

Prepared for EDMC

December 15, 2009



Environmental Rebranding/Wayfinding System Analysis
and Proposed Remediation for 4401 North Himes Avenue
Tampa, FL 33614-7001

By

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EDMC's mission of Education Management Corporation is to:

Ensure student success by providing market-driven, competency-based education. Deliver learner-centered instruction through faculty who exhibit excellence in teaching, possess appropriate academic credentials, and have industry-related experience. Champion a culture of learning by continuous personal and professional development of students, alumni, and employees. Cultivate partnerships to meet the needs of employers, students, alumni, and the system's employees. Enhance institutional effectiveness and profitability by improving processes and operations, promoting teamwork and effective communications, and obtaining appropriate accreditations. Drive national and international growth by reaching new markets, expanding existing markets, developing new products, revising existing curricula, and supporting acquisitions and start-ups. Elevate the profile of the Company on community, state, and national levels, and maximize the value of the shareholders' investment.

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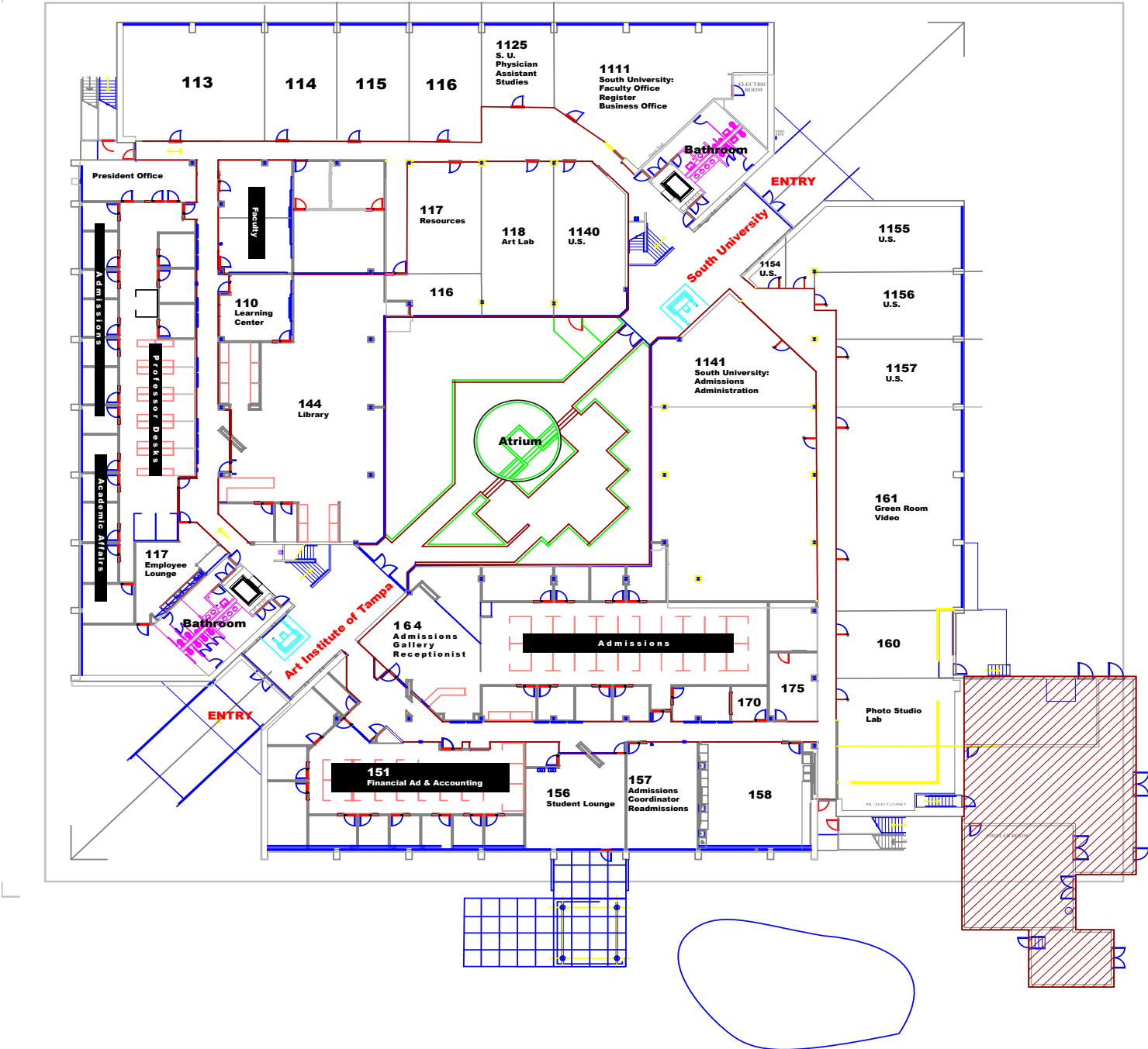
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Buildings for The Art Institute of Tampa and South University.

