lobster, so consumers eat their lobsters whatever way they want. The design reinforces a comfortable place people head to after a hard day's work, where they wouldn't mind making a mess.



PINCE & PINTS LOBSTER RESTAURANT & BAR

BEER

PILSNER Hitachino Nest Nipponia	Japan	14
PALE LAGER Corona	Mexico	10
WHEAT BEER Hoegaarden	Belgium	10
PALE ALE / SAISON Saison Dupont	France	12
IPA Brew Dog Punk IPA	Scotland	12
AMBER ALE Hitachino Nest Amber Ale	Japan	14
VIENNA LAGER Holzfass	Switzerland	14

SPECIALITY DRINKS

ALCOHOLIC GINGER BEER Crabbie's Spiced Orange Alcoholic Ginger Beer	Scotland	12

ALL PRICES ARE SUBJECT TO 10% SERVICE CHARGE AND PREVAILING GOVERNMENT TAXES

PINCE & PINTS LOBSTER RESTAURANT & BAR

SPIRITS

GIN	
GORDON'S Scotland	9
GORDON'S CRISP CUCUMBER England	9
BOMBAY SAPPHIRE England	10
HAYMAN'S OLD TOM Scotland	10
HENDRICK'S GIN Scotland	12
VOKDA	
STOLICHNAYA Russia	9
ERISTOFF Georgia	9
GREY GOOSE France	12
BELVEDERE Poland	12
KARLSSON'S Sweden	13
RUM & CACHAÇA	
ANGOSTURA RESERVA Trinidad & Tobago	9
KINKY GOLD Australia	9
CAPTAIN MORGAN SPICED Jamaica	9
PUSSER'S British Virgin Islands	9
GOSLING'S BLACK SEAL Bermuda	10
DIPLOMATICO RESERVA EXCLUSIVA Venezuela	14
ABELHA SILVER Brazil	9
TEQUILA	
CORRALEJO BLANCO Mexico	9
CORRALEJO ANEJO Mexico	11
CORRALEJO REPOSADO Mexico	11
PATRON XO CAFÉ Mexico	11
BRANDY & COGNAC	
PISCO Barsol Quebranta	10
CALVADOS Christian Drouin Coeur de Lion	10
COGNAC	
Remy Martin VSOP	9
Maison Audry VSOP	14

ALL PRICES ARE SUBJECT TO 10% SERVICE CHARGE AND PREVAILING GOVERNMENT TAXES

American Eagle Outfitters

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Children's Museum of Pittsburgh
entrance marquee appears
in dimensional letterforms
reminiscent of superhero comics

COATS

intro to graphic design

the donor wall in the lobby
is composed of colorful
fluorescent Plexiglas panels

1.
Use hands and tools to sculpt with clay.
2.
Return tools and clay when finished with your work.
3.
Join a clay class to create a finished piece to take home.
GO →
TO THE
BATH-
ROOM

the signage utilizes inexpensive materials and fixtures which can be easily repaired or replaced

Asics "Colors That Run" 3-D display

- *Point-of-purchase*

asics
Lady
COLORS THAT RUN
asics
asics
asics
asics

Asics "Colors That Run" 3-D display

- *Point-of-purchase*
- *Sales at Foot Locker up 58%*

asics
asics
asics

Asics "Colors That Run" 3-D display

- *Point-of-purchase*
- *Sales at Foot Locker up 58%*
- *Lady Foot Locker up 70%*

Teknion

This design uses sustainable materials and maximizes natural light. The primary wall treatment is an organic pattern, water-jet cut from panels made of recycled white plastic bottles.

The treatment is opaque, yet translucent; the effect is modern, with traditional allusions to nature.

Great care was taken to use recycled and recyclable materials throughout, as well as sustainable wood and wall finishes, which resulted in earning a LEED Gold award.

https://video.search.yahoo.com/search/video?fr=yfp-t&p=Shepard+fairly+wide+open+walls -id=1&vid=95f82b83d2a4b21c6d0c24eca4e3240b&action=view

International Spy Museum

Lenticulars and special lighting reveal new imagery as you walk by.

TERROR
WHERE WE WORK
APRIL 1995
OKLAHOMA CITY BOMBING
A powerful truck bomb reduced the Alfred P. Murrah Federal Building in Oklahoma City to rubble in April 1995. The horrific blast killed 168 people, including 19 children at a daycare center inside. Hundreds more were wounded.
The attack shocked America. It was an unsettling reminder that terror could strike anywhere—even in the nation's heartland. The sense that danger lurked everywhere was frightening. More disturbing was the discovery that it was the work of a decorated US Gulf War veteran, Timothy McVeigh, aided by another Army vet, Terry Nichols.
NAIROBI

