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Soggetti	Signs and signboards - Design Orientation (Architecture) architecture designs and models building public building Electronic books.
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- 1 WHY SIGNAGE -- Prologue - Orientation is life / Kling, Beate -- Red doors, green doors, yellow doors / Jaeger, Falk -- 2 SPACE AND SIGNS -- Integrated signage / Nienhoff, Hubert -- Corporate identity - Building identity / Krüger, Torsten -- 3 PLANNING SIGNAGE -- Integration of signs and space / Baur, Ruedi -- Universal design / Kling, Beate -- Analysis and systematic specification of information requirements / Kling, Beate -- Orientation design / Krüger, Torsten -- 4 REALISING SIGNAGE -- Analogue communication of information / Kling, Beate -- Digital communication of information / Schwanke-Seer, Michael -- Epilogue - The iconography of the third millennium / Krüger, Torsten -- 5 FACTS -- Project data -- Standards, guidelines, regulations (selection) -- Literature (selection). Photo credits -- Authors -- Index -- Imprint
Sommario/riassunto	Interdisciplinary work at the gateway to design