Current Situation

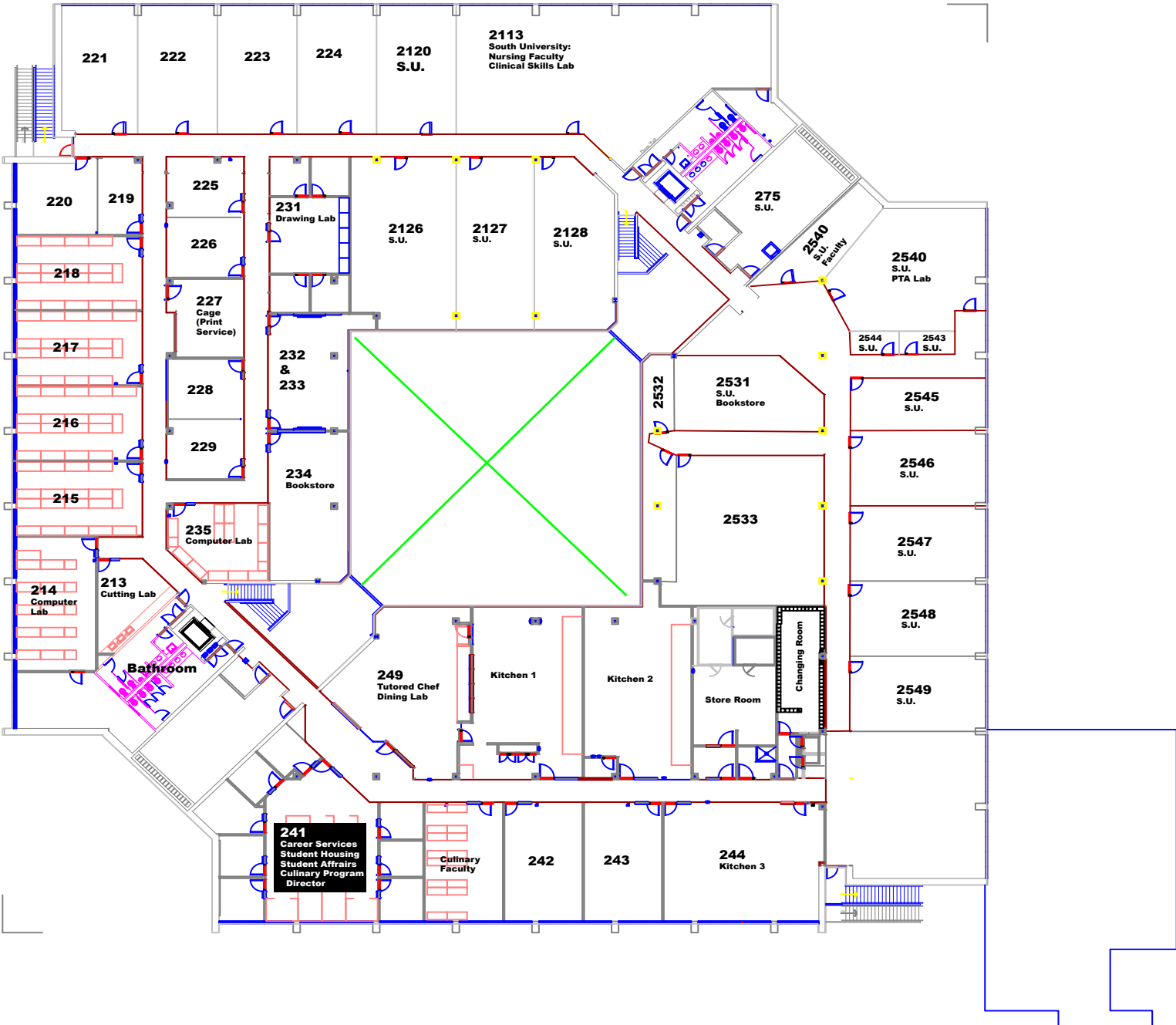
1st Floor



Buildings for The Art Institute of Tampa and South University.

Current Situation

2nd Floor



The current situation is that there are 2 campuses, with an open floor plan.

There are 2000 students, and 400 staff, and faculty.

There is constant growth for both campuses, and the facilities have constant change.

Strategy of Analysis for The Art Institute of Tampa and South University Continued.

Design Process:

The analysis find would be to have a better wayfinding system by reducing signs and creating a system that is better understood by the visitor to the building.

The analysis will show the ethnographic research. Who uses the building. What are the problem areas for traffic flow throughout the building. What is the impact to the current situation.

1st and 2nd Floor Sign Family Type Schedule: The Art Institute of Tampa and South University.

