

FLOOR 3 AND MEZZANINE

By: Mike Huang, Kun Cai,
Jack Dipaolo, and Peter Vajagich

Wayfinding on Floor

Goals and Scope of the Project

Welcome to the Third Floor!

The third floor of Science Hall hosts a variety of important spaces. Here, you'll find several offices occupied by SCO, the Robinson Map Library, and offices belonging to various geography professors. This floor also contains multiple classrooms, which includes a computer lab frequently used by students during class sessions. Additionally, the third floor provides access to the mezzanine level, where the Cartography Computer Lab is located. This lab is available to all students for classwork or personal projects related to their studies in Science Hall or other studies at UW-Madison.

Project Objective

The goal of this project is to develop a new, creative, and easy-to-understand wayfinding map which touches on the old school aspect of Science Hall specifically designed to help new students and staff navigate the third floor. A key focus will be identifying the location of the third-floor mezzanine. To achieve this, we will break the project into two parts

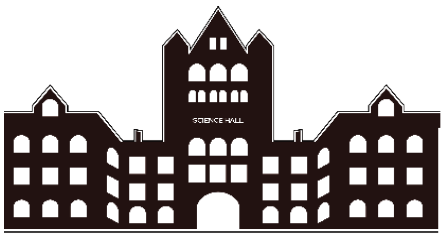
- Redesign and plan the layout, style, and user experience of the map.
- Assembling all pieces together to produce a proper wayfinding map.

Designs and Style

Colors

#3A736C (58, 115, 108)			
D3C084	FFFFFF	E6AA68	BED9C0

The main color the third floor associates with is mystic green which matches with the points at the top of the roof of Science hall. The next step is to find to colors that best suits the mystic green. This is where we found Ecru which is a goldish yellow. This was the third floor's true secondary color as the rest were more for support which were all found using cooler colors or colors found around sceince hall. This is where the white, Orange, and the tea green comes into play.



Fonts

Liberation Sans Regular

Hey mom!

Liberation Sans Bold

Hey mom!

Chalky Regular

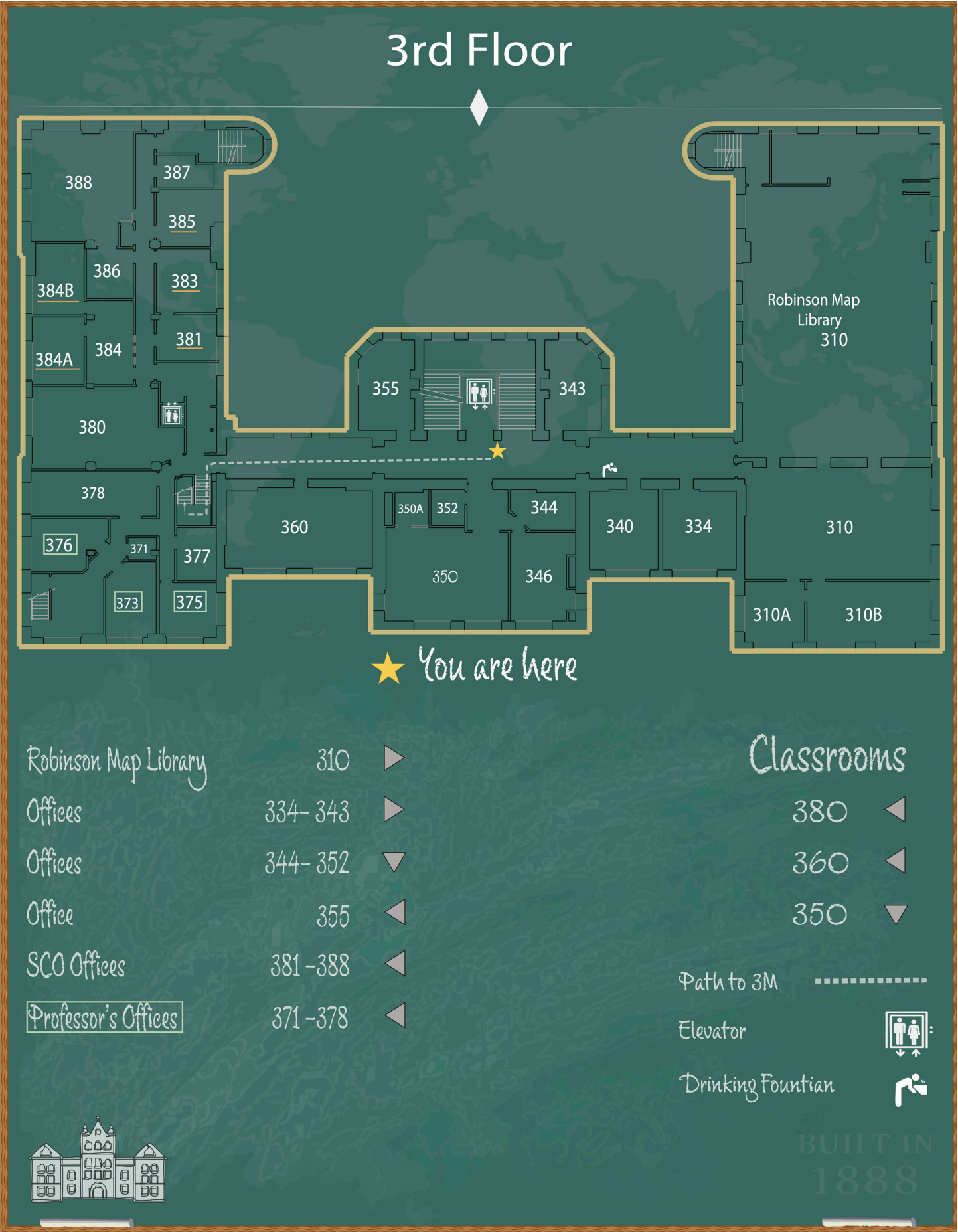
Hey mom!

