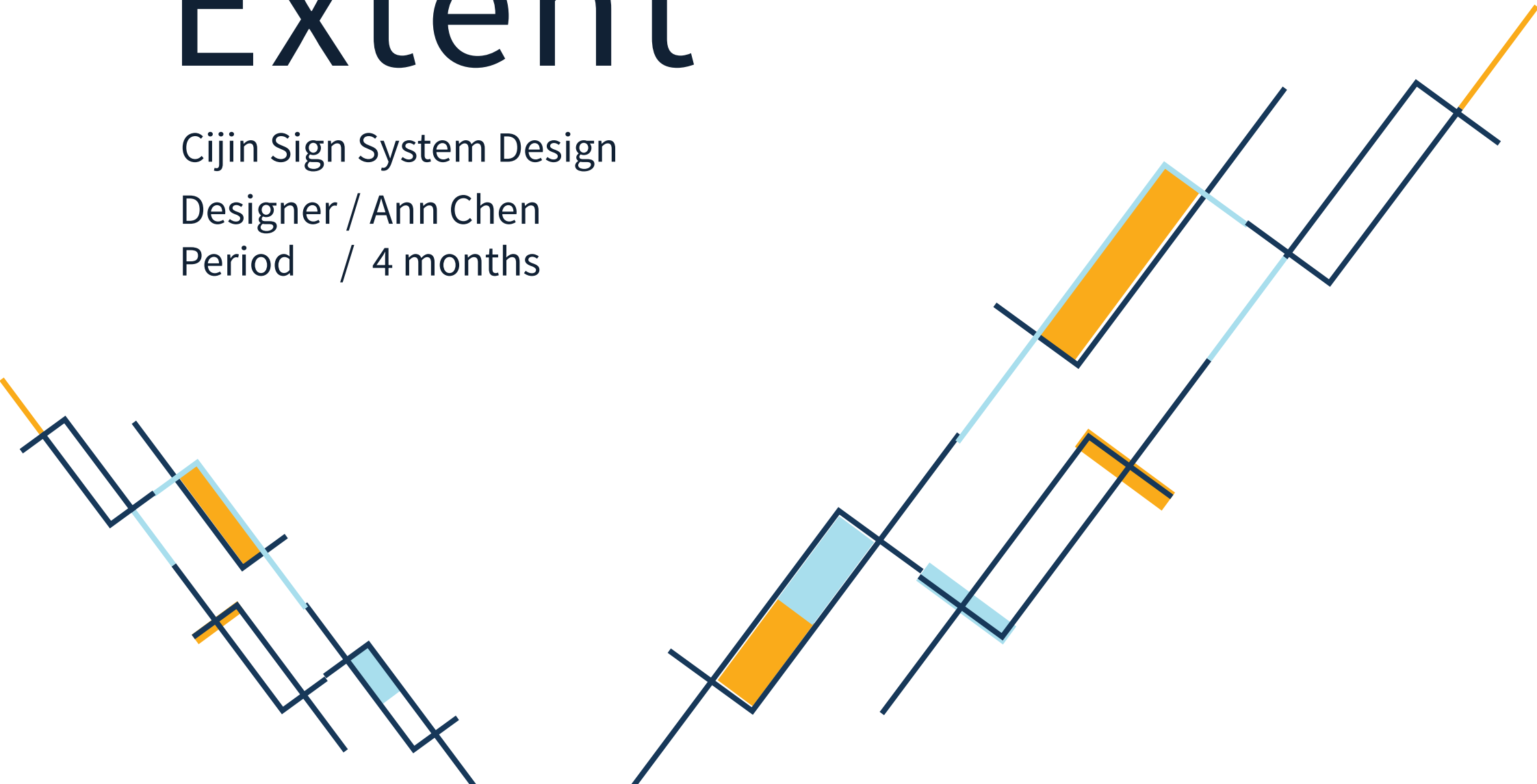


Extent

Cijin Sign System Design

Designer / Ann Chen

Period / 4 months



Objective

Defining culture as “a way of life” brings us to consider the implications of globalization as a defining influence in how we live therefore, creating an international and friendly environment. Moreover, I will consider the impact of globalization on tourism from different perspectives- creative, public, social and function-oriented ones. The design must take into account the aesthetics of the urban environment, integrate the local landscape conditions and the service functions of sightseeing, and display the overall planning beauty of the landscape in Cijin, integrating local landscape conditions and sightseeing service functions.



Goals

- Analyze Cijin's history and identify the role playing in South Taiwan.
- Comprehend the needs of the related audiences and Cijin's geographical environment.
- Develop a substantial subject matter of visual investigation that connects the past and represent to the future.
- Understand the needs and services, designing a compelling and consummate sign system.

Outcome

- In order to create a national scenic area and international user-friendly environment, creating a sign system can help navigate visitors and offer information on tourist destinations.
- Sign systems not only comprehend the needs of international tourists, but also the local geographical environment, as they sustain the stylistic consistency.
- Design a visual narrative and user-friendly media formats in order to communicate with the audiences.





- People

Local people with their family businesses are self-sufficient in restaurants, hotels, or guided tours. The statistics show the outflow of young generations moving to the big city seeking job opportunities. The age of international tourists is decreasing more and more. Most young teenagers will come to Taiwan when they have their gap year or during college, having opportunities as exchange students.

- Environment

The long-shaped Cijin Island was originally connected to Kaohsiung city by sandbanks. A harbor expansion project cut Cijin off from Kaohsiung, turning Cijin into a separate island. Cijin is surrounded by the ocean and a rich coastal landscape. Moreover, Cijin has few mangrove forests which offer different species of mangrove trees and insects in natural ecosystems. The special, narrow and long geographical features of Cijin itself generate rainy seasons from May to September.

- Culture

During the age of discovery, Cijin became an economic prosperity supporting in Tawian shipping by the ocean. Later on, residents lived upon the ocean. In order to protect their family members, people built the first temple in the south of Taiwan

Design Strategy

- Problem Identification

Cijin is at an ideal time of transformation. It's changing from an industrial city to a more tourism-oriented one, and it needs the input of younger generations for this shift. Nonetheless, there's a decreasing number of younger people because they prefer to move to bigger cities in search for a job.

- Target Audience

International tourists and local young people in Cijin

- Applications

A grid system is applied to ensure the clear communication of information to users. I improve the existing horizontal and vertical directional signs, and even design a new information signboard to be placed on the stairway and an identification sign in front of every site.

For the convenience of numerous foreign tourists, apart from the current languages in use (Chinese and English), Japanese and Korean are included in the whole signage system too.

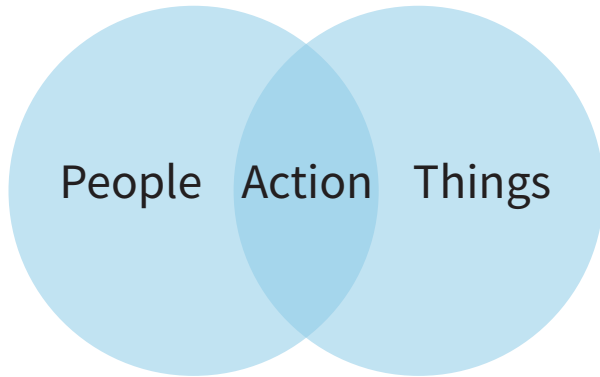
An app can provide the direction on the biking path, introductions about attractions, the updated open hours and transportation times between sites.

Promotional materials are used to engage with the target audience, and an excellent way for increasing Cijin exposure on a daily basis. Thus, enhancing young people's coherence towards their hometown and integration with the international community.



Moodboard





People

community

health

diversity

passion

relax

growth

active

feelings

comfortable

family

backpacking

surfrider

self-sufficient

religion

Action

vacation

experience

surfing

biking

yoga

jogging

outdoor activity

music festival

education

sightseeing

worship

eat

meditation

sunbathing

Things

typical weather

raining season

beach

ocean

mangrove forests

sandbank

seafood

music

historic site

isolated

insects

temple

local food

Design Concept

- Sustainability

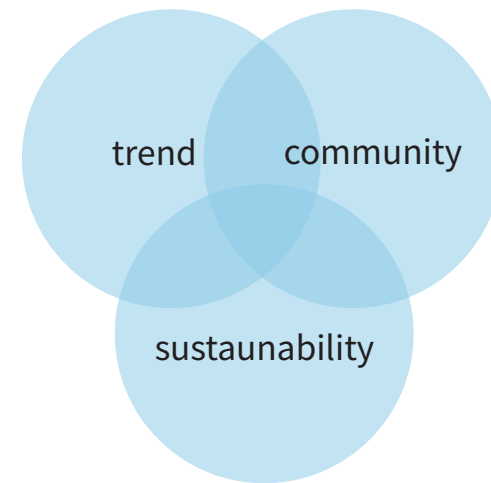
Cijin is an island around the ocean. The ocean is a key that connects the past, treasures the present, and presents the future. Local people's activities are related to the ocean from commerce, religion, and sightseeing.