Sign List

SIGN FAMILY TYPE SCHEDULE

Sign Family	Sign Type	Description
Wall Mounted	A1	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING
	A2	4"x8" ROOM NUMBER - ARYLIC BLACK - SILVER/BLACK LETTERING
	A3	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING
	A4	8x11" ROOM NUMBER SCHEDULE - ARYLIC INSERTABLE - SILVER LETTERING
	A5	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMMENSIONAL LETTERS RED
	A6	11"x9.5" ROOM SCHEDULE - CLEAR PLASTIC INSERTABLE BLACK LETTERING
	A7	15"x6" ALARMED DOOR - RED METAL - WHITE LETTERING
	A8	8"x8" RESTROOMS - ARYLIC BLACK - SILVER LETTERING
	A9	33"x60" CULINARY- ARYLIC RED/BLACK - WHITE LETTERING
	A10	12"x5" ELEVATOR SIGN - METAL WHITE - BLACK LETTERING
	A11	4"x2.5" LEVEL SIGN - METAL WHITE - BLACK LETTERING
	A12	7"x7" BIOHAZARD - METAL ORANGE - BLACK LETTERING
	A13	7"x10" CHEMICAL NOTICE - METAL WHITE - BLACK LETTERING
	A14	9"x9" ROOM NUMBER/SCHOOL NAME - PLASTIC SILVER BLACK LETTERING
	A15	9"x6" EMERGENCY EXIT - PLASTIC WHITE - RED LETTERING
	A16	96"x43" PANEL INFO - BLACK PLASTIC
Flag Mounted	B1	4"x12" HAND CUT PLASTIC - EQUIPMENT CAGE - BLACK/WHITE LETTERING
	B2	7.5"x5" QUITE - PLASTIC WHITE - RED LETTERING
Surface Mounted	C1	APPLICATION - VINYL ROOM NUMBER
	C2	8 ³ / ₄ " x 8 ³ / ₄ " APPLICATION - WINDOW RESTRICTIONS, RED/BLACK/WHITE LETTERING

1st and 2nd Floor Sign Family Type Schedule Continued: The Art Institute of Tampa and South University.

Sign List

Sign Family	Sign Type	Description	
Surface Mounted Continued	C3	19.5"x14" ADMINISTRATIVE DECAL - VINYL - WHITE LETTERING	
	C4	44"x2" CUISINE - VINYL RED/BLACK	
	C5	27"x5" CUISINE - VINYL RED/BLACK	
	C6	16.5"x5.5" SCHOOL NAME- VINYL YELLOW - GREEN LETTERING	
	C7	28"x28" SCHOOL NAME - VINYL- YELLOW/BLACK/RED/WHITE	
	C8	7"x6.5" BIOMAX - STICKER - ORANGE BLACK	
	C9	23"x16" ACADEMIC AFFAIRS - VINYL RED - WHITE LETTERING	
	C10	9.5"x2" LIBRARY- VINYL WHITE - BLACK LETTERING	
	C11	11.5"x9" DROP OFF - LAMINATED WHITE - RED LETTERING	
	C12	33"x12" BUILDING NUMBER - VINYL WHITE	
	C13	18"x9.5" NO SMOKING - VINYL WHITE - BLACK LETTERING	
	C14	23"x8.5" SOUTH UNIVERSITY - VINYL YELLOW - GREEN LETTERING	
	C15	20"x2" STUDENT LOUNGE - VINYL WHITE	
	C16	34"x17.5" WINDOW DISPLAY DECAL - VINYL RED - WHITE LETTERING	
	C17	34"x18.5" CULINARY VERSION 2- VINYL RED - WHITE/BLACK LETTERING	
	C18	19"x26" WINDOW DISPLAY DECAL FRONT - VINYL RED - WHITE LETTERING	
	C19	6.5"x6.5" CAUTION AUTOMATIC/HANDICAP - PLASTIC WINDOW DECAL	
	Suspended - Ceiling Mount	D1	14"x12" EXIT DOOR - ACRYLIC RED - WHITE LETTERING
		D2	14"x18" EXIT SIGN - ACRYLIC CLEAR - RED LETTERING
D3		7"x12" EXIT SIGN - PLASTIC - GREEN LETTERING	

1st and 2nd Floor Sign Family Type Schedule Continued: The Art Institute of Tampa and South University.

Sign List

Sign Family	Sign Type	Description
Ground Mounted	E1	48"x 60" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING
Flat Wall Mounted	F1	22.5"x26" THE ART INSTITUTE OF TAMPA GLASS/METAL RED AI LOGO LETTERING & BLACK - WHITE LOGO LETTERING

1st Floor Exterior Sign Family Type Schedule: The Art Institute of Tampa and South University.