ALDRICH AMES
SWITCHING SIDES
Things weren't going well for CIA officer Aldrich Ames in the early 1980s. His career was shaky, and he was going through a ruinous divorce. A few years later, however, he was on top of the world: fat earnings, a fiancée, and lavish praise — from the Soviet Union.
For nearly 10 years, as the CIA's Soviet counterintelligence chief, Ames divulged more than 100 US operations and gave the Soviet Union the names of Soviets spying for America. At least 10 were executed. It was the worst security breach in CIA history.
THE THIRD MAN
TELEPHONE
GREATEST DAMAGE
21 TIMES
ROBERT HANSSEN
FOX GUARDING THE HENHOUSE
FBI Special Agent Robert Hanssen's job in the 1980s was to search for Soviet spies. Instead, he was slipping them classified information, including the names of three KGB intelligence officers secretly working for the US. Two were executed.
The FBI knew by the 1990s that there was a "mole." In 2000, information from a Russian source helped them zero in on Hanssen. After months of investigation, agents arrested him 10 minutes after he filled a dead drop in a Virginia park. Today, the most damaging spy in FBI history spends 23 hours a day in solitary confinement.

Challenge

Portray Osama bin Laden's hunt and raid.

- place visitors in a groundbreaking game to learn the deduction strategies behind the hunt
- see how they would do as an analyst

2001
2008
MICHAEL MORELL
CIA DEPUTY DIRECTOR 2010-2013
TAP "JOIN" TO BEGIN

Who could be in the commercial?
You have 10 SECONDS to weigh in on the ad

New York Times building

110-foot-long ***New York Times*** **logo** set as a 10,116-point version of the newspaper's iconic Fraktur font.

It is an intricate assemblage of nearly one thousand separate custom-designed pieces fitted over the building's ceramic sunscreen rods, complying with Times Square's zoning mandates that specify minimum size requirements.

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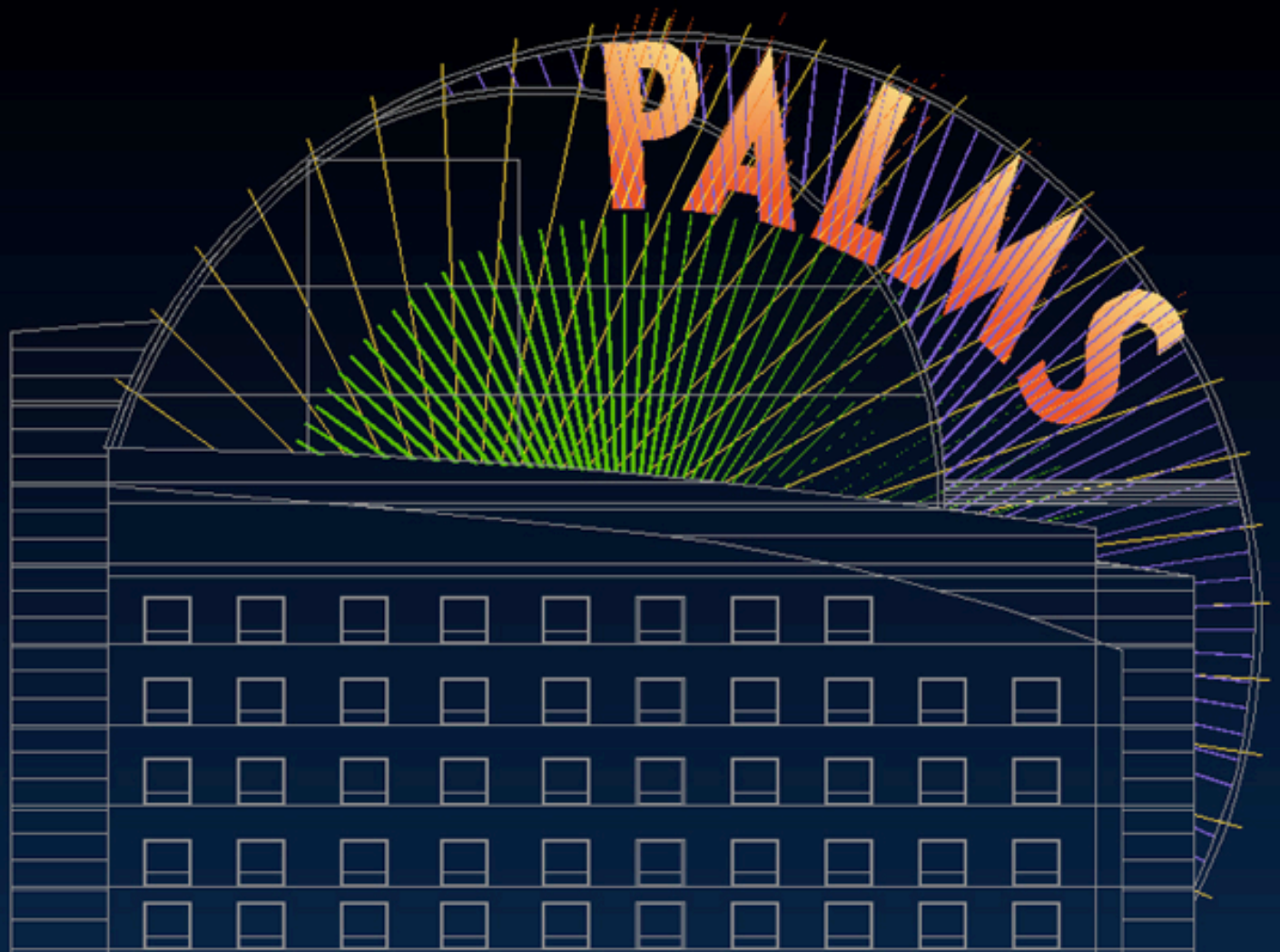
The Palms Casino Resort