- Community

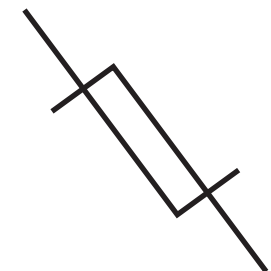
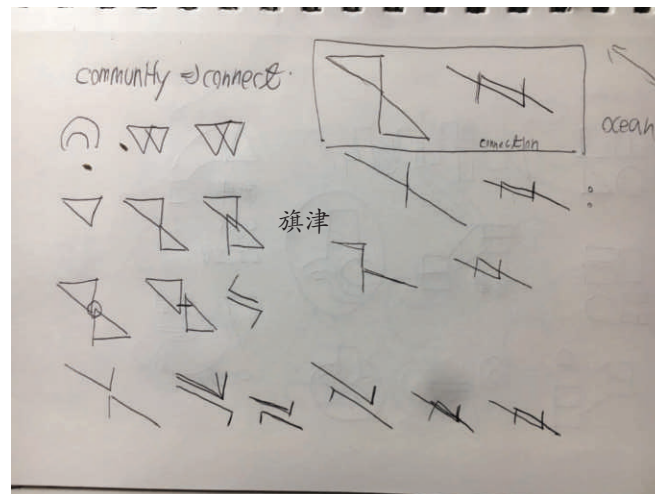
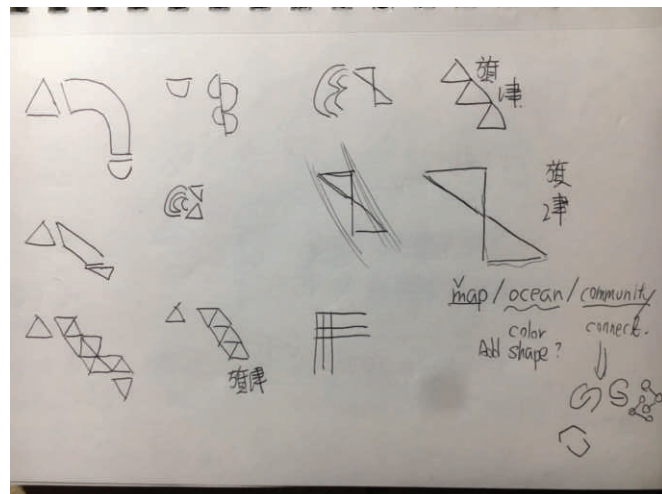
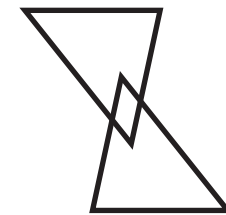
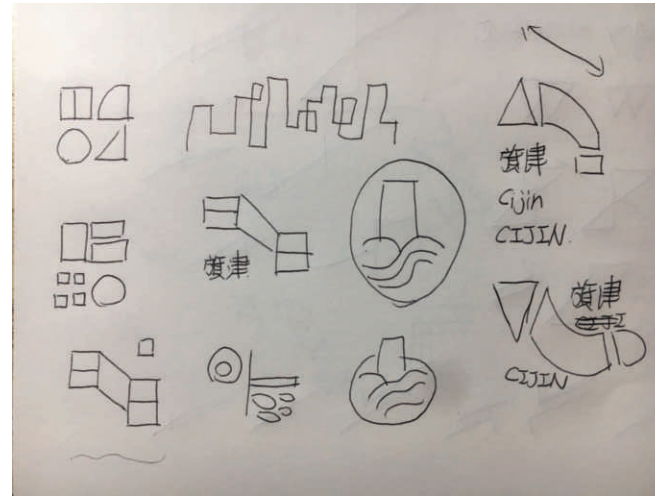
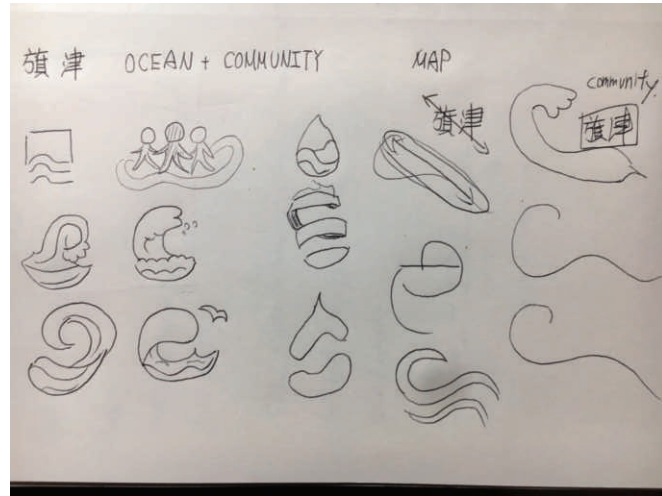
The increasing number of foreign tourists, most of them are the young generation who are open minded and willing to embrace cultural differences. Hence, the diversity makes Cijin more colorful.

- Trend

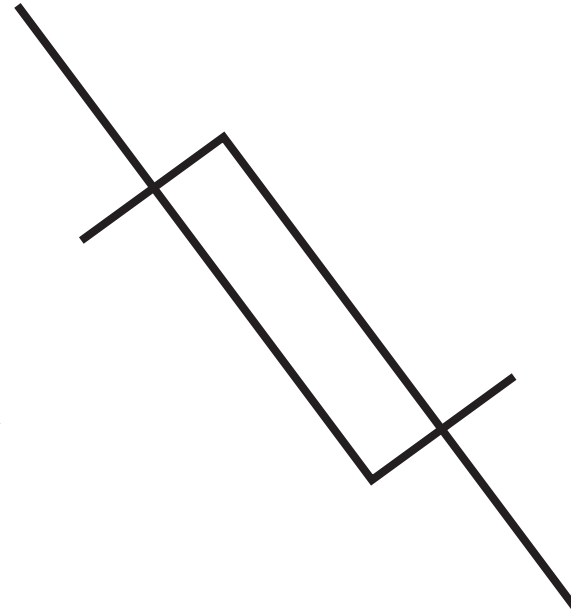
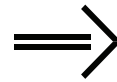
In the past, Kaohsiung was the most important city for exporting goods and the first Mazu temple is in Kaohsiung. Now, Cijin receives more tourists in the south. It has always been a pioneer in trade with commerce, religion, and economy in the south.



Design Concept of the Signs Sketch

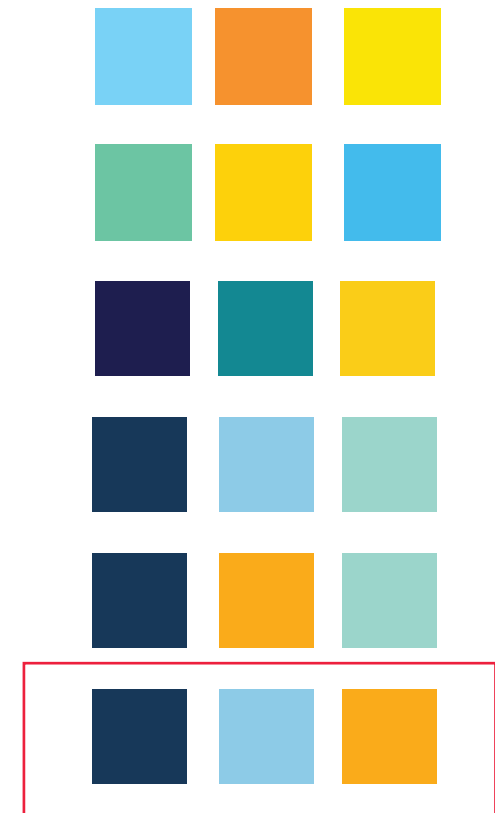
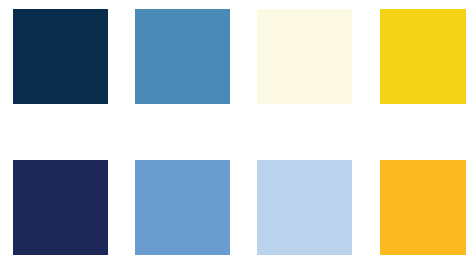


Design Concept of the Signs



The original design idea was focused on the wave. However, the island's unique, long shape stood out from other of its characteristics, such as its history, weather and architecture, during my research, Choosing a geometric shape, based on clear outline to present simplicity, serves at the core of the design. Furthermore, simplicity allows me as a designer to accommodate any possibility within my work. Likewise, Cijin welcomes people from different places. The other design concept is community. Creating a community allows not only local people, but tourists feel a sense of belonging. Hence, the lines in this geometric shape need to be either interacting or crossing each other.