Sign List

SIGN FAMILY TYPE SCHEDULE

Sign Family	Sign Type	Description
Wall Mounted	A1	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING
	A2	4"x8" ROOM NUMBER - ARYLIC BLACK - SILVER/BLACK LETTERING
	A3	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING
	A4	8x11" ROOM NUMBER SCHEDULE - ARYLIC INSERTABLE - SILVER LETTERING
	A5	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMMENSIONAL LETTERS RED
	A6	11"x9.5" ROOM SCHEDULE - CLEAR PLASTIC INSERTABLE BLACK LETTERING
	A7	15"x6" ALARMED DOOR - RED METAL - WHITE LETTERING
	A8	8"x8" RESTROOMS - ARYLIC BLACK - SILVER LETTERING
	A9	33"x60" CULINARY- ARYLIC RED/BLACK - WHITE LETTERING
	A10	12"x5" ELEVATOR SIGN - METAL WHITE - BLACK LETTERING
	A11	4"x2.5" LEVEL SIGN - METAL WHITE - BLACK LETTERING
	A12	7"x7" BIOHAZARD - METAL ORANGE - BLACK LETTERING
	A13	7"x10" CHEMICAL NOTICE - METAL WHITE - BLACK LETTERING
	A14	9"x9" ROOM NUMBER/SCHOOL NAME - PLASTIC SILVER BLACK LETTERING
	A15	9"x6" EMERGENCY EXIT - PLASTIC WHITE - RED LETTERING
	A16	96"x43" PANEL INFO - BLACK PLASTIC
Flag Mounted	B1	4"x12" HAND CUT PLASTIC - EQUIPMENT CAGE - BLACK/WHITE LETTERING
	B2	7.5"x5" QUITE - PLASTIC WHITE - RED LETTERING
Surface Mounted	C1	APPLICATION - VINYL ROOM NUMBER
	C2	8¾" x 8¾" APPLICATION - WINDOW RESTRICTIONS, RED/BLACK/WHITE LETTERING

1st Floor Exterior Sign Family Type Schedule Continued: The Art Institute of Tampa and South University.

Sign List

Sign Family	Sign Type	Description	
Surface Mounted Continued	C3	19.5"x14" ADMINISTRATIVE DECAL - VINYL - WHITE LETTERING	
	C4	44"x2" CUISINE - VINYL RED/BLACK	
	C5	27"x5" CUISINE - VINYL RED/BLACK	
	C6	16.5"x5.5" SCHOOL NAME- VINYL YELLOW - GREEN LETTERING	
	C7	28"x28" SCHOOL NAME - VINYL- YELLOW/BLACK/RED/WHITE	
	C8	7"x6.5" BIOMAX - STICKER - ORANGE BLACK	
	C9	23"x16" ACADEMIC AFFAIRS - VINYL RED - WHITE LETTERING	
	C10	9.5"x2" LIBRARY- VINYL WHITE - BLACK LETTERING	
	C11	11.5"x9" DROP OFF - LAMINATED WHITE - RED LETTERING	
	C12	33"x12" BUILDING NUMBER - VINYL WHITE	
	C13	18"x9.5" NO SMOKING - VINYL WHITE - BLACK LETTERING	
	C14	23"x8.5" SOUTH UNIVERSITY - VINYL YELLOW - GREEN LETTERING	
	C15	20"x2" STUDENT LOUNGE - VINYL WHITE	
	C16	34"x17.5" WINDOW DISPLAY DECAL - VINYL RED - WHITE LETTERING	
	C17	34"x18.5" CULINARY VERSION 2- VINYL RED - WHITE/BLACK LETTERING	
	C18	19"x26" WINDOW DISPLAY DECAL FRONT - VINYL RED - WHITE LETTERING	
	C19	6.5"x6.5" CAUTION AUTOMATIC/HANDICAP - PLASTIC WINDOW DECAL	
	Suspended - Ceiling Mount	D1	14"x12" EXIT DOOR - ACRYLIC RED - WHITE LETTERING
		D2	14"x18" EXIT SIGN - ACRYLIC CLEAR - RED LETTERING
D3		7"x12" EXIT SIGN - PLASTIC - GREEN LETTERING	