Casteller

Hey Mom!

The next design portion of the project is selecting the fonts for the map and for the signs. The first two fonts were used for the signage as they matched what the previous signs had, but adjusted for our new signs created. For the map itself, the theme was inspired by a chalkboard. This is quick nod to the building's history and early classroom feel. For this, we selected Chalky, a font that brings a feel of chalk on a board, adding a old school yet modern touch. We paired it with Casteller, chosen for its sleek, serified design that pairs the formal and historical character of Science Hall.

3rd floor Core map



Where are we?

This core map of the third floor is placed intentionally at the top of the stairs and just outside the elevator, making it easily accessible to anyone arriving on the floor. It offers a complete overview of the entire third floor, with important areas being labeled for easier navigation. The map promotes important spaces such as the SCO offices, professors' offices, and a dedicated section that shows the locations of all classrooms. Since there are only three classrooms on this floor, each one is given its own visual emphasis, reflecting its individual importance and helping new students. One of the major additions to this version is a clearly marked path to the third floor mezzanine, an area that was previously difficult to locate on older maps or were not on maps prior. We've included symbols for useful amenities, such as the drinking fountain, to show what resources are available on the floor. In terms of design, the entire map is styled to resemble a chalkboard drawing, in keeping with the old school theme. There are little details in this map such as a gold star marking the "You Are Here" location bringing a playful and nostalgic touch.

3rd floor Mezzanine map



Same game plan with the core map, the 3M map was created using that chalk board style, but this map is different. There was previously no 3M map within the mezzanin which now will give the new and old students and staff a clear guidance of where each room is located on the mezzanin.

Signs



Signs for Wayfinders

It's no secret that navigating Science Hall by only relying on the current signage system can be confusing which may be frustrating for some. These signs are outdated, missing key room numbers, or yet, directing people to incorrect locations. With this new signage system addresses these issues head on.

- The updated signs are strategically placed to improve navigation and reduce confusion:
- Sign 1 will be located at the entrance to the third-floor mezzanine as you walk up the staircase.
 - Sign 2 will be positioned in the south wing of the third floor before you climb the stairs to 3M.
 - Sign 3 will be installed deeper within the mezzanine, guiding visitors further into that space.

When developing these signs, we used a customized formula which is $14 + (7 \times \text{number of rows})$. This helped us organize the directional layout while manually crafting the arrows to ensure accuracy and visual clarity. With these new signs in place, the third floor of Science Hall becomes much easier to navigate for others by providing a more efficient experience for students, staff, and visitors.