PALMS

PALMS

PALMS
Entrance

VALET

THE COFFEE BEAN
BEN & JERRY'S
SUNRISE CAFE

FANTASY
MARKET BUFFET
Palms Ballroom
Cinemas
Food Court

No Diving

PLAYER | BANKER
9 FOR 1
TIE
PALMS

DEALER MUST HIT SOFT 17
INSURANCE PAYS 2 TO 1
PALMS
PALMS
PALMS
PALMS
PALMS
PALMS

MUST HIT SOFT 17
INSURANCE PAYS 2 to 1
PALMS
A MALOOF CASINO RESORT
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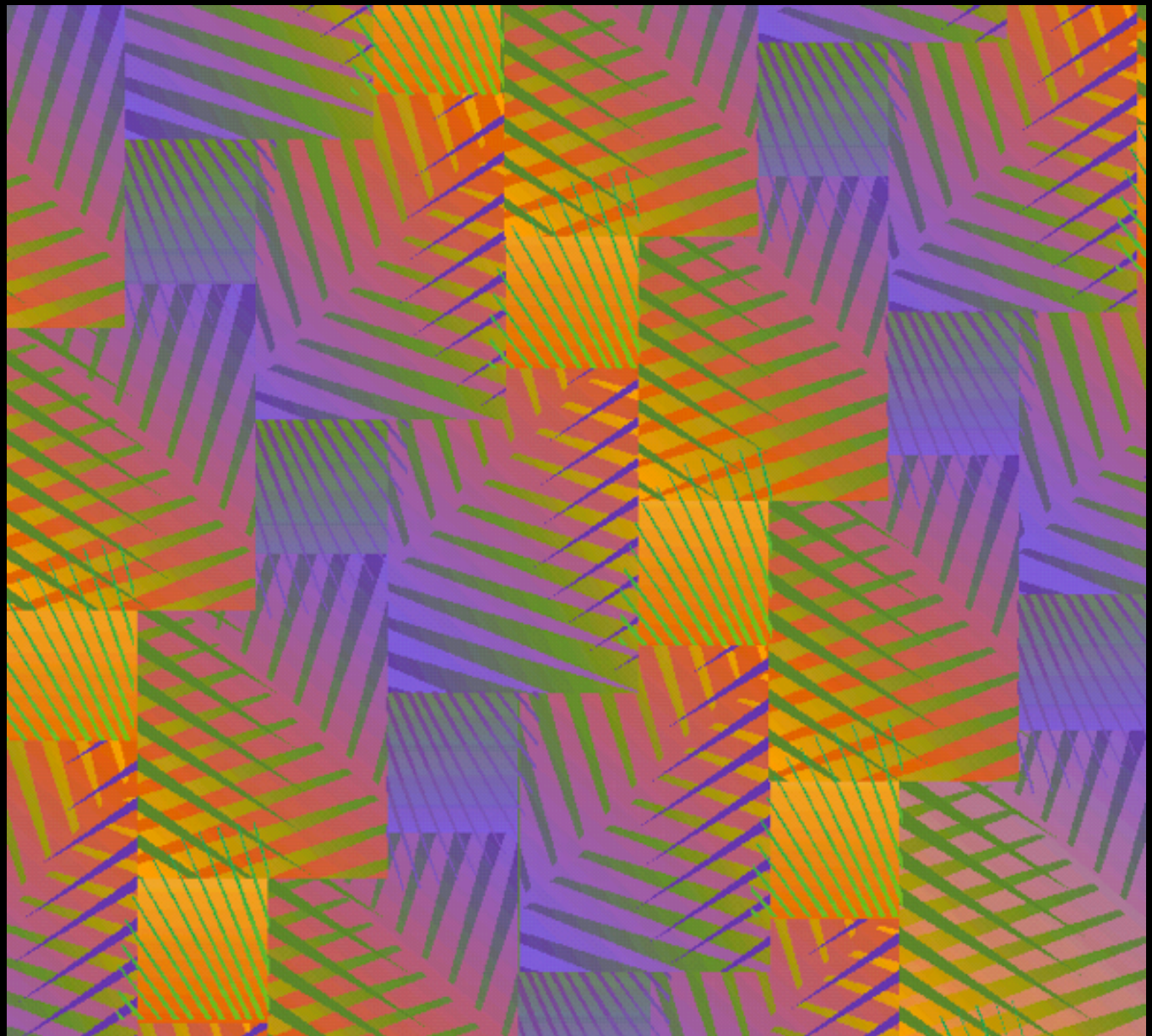

intro to graphic design

PALMS
PALMS
PALMS

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PALMS
PALMS
PALMS

your homework is to

take a photo of good

environmental graphics

e-mail it to me (jlweast@yahoo.com) by 11:59 tonight