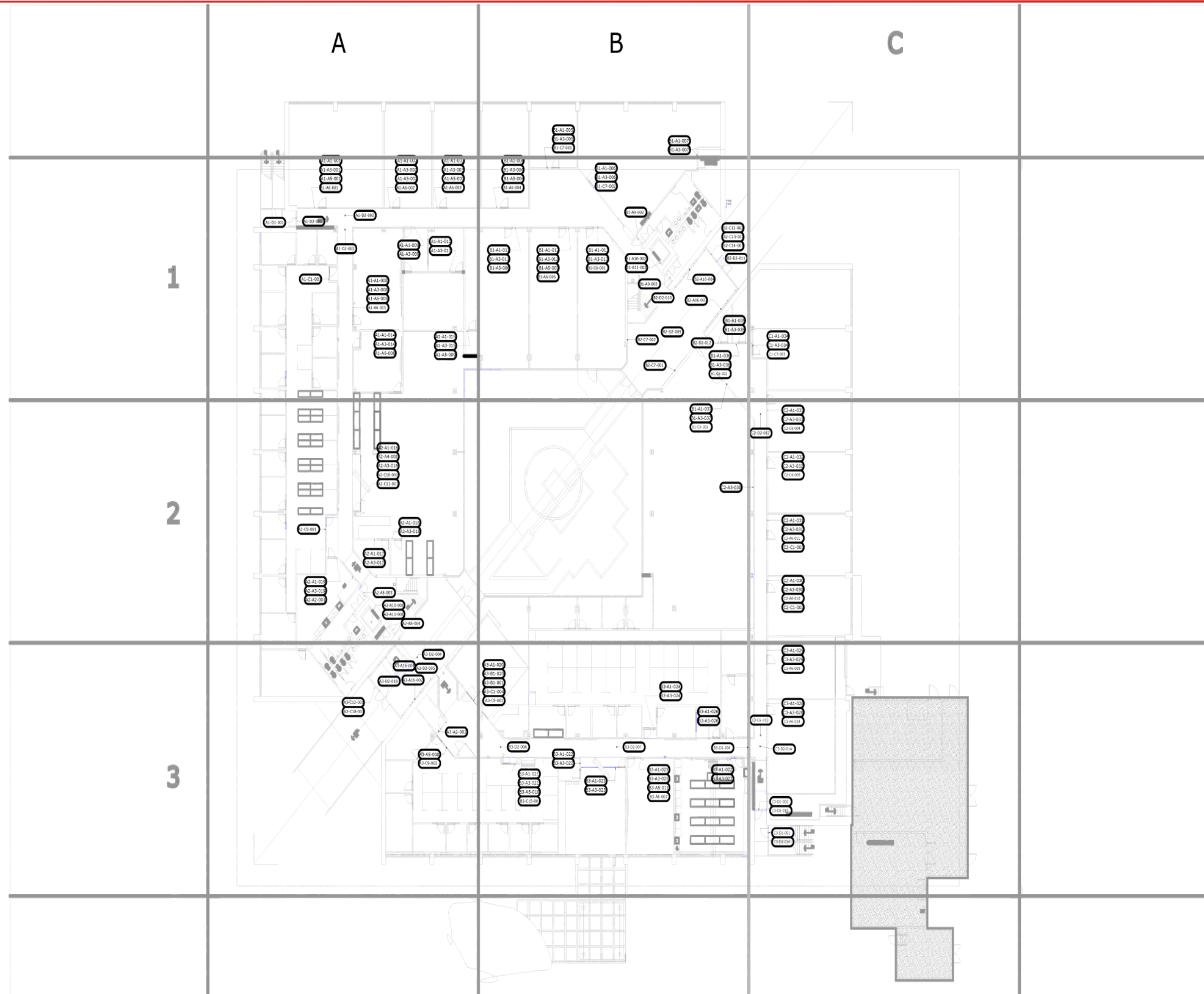
1st Floor Exterior Sign Family Type Schedule Continued: The Art Institute of Tampa and South University.

Sign List

Sign Family	Sign Type	Description
Ground Mounted	E1	48"x 60" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING
	E2	72"x 60" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING
Flat Wall Mounted	F1	22.5"x26" THE ART INSTITUTE OF TAMPA GLASS/METAL RED AI LOGO LETTERING & BLACK - WHITE LOGO LETTERING

1st Floor Plan with Signage Indicated for The Art Institute of Tampa and South University.

1st Floor



1st Floor Message Schedule: The Art Institute of Tampa and South University.

SIGN PROGRAM MESSAGE SCHEDULE - 1ST FLOOR

Sign Number	Description	Message
A3-C12-001	33"x12" BUILDING NUMBER - VINYL WHITE	4401
A3-C18-001	19"x26" WINDOW DISPLAY DECAL FRONT - VINYL RED - WHITE LETTERING	The Art Institute of Tampa
A3-D2-004	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
A3-A16-001	96"x43" PANEL INFO - BLACK PLASTIC	Information case
A3-D2-005	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
A3-D2-018	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
A3-A16-002	96"x43" PANEL INFO - BLACK PLASTIC	Information case
A3-A2-002	4"x8" ROOM NUMBER - ARYLIC BLACK - SILVER/BLACK LETTERING	104
A3-A5-008	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMMENSIONAL LETTERS RED	The Art Institute of Tampa
A3-C9-002	23"x16" ACADEMIC AFFAIRS - VINYL RED - WHITE LETTERING	Administrative Offices
A3-A1-020	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	164
A3-B1-020	4"x12" HAND CUT PLASTIC - FLAG MOUNT - BLACK/WHITE LETTERING	Receptionist
A3-B1-001	4"x12" HAND CUT PLASTIC - FLAG MOUNT - BLACK/WHITE LETTERING	Admissions
A3-C1-004	APPLICATION - VINYL ROOM NUMBER	164
A3-C9-001	23"x16" VINYL RED - WHITE LETTERING	Gallery
B3-D2-006	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
B3-A1-021	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	151
B3-A3-021	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Financial Aid and Accounting
B3-A5-010	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMMENSIONAL LETTERS RED	The Art Institute of Tampa
B3-C15-001	20"x2" STUDENT LOUNGE - VINYL WHITE	Student Lounge
B3-A1-022	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	156
B3-A3-022	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Student Lounge
B3-A1-023	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	156
B3-A3-023	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Student Lounge
B3-D2-007	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
B3-A1-024	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	164
B3-A3-024	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Admissions
B3-A1-025	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	157
B3-A3-025	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Housing Admission Readmissions Coordinator

1st Floor Message Schedule Continued: The Art Institute of Tampa and South University.