Color Palette Explore



Finalized Color Plan



#1E3959



#FBAC18



#A9DEEC

The sea connects the past to the present and continues into the future. In Cijin, being around the sea, its smell and sound, make it hard to distinguish the difference between the blue hue of sky and ocean. In the color plan, blue is the main color to represent the ocean. By using different senses for people to connect themselves with Cijin. The buildings in Cijin are dominated by blue and white, so blue will fit in the current environment. In addition to the blue color, adding warm colors will bring energy to this city. Blue color keeps distance from people, thus bright orange makes people feel welcome and presents Cijin as a vibrant city.



Typeface Explore

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz CIJIN 旗津

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz CIJIN 旗津

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz CIJIN 旗津

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz CIJIN 旗津

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abcdefghijklmnopqrstuvwxyz CIJIN 旗津

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz CIJIN 旗津

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz CIJIN 旗津

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz CIJIN 旗津

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz CIJIN 旗津

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz CIJIN 旗津

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz CIJIN 旗津

Finalized Typography

- 中文字體/ 蘋方-繁

- 日文字體/ 蘋方-繁

Regular 旗津

Medium 旗津

- 韓文字體/ Apple SD 산돌고딕 Neo

Regular 치진

Bold 치진

- 英文字體/ Source Sans Variable

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

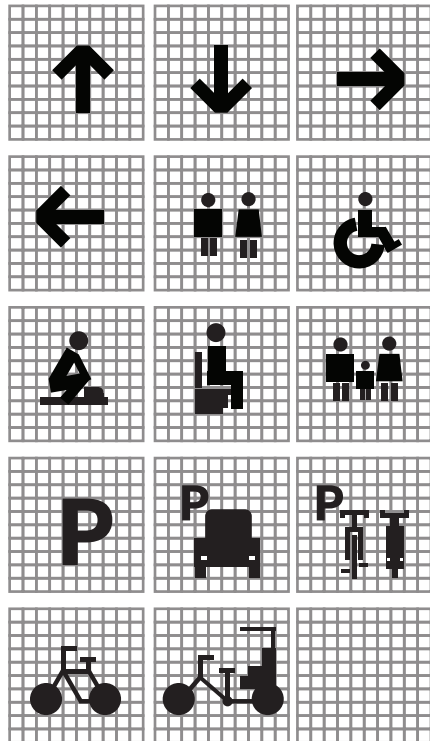
- Taking the edge of the letter as my reference standard, I chose the typeface with more edges and sharpness, which can connect to my design concept. Pingfang is a typeface that is contemporary and clean, yet still is friendly, is easier to read on signage, and it gives off a slightly more friendly and young feeling - something that was important to convey for this audience. Apple's Korean is too rounded, so I chose Apple SD 산돌고딕 Neo for Korean to keep the consistency with other languages. Source Sans Variable as English fonts, compared with Georgia fonts, are modern, simple, and clean.

Icon Explore

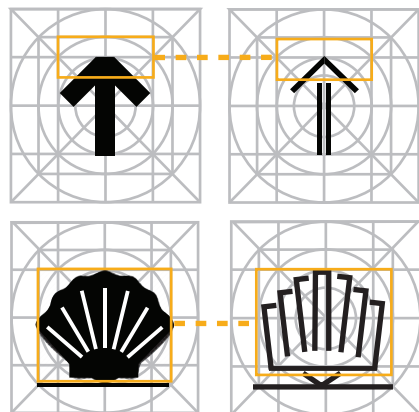
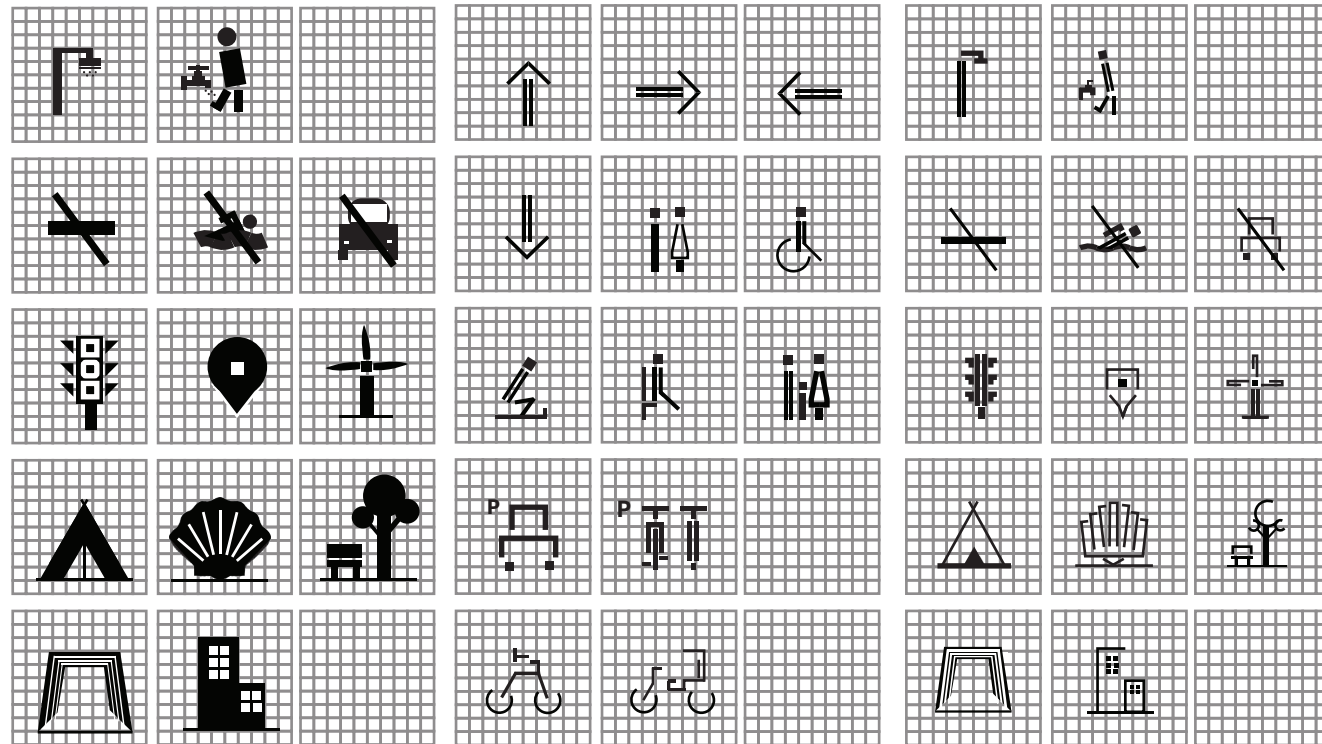


Icon

Version 1



Version 2



The first icon version is too heavy. The design concept of the sign has more straight outlines, edges, and is hollow inside, instead of solid. On the second icon version, I focus on creating outline. Changing all the circles to rectangles, all the crossing and turning points create a 90-degree angle. There are two problems in the second icon version. The first problem is the different strokes of each outline, and the second problem is some icons have two parallel lines, but some of them don't. This is the next step I need to improve to get into my finalized icons.

Finalized Icon



廁所
Restroom



殘障廁所
Accessible Restroom



蹲式
Squat



坐式
Sit



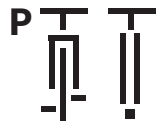
親子廁所
Family Restroom



禁止游泳
Swimming Prohibited



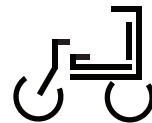
車子停車場
Car Parking Lot



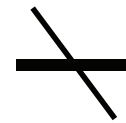
慢機車停車場
Bicycle & Motorcycle Parking



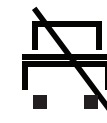
腳踏車
Bicycle



三輪車
Pedicab



禁止進入
No Enter



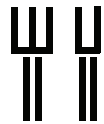
禁止車輛進入
No Car Enter



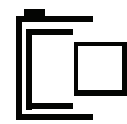
淋浴間
Shower



洗腳池
Foot Shower



餐廳
Restaurant



觀光區
Tourist Attraction



彩虹教堂
Rainbow Arch



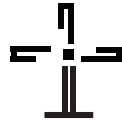
旗津海岸公園管理站
Cijin Seaside Park office



注意號誌燈
Traffic Sign



定點位置
You are Here



旗津風車公園
Cijin Windmill Park



旗津海韻露營區
Cijin Haiyun Camping Area



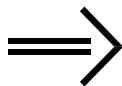
旗津貝殼館
Cijin Shell Gallery



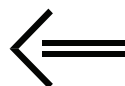
藝文休閒園區
Art Park



直走
Front/Up



右轉
Turn Right



左轉
Turn Left



下面
Back/Down

Icon Clear Space



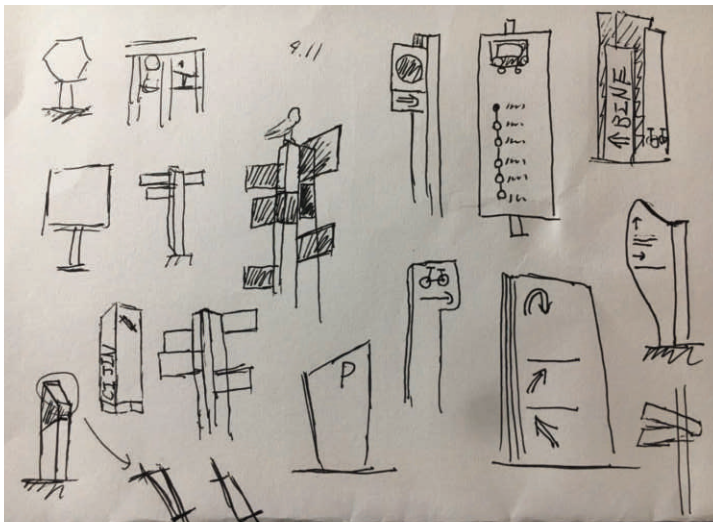
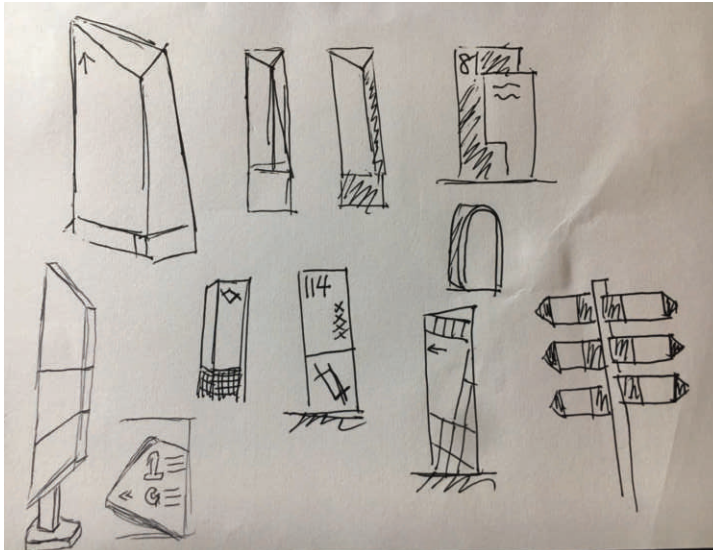
Material Selection

Steel/Stainless steel paint/Acrylic Sheet

- The material is able to keep the surface shiny and bright, smooth enough to be touchable.
- The material is melamine, which is strong and durable enough.
- Environmental-friendly design can prevent toxic gas generation created from Insect-proof, moisture-proof, anti-corrosion, good maintenance, non-toxic, tasteless and pollution-free materials.
- The material can be cut, sawed, inserted, nailed, and easy to install, so construction period is short.



Signage



Before I could start designing the signage, I had to consider what the physical structure would look like, and how people and vehicles would be interacting with them. I knew it needed to be accessible to many people's heights and decided that a rectangular shape would work best.

At the beginning, I brought the wood material into my design. Then I used color as function, as orange color represents vehicles or activity, such as a parking lot, bike path, and biking distance. Blue color represents attraction, such as introductions about attractions, map, and identification signage. To keep the signage simple and consistent with the static signs, I took out the wood material.

People Signage

P 停車場
Parking Lot
駐車場 | 주차장

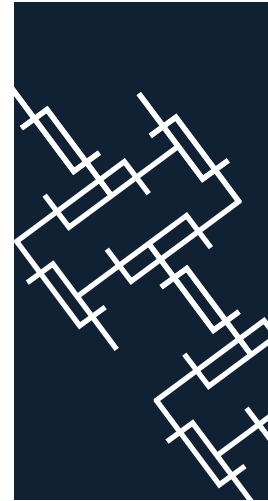
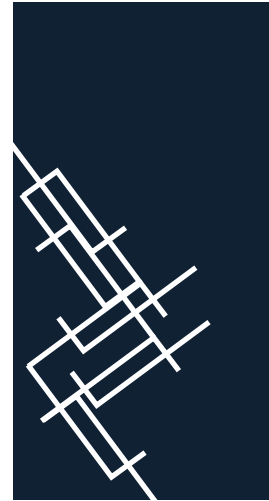
→ 小客車停車場
Car Parking Lot
車用駐車場
차량 주차장

→ 慢機車停車場
Bicycle & Motorcycle Parking
自転車とオートバイの駐車場
자전거 및 오토바이 주차

P 停車場
Parking Lot
駐車場 | 주차장

> ↑ 小客車停車場
Car Parking Lot
車用駐車場
차량 주차장

⇒ 慢機車停車場
Bicycle & Motorcycle Parking
自転車とオートバイの駐車場
자전거 및 오토바이 주차



P

200 m → 小客車停車場
Car Parking Lot
車用駐車場
차량 주차장

600 m

350 m ⇒ 慢機車停車場
Bicycle & Motorcycle Parking
自転車とオートバイの駐車場
자전거 및 오토바이 주차

P

200 m → 小客車停車場
Car Parking Lot
車用駐車場
차량 주차장

600 m

350 m ⇒ 慢機車停車場
Bicycle & Motorcycle Parking
自転車とオート바이의 駐車場
자전거 및 오토바이 주차



無障礙廁所
Accessible Restroom
바리어프리トイレ
장애인 화장실



性別友善廁所
All Gender Restroom
ジェンダーフリーのトイレ
성중립 화장실의




親子廁所
Family Restroom
親子トイレ
가족 화장실

← 自行車步道
Bike Path
自転車道 | 자전거 도로



← 三輪車
Pedicab
三轮车 | 페디캡

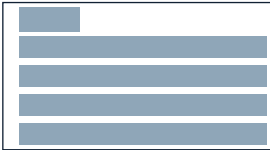


Color Palette Explore



高雄燈塔
Kaohsiung Lighthouse
高雄燈塔

- 高雄燈塔位於高雄港西側，是台灣第一座鋼筋混凝土燈塔。塔身為白色，塔頂為紅色。塔身周圍設有觀景平台，可俯瞰高雄港及高雄山。
- 高雄燈塔於1900年完工，是台灣第一座鋼筋混凝土燈塔。塔身為白色，塔頂為紅色。塔身周圍設有觀景平台，可俯瞰高雄港及高雄山。
- 高雄燈塔於1900年完工，是台灣第一座鋼筋混凝土燈塔。塔身為白色，塔頂為紅色。塔身周圍設有觀景平台，可俯瞰高雄港及高雄山。



彩虹教堂
Rainbow Arch
虹の教会 | 무지개 교회

自行車步道
Bike Path
高雄第一階段自行車道

- 1 彩虹橋
- 2 彩虹教堂
- 3 旗津天后宮
- 4 旗津歷史博物館
- 5 旗津廟

高雄日本料理館
旗津漁港
旗津廟
高雄台紀念碑
天福宮
文武聖廟
旗津宮
旗津鳳山寺
海墘橋
旗津旗風大厝
旗津海墘橋

禁止游泳
SWIMMING
PROHIBITED
水泳禁止 | 수영 금지

禁止游泳
SWIMMING
PROHIBITED
水泳禁止 | 수영 금지

2.5 km

彩虹教堂
Rainbow Arch
虹の教会 | 무지개 교회

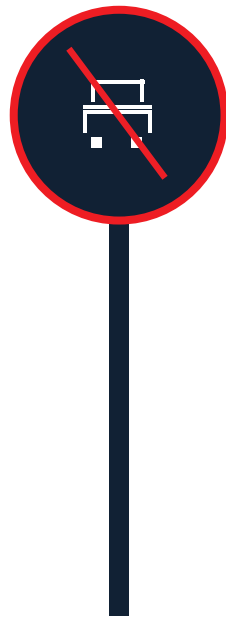
彩虹教堂
Rainbow Arch
虹の教会 | 무지개 교회

彩虹教堂
Rainbow Arch
虹の教会 | 무지개 교회

彩虹教堂
Rainbow Arch
虹の教会 | 무지개 교회

彩虹教堂
Rainbow Arch
虹の教会 | 무지개 교회

Car Signage



People Signage

地圖 Map
地圖 | 지도

↑ 300 m 旗津貝殼館 Cijin Shell Gallery 彩虹教堂 Rainbow Arch 500 m
↗ 500 m 自行車步道 Bike Path 500 m

