

U1: Environmental Visual Cue/Design Analysis

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On my search for public spaces with visual cues, I came across Costco located in Vancouver, Washington. Although today was the first day of Washington opening their doors to 100% capacity, a poster found in the front of the entrance had visual cues on what not to do if you have COVID-19 symptoms. Having the visual cues near the front of the store allowed customers to notice it before starting their grocery shopping, as any other location within the store would have been ignored due to the overwhelming amount of items, prices, and customers located in each aisle. Due to the pandemic, it was government law to stay away from public areas if you felt any symptoms of the COVID-19 illness. This made the visual cues outside the store the best location to stop any customer who may be carrying the virus from entering.

Within our text, the best way to convey messages about health risks, pictures attracted and held attention for a more extended period of time than the same information produced in text alone (Malamed, 2015). The visual cues were easy to view as they represent precisely what the text says, allowing those who may feel any of the symptoms shown in the graphic design to stay home. Research has shown that text accompanied by relevant visuals is better for learning alone in many situations and conditions (Malamed, 2015). The combination of text and cues helped those quickly learn exactly what is being shown; however, I was surprised to only see the text in English, as there are multiple cultures within Washington. The most significant visual cues were the most common symptoms of the COVID-19 illness, being coughing and shortness of breath. The location was only visibly apparent to those entering from the right side of the store, as the couple entering the store from the photo did not see the visual cues/design well enough due to the garbage can blocking the bottom. The remaining of the image represents space, as by looking at the picture, viewers can understand that the warehouse is relatively big, having both an entrance and an exit.



For my second visual cue, I chose a photo taken at my local Target store. The image was taken within the toys and electronics section as I tend to visit both areas every time I visit the store. I quickly took the photo when no customers were around as I did not want to intrude on anybody's privacy. Our text mentions that pictures help learners understand complex text or narration because they convey information about spatial structure as we rely on the spatial structure of visuals to provide meaning (Malamed, 2015). The image does a perfect job representing spatial structure as viewers of the photo can identify directly down the walkway. The placement is a

mixture of space as it makes sense to place the electronic/ video games near the toys as both aisles make demographic is children and young adults. The transfer of colors and displays changes as well with further down showing young models where different clothing; indicating that further down sells clothing.

Our text also mentions that pictures and text or narration are often the most effective choice in learning design as pictures can convey the same or additional information (Malamed, 2015). A sign above the top right mentions “Toys & Games” with a visual cue of a checkerboard, allowing customers to view both text and cues to quickly learn that towards those aisles are toys for children. There is also a question mark cue located further down the walkway, allowing customers to identify where to go if they do not know the item's price.



The last image is the same image I mentioned in my discussion for this week's module. This image was taken yesterday on my way back from New Jersey. Once again, the image focuses on space, with a lot happening throughout the image. Viewing the photo, the airport indicates a narrow building. As the image continues further down the room, the left represents flight gates, allowing customers to see each gate letter and number from a great distance. Several blue signs are hanging from the ceiling, meaning guidance for travelers, allowing each individual to know further down has restrooms as well as gates 8 through 13. Located on the right side of the image is a store, allowing travelers to stop for luggage, snacks, etc.

Small tables located in rows show organization and comfort for travels during layovers. The changes in flooring from green carpet to reflective marble represent a different transition in the room, with the lighting from the windows indicating that this is a relaxing and cozy place to unwind, with enough illumination to see the visual cues above. Each traveler can be viewed as relaxed and patient, with a couple viewing their next flight on the virtual monitor while a man and woman can be seen walking from both directions of the room, indicating that they are using the visual cues/design to navigate their way around the airport.

Reference:

Malamed, C. (2015). Visual design solutions: Principles and creative inspiration for learning professionals. Hoboken, NJ: Wiley & Sons.