Continued

Sign Number	Description	Message
C2-C1-003	APPLICATION - VINYL ROOM NUMBER	The Art Institute of Tampa
C2-A1-030	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	161
C2-A3-030	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Green Room Video
C2-A6-010	11"x9.5" ROOM SCHEDULE - CLEAR PLASTIC INSERTABLE BLACK LETTERING	Room Schedule
C2-C1-002	APPLICATION - VINYL ROOM NUMBER	The Art Institute of Tampa
A2-C9-001	23"x16" ACADEMIC AFFAIRS - VINYL RED - WHITE LETTERING	Academic Affairs
A2-A1-019	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	111
A2-A3-019	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Employee Lounge
A2-A2-001	4"x8" ROOM NUMBER - ARYLIC BLACK - SILVER/BLACK LETTERING	Do Not Enter
A2-A1-016	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	117
A2-A4-001	8x11" ROOM NUMBER SCHEDULE - ARYLIC INSERTABLE - SILVER LETTERING	144
A2-A3-016	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Library
A2-C10-001	9.5"x2" LIBRARY- VINYL WHITE - BLACK LETTERING	Library
A2-C11-001	11.5"x9" DROP OFF - LAMINATED WHITE - RED LETTERING	Drop Off
A2-A1-018	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	Inside Library room number
A2-A3-018	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Librarian
A2-A1-017	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	Inside Library room number
A2-A3-017	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
A2-A8-005	8"x8" RESTROOMS - ARYLIC BLACK - SILVER LETTERING	Men
A2-A10-001	12"x5" ELEVATOR SIGN - METAL WHITE - BLACK LETTERING	Elevator
A2-A11-001	4"x2.5" LEVEL SIGN - METAL WHITE - BLACK LETTERING	Directional
A2-A8-004	8"x8" RESTROOMS - ARYLIC BLACK - SILVER LETTERING	Women
A1-A1-001	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	113
A1-A3-001	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
A1-A5-001	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMMENSIONAL LETTERS RED	The Art Institute of Tampa
A1-A6-001	11"x9.5" ROOM SCHEDULE - CLEAR PLASTIC INSERTABLE BLACK LETTERING	Room Schedule
A1-D1-001	14"x12" EXIT DOOR - ARYLIC RED - WHITE LETTERING	Exit

1st Floor Message Schedule Continued: The Art Institute of Tampa and South University.

Continued

Sign Number	Description	Message
A1-D2-001	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
A1-C1-001	APPLICATION - VINYL ROOM NUMBER	111
A1-D2-002	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Presidents Office, Public Relations, Institutional Effectiveness
A1-D2-003	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	The Art Institute of Tampa
A1-A1-008	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	112
A1-A3-008	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Faculty Computer Lab
A1-A5-005	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMMENSIONAL LETTERS RED	The Art Institute of Tampa
A1-A6-005	11"x9.5" ROOM SCHEDULE - CLEAR PLASTIC INSERTABLE BLACK LETTERING	Room Schedule
A1-A1-014	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	110
A1-A3-014	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	The Learning Center
A1-A5-008	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMMENSIONAL LETTERS RED	The Art Institute of Tampa
A1-A1-002	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	114
A1-A3-002	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
A1-A5-002	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMMENSIONAL LETTERS RED	The Art Institute of Tampa
A1-A6-002	11"x9.5" ROOM SCHEDULE - CLEAR PLASTIC INSERTABLE BLACK LETTERING	Room Schedule
A1-A1-009	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	Room Number
A1-A3-009	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Fashion Design Lab
A1-A1-003	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	115
A1-A3-003	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
A1-A5-003	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMMENSIONAL LETTERS RED	The Art Institute of Tampa
A1-A6-003	11"x9.5" ROOM SCHEDULE - CLEAR PLASTIC INSERTABLE BLACK LETTERING	Room Schedule
A1-A1-010	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	Room Number
A1-A3-010	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
A1-A3-015	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
A1-A5-009	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMMENSIONAL LETTERS RED	The Art Institute of Tampa
B1-A1-004	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	116
B1-A3-004	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
B1-A5-004	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMMENSIONAL LETTERS RED	The Art Institute of Tampa
B1-A6-004	11"x9.5" ROOM SCHEDULE - CLEAR PLASTIC INSERTABLE BLACK LETTERING	Room Schedule
B1-A1-011	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	117

1st Floor Message Schedule Continued: The Art Institute of Tampa and South University.