- 1 旗後山 Salswood Head
- 2 旗後砲台 Chios Battery
- 3 丁丁鮮蝦餅 JJ cookie
- 4 旗津天后宮 Chios Tianhou Temple
- 5 火烤包子 Fire-baked buns

更多資訊請下載APP
Download APP for more information
QR code for Android and iOS

自行車步道
Bike Path
自轉車道 | 자전거 도로

三輪車
Pedicab
三輪車 | 메디캡

旗津貝殼館
Cijin Shell Gallery
旗津貝殼館 | 차진 조개잡질 박물관

彩虹教堂
Rainbow Arch
虹の教会 | 무지개 교회

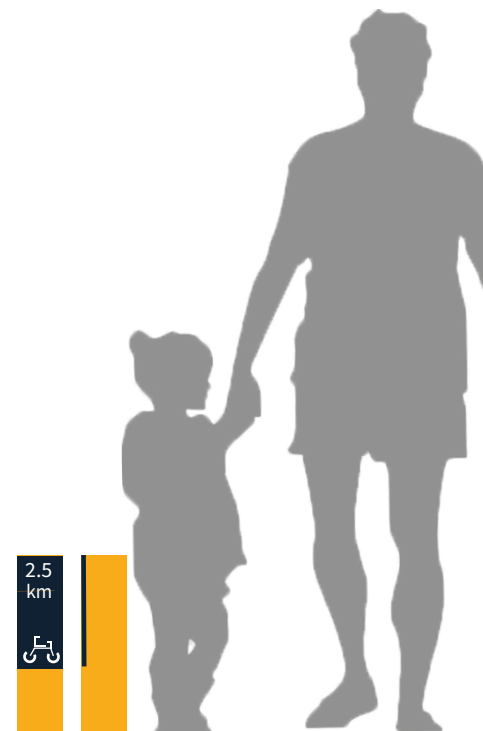
高雄燈塔
Kaohsiung Lighthouse
高雄燈台 기호송 등대

高雄燈塔(燈台)位於旗津區旗津里，是高雄港第一座燈塔。它於1895年興建，由英國工程師設計，由英國政府資助。燈塔高45公尺，塔身呈八角形，塔頂有燈室。燈塔周圍設有公園，是旗津區的一處景點。

高雄燈塔(燈台)位於旗津區旗津里，是高雄港第一座燈塔。它於1895年興建，由英國工程師設計，由英國政府資助。燈塔高45公尺，塔身呈八角形，塔頂有燈室。燈塔周圍設有公園，是旗津區的一處景點。

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彩虹教堂
Rainbow Arch
虹の教会 | 무지개 교회





Directional Parking Lot Signage

Material Steel/Stainless Steel Paint

Size_cm (Front)76x100 (Side) 30x100

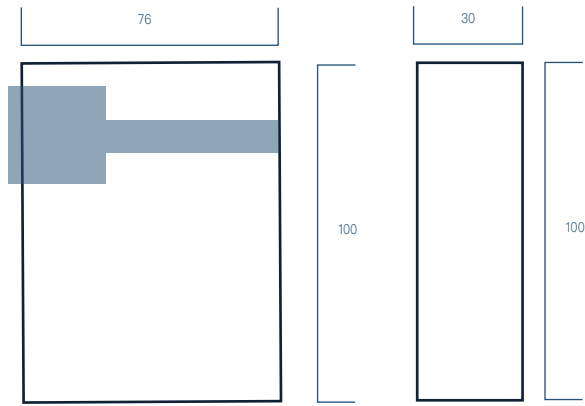
DIRECTION



Directional Parking Lot

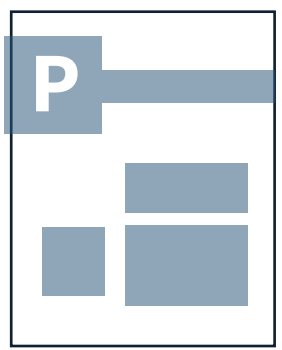
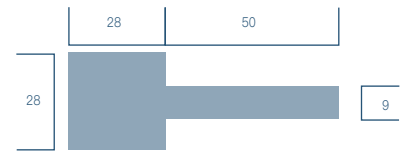
Different Vechile

Side

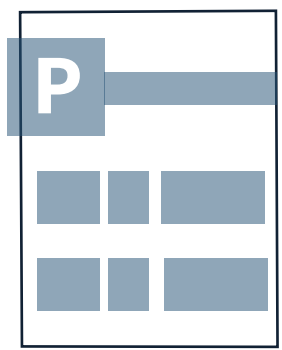


Directional Parking Lot

Side



Directional Parking Lot



Different Vechile



Side

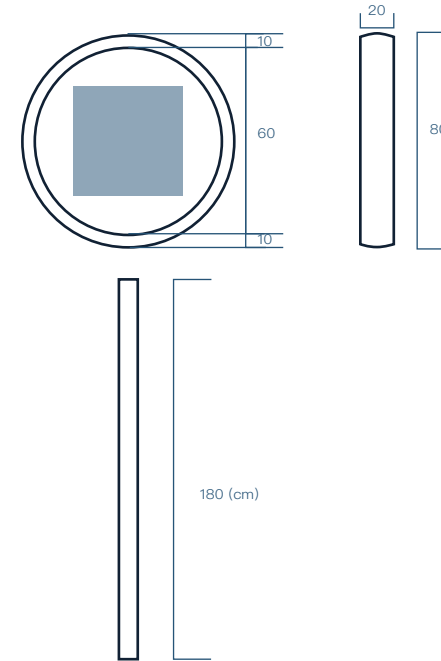
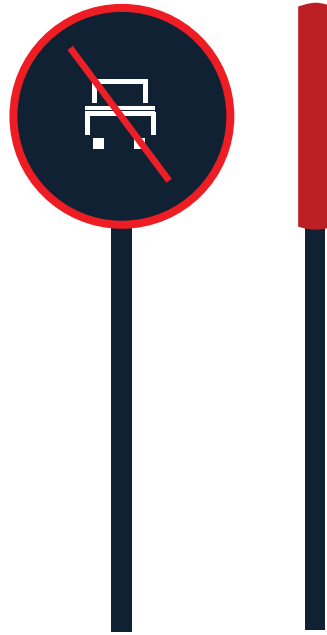