Continued

Sign Number	Description	Message
B1-A3-011	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
B1-A5-006	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMENSIONAL LETTERS RED	The Art Institute of Tampa
B1-A1-005	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	1125
B1-A3-005	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Physician Assistant Studies
B1-C7-001	28"x28" SCHOOL NAME - VINYL- YELLOW/BLACK/RED/WHITE	South University
B1-A1-012	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	118
B1-A3-012	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Art Lab
B1-A5-007	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMENSIONAL LETTERS RED	The Art Institute of Tampa
B1-A6-006	11"x9.5" ROOM SCHEDULE - CLEAR PLASTIC INSERTABLE BLACK LETTERING	Room Schedule
B1-A1-006	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	1111
B1-A3-006	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	South University Faculty Office, Register, Business Office
B1-C7-002	28"x28" SCHOOL NAME - VINYL- YELLOW/BLACK/RED/WHITE	South University
B1-A1-013	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	1140
B1-A3-013	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
B1-C6-001	16.5"x5.5" SCHOOL NAME- VINYL YELLOW - GREEN LETTERING	South University
B1-A9-002	33"x60" CULINARY- ARYLIC RED/BLACK - WHITE LETTERING	Culinary
B1-A10-002	12"x5" ELEVATOR SIGN - METAL WHITE - BLACK LETTERING	Elevator
B1-A11-002	4"x2.5" LEVEL SIGN - METAL WHITE - BLACK LETTERING	Directional
B1-A9-003	33"x60" CULINARY- ARYLIC RED/BLACK - WHITE LETTERING	Culinary
B2-D2-010	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
B2-D2-009	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
B2-C7-002	28"x28" SCHOOL NAME - VINYL- YELLOW/BLACK/RED/WHITE	South University
B2-C7-001	28"x28" SCHOOL NAME - VINYL- YELLOW/BLACK/RED/WHITE	South University
B1-A1-007	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	Name
B1-A3-007	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
B2-A16-004	96"x43" PANEL INFO - BLACK PLASTIC	South University
B2-A16-003	96"x43" PANEL INFO - BLACK PLASTIC	South University
B2-D2-012	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit

1st Floor Message Schedule Continued: The Art Institute of Tampa and South University.

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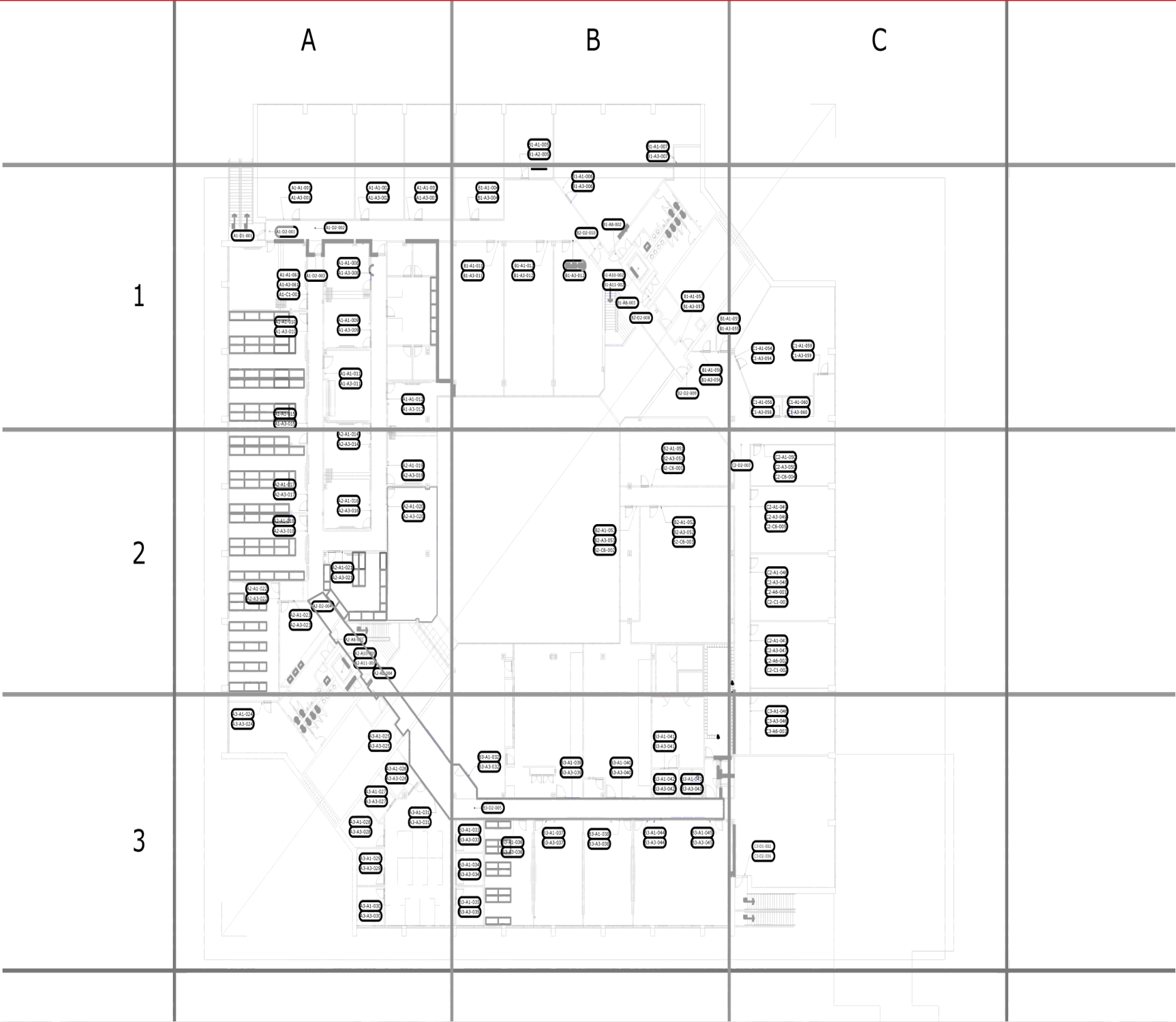
Sign Number	Description	Message
B1-A1-036	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	1155
B1-A3-036	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
B1-C6-002	16.5"x5.5" SCHOOL NAME- VINYL YELLOW - GREEN LETTERING	South University
B1-A1-037	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	1141
B1-A3-037	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Admissions Administration
B1-C6-001	16.5"x5.5" SCHOOL NAME- VINYL YELLOW - GREEN LETTERING	South University
B2-C12-002	33"x12" BUILDING NUMBER - VINYL WHITE	4401
B2-C13-001	18"x9.5" NO SMOKING - VINYL WHITE - BLACK LETTERING	No Smoking
B2-C14-001	23"x8.5" SOUTH UNIVERSITY - VINYL YELLOW - GREEN LETTERING	South University