Forbidden Sign

Forbidden Enter. Forbidden Car Enter. Warning

Material Steel/Stainless steel paint

Size_cm (Front)80x260 (Side) 20x260

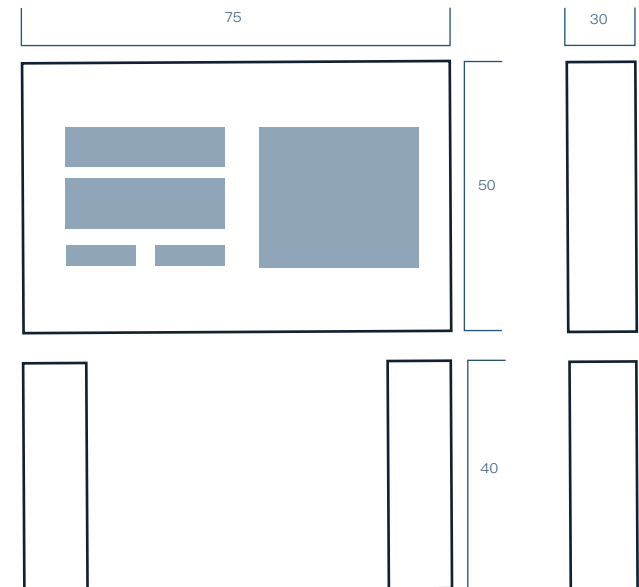


Forbidden Sign with Words

Forbidden Swimming

Material Steel/Stainless steel paint

Size_cm (Front)75x90 (Side) 30x90



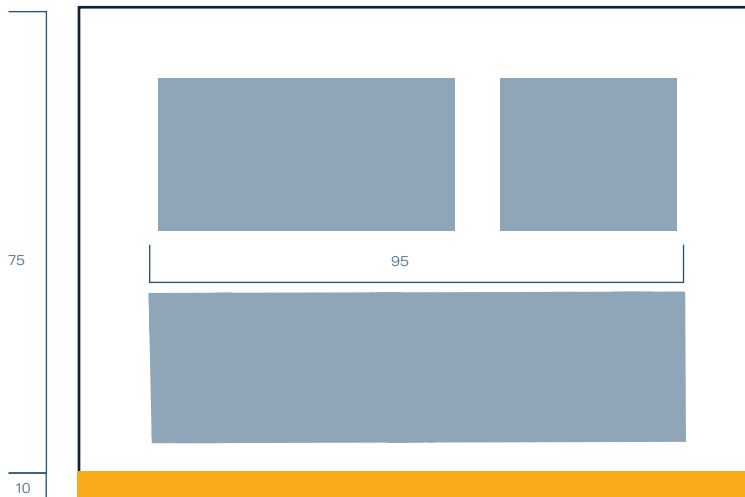


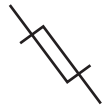
Parking Lot Signage

Bus Parking, Car Parking, Bicycle & Motorcycle Parking

Material Steel/Stainless steel paint

Size_cm (Front)120x85 (Side) 20x85





Horizontal Guide Sign

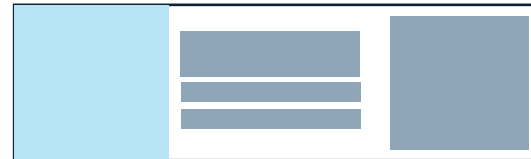
Restroom. Shower Room. Footbath

Material Steel/Stainless steel paint

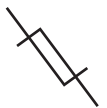
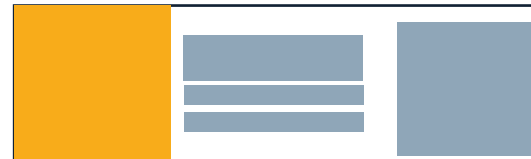
Size_cm 30 x 100



Blue/Attraction Direction



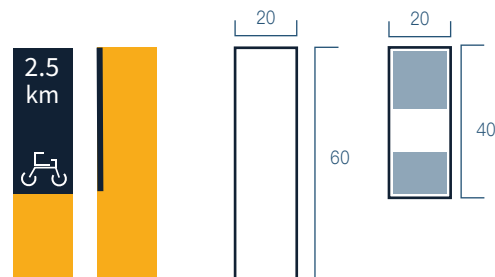
Orange/Area Direction (Restroom. Footbath)



Biking/Pedicab Distance Sign

Material Acrylic Sheet/Stainless steel paint/Steel

Size_cm (Front)20x60 (Side) 20x60



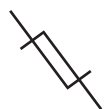
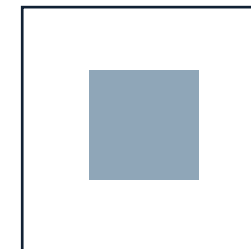
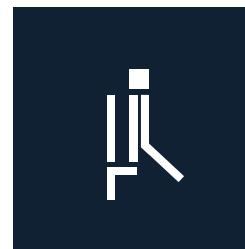


Icon Sign

Number, Squat, Sit

Material Acrylic Sheet/Stainless steel paint

Size_cm 21 x 21



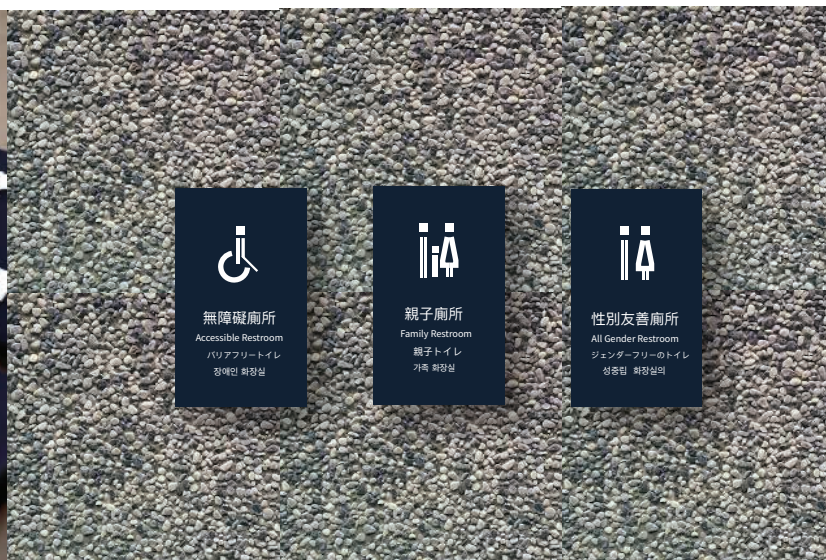
Icon Sign with Words

Ladies' room, Mens' room, Accessible Restroom,

All Gender restroom, Family Restroom

Material Acrylic Sheet/Stainless steel paint

Size_cm 21 x 35



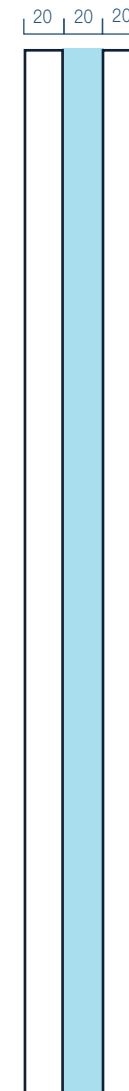
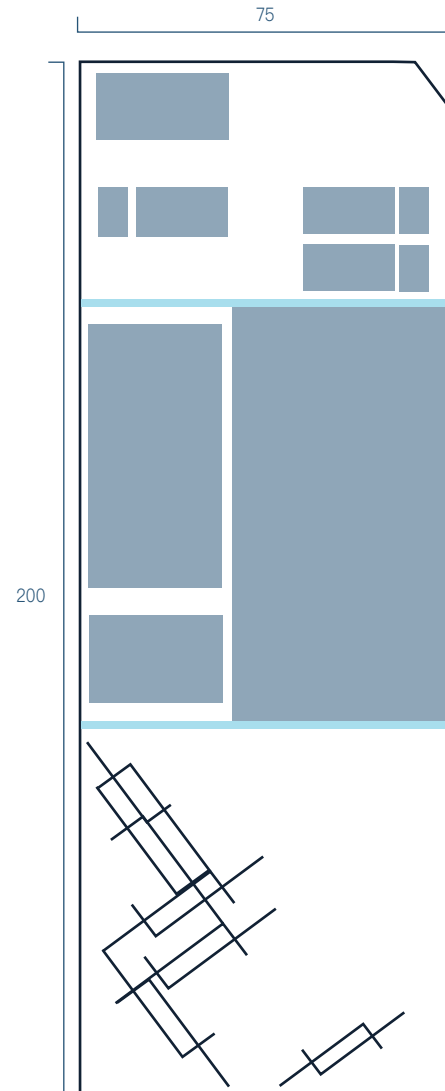


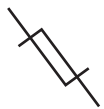
Map Signage + APP

Attraction. Biking Path. Guidance. Download App

Material Steel/Stainless steel paint

Size_cm (Front)75x200 (Back) 60x200



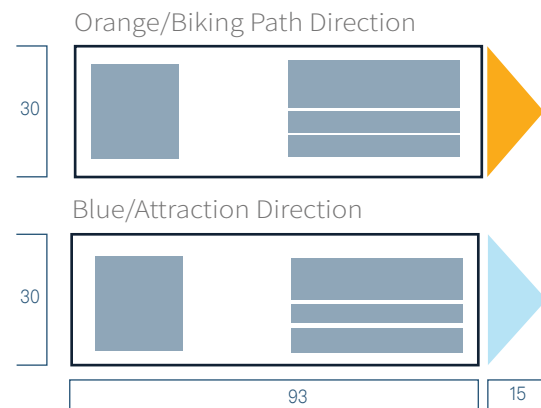


Attraction/Biking Path Direction

Attraction Direction. Biking Path. Pedicab Path

Material Steel/Stainless steel paint

Size_cm (Front)108x260 (Back) 10x260



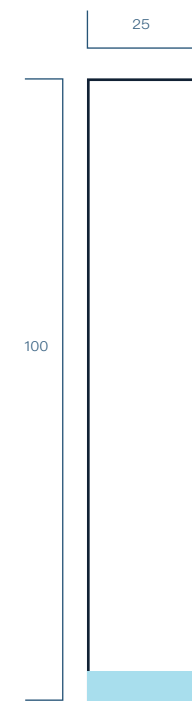
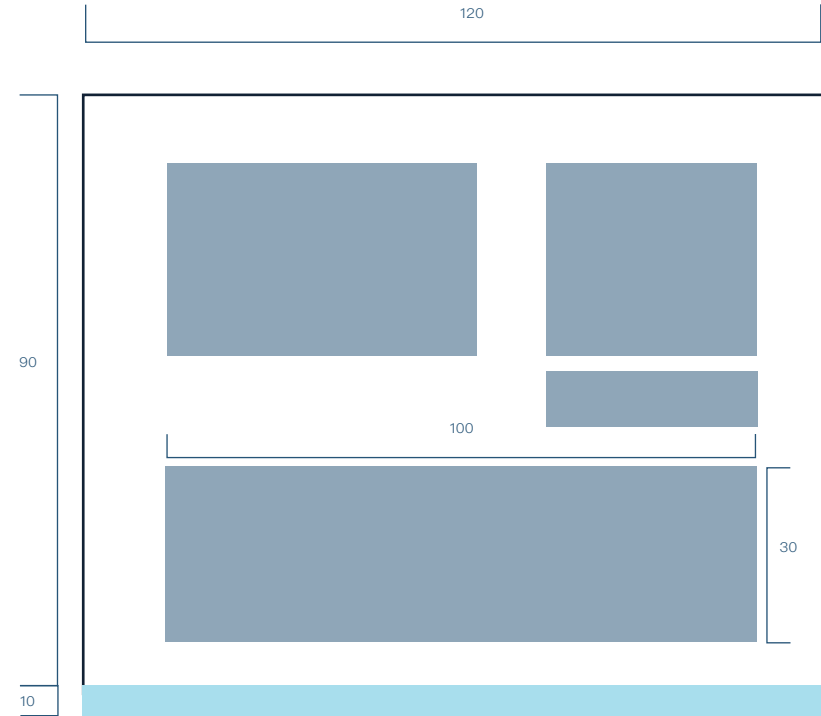
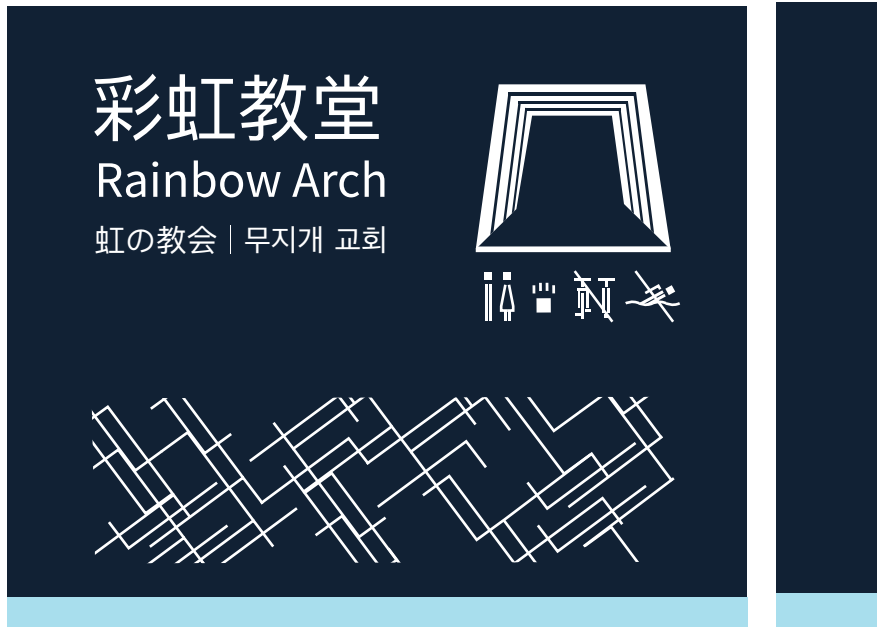


Identification Signage

Attraction Signage

Material Steel/Stainless steel paint

Size_cm (Front)120x100 (Side) 25x100

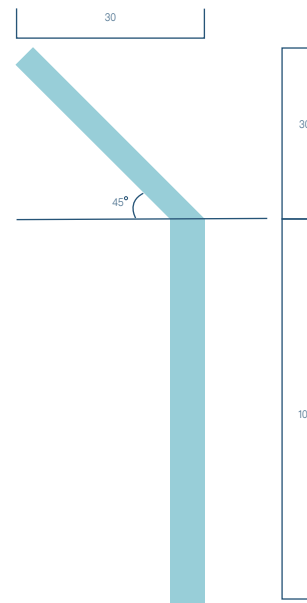


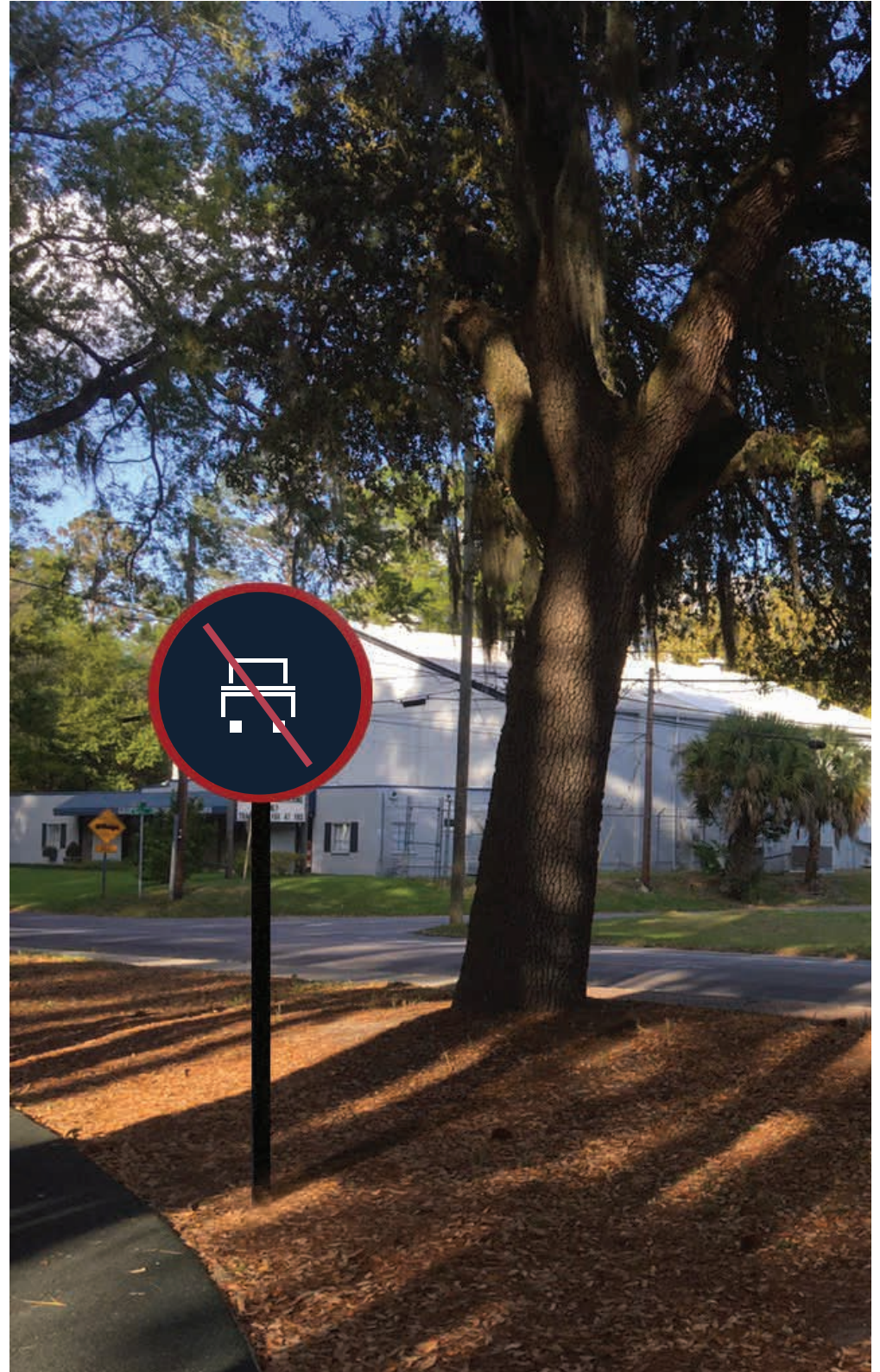


Information Signage + APP

Material Steel/Stainless steel paint

Size_cm (Front)80x130 (Side) 30x130







P

200 m →  小客車停車場
Car Parking Lot
200 m →  車兩駐車場
차량 주차장

600 m → 

350 m ⇒  慢機車停車場
Bicycle & Motorcycle Parking
350 m ⇒  自転車とオートバイの駐車場
자전거 및 오토바이 주차

P 旗津
CIJIN



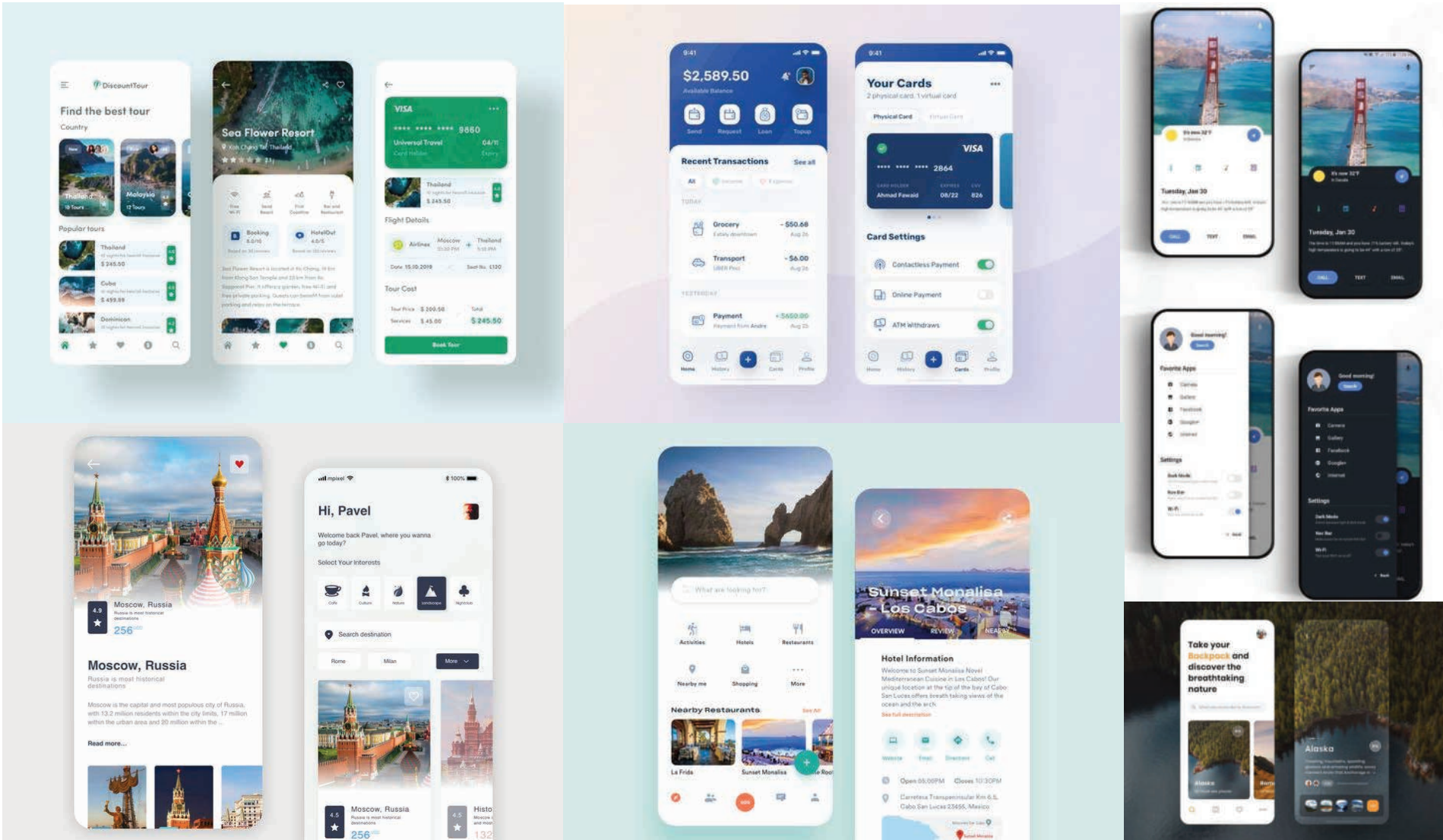
自行車步道
Bike Path
自転車道 | 자전거 도로 

三輪車
Pedicab
三轮车 | 페디캡 

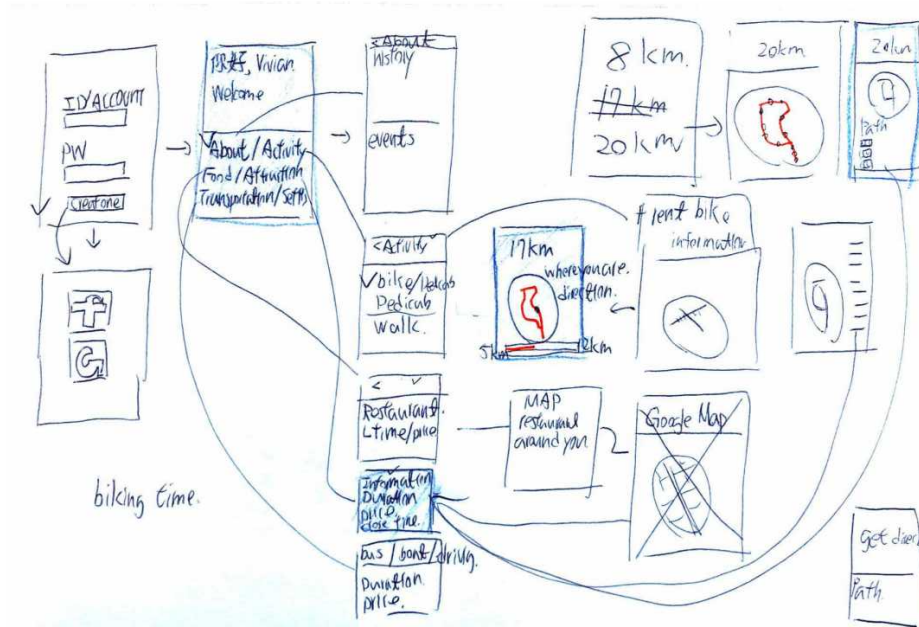




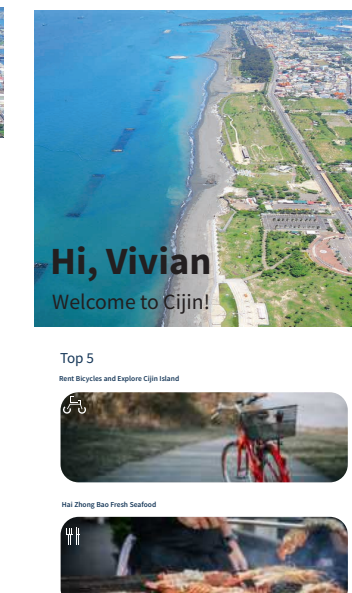
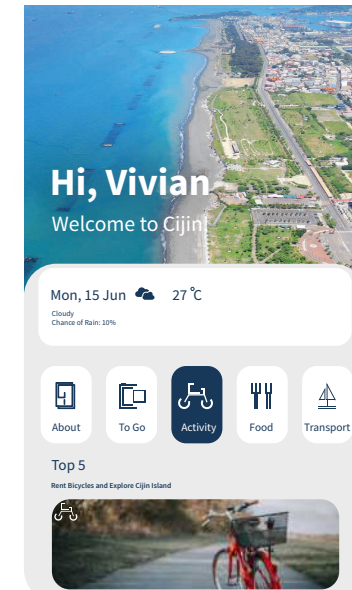
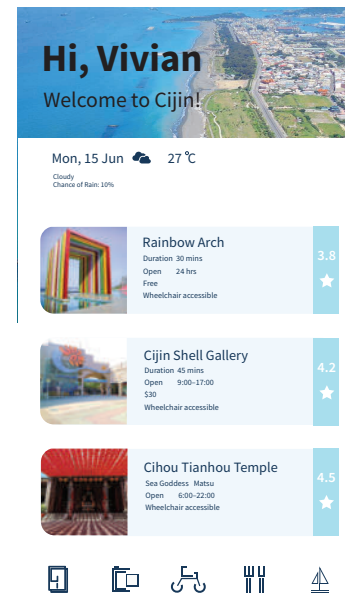
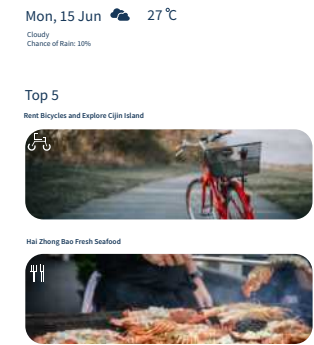
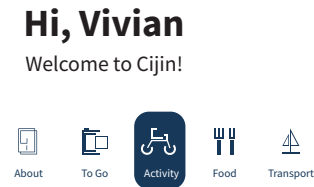

Mobile APP Explore



Mobile APP



I made a flowchart prior before designing the wireframes for the app. The main purpose of the app is the bike path. By providing the direction on the phone, it will lead the tourists to their destination. Through a mobile app, all the signage can be linked together. An app can guide tourists to the identification signages, and it will provide the introductions about attractions. Since the icons were create based on narrow and long geographical features of Cijin itself, this functional aspect also added to the app's visual language - thus, proving to me that the identity system was working well.





Mobile APP

更多資訊請下載APP
 Download APP for more information
 詳細については、アプリをダウンロードしてください
 자세한 내용은 APP를 다운로드하십시오



Android



IOS