Continued

Sign Number	Description	Message
B2-D2-011	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
B1-A1-035	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
B1-A3-035	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	1154
C1-A1-034	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
C1-A3-034	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	1156
C1-C7-003	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name

2nd Floor Plan with Signage Indicated The Art Institute of Tampa and South University.

2nd Floor



2nd Floor Message Schedule: The Art Institute of Tampa and South University.

SIGN PROGRAM MESSAGE SCHEDULE - 2ND FLOOR

Sign Number	Description	Message
A3-A1-024	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	Classroom
A3-A3-024	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Inside Computer Lab
A3-A1-025	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	Classroom
A3-A3-025	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Mechanical Room
A3-A1-027	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	241
A3-A3-027	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Career Services
A3-A1-028	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	241
A3-A3-028	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Student Housing
A3-A1-029	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	241
A3-A3-029	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Student Affairs
A3-A1-030	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	241
A3-A3-030	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Culinary Program
A3-A1-031	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	241
A3-A3-031	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Director
B3-A1-033	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	241
B3-A1-034	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	241
B3-A3-034	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Culinary Faculty
B3-A1-035	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	241
B3-A3-035	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Culinary Faculty
B3-A1-032	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	248
B3-A3-032	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Tutoring Chef Dining Lab
B3-A3-022	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Dining Lab
B3-D2-005	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
B3-A1-036	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	241
B3-A3-036	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Culinary Faculty
B3-A1-039	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	Room Number
B3-A3-039	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Kitchen 1
B3-A1-037	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	242
B3-A3-037	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Classroom

2nd Floor Message Schedule Continued: The Art Institute of Tampa and South University.

Sign Number	Description	Message
C2-C1-003	APPLICATION - VINYL ROOM NUMBER	2547
C2-A1-047	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	2548
C2-A3-047	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Room Name
C2-A8-002	11"x8.5" ROOM SCHEDULE - CLEAR PLASTIC INSERTABLE BLACK LETTERING	Room Schedule
C2-C1-002	APPLICATION - VINYL ROOM NUMBER	2548
B2-A1-053	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	2532
B2-A3-053	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Room Name
B2-C8-002	18.5"x5.5" SCHOOL NAME- VINYL YELLOW - GREEN LETTERING	South University
B2-A1-051	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	2531
B2-A3-051	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Bookstore
B2-C8-001	18.5"x5.5" SCHOOL NAME- VINYL YELLOW - GREEN LETTERING	South University
B2-A1-052	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	2533
B2-A3-052	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Room Name
B2-C8-003	18.5"x5.5" SCHOOL NAME- VINYL YELLOW - GREEN LETTERING	South University
A2-A1-017	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	218
A2-A3-017	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Mac Lab
A2-A1-018	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	215
A2-A3-018	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	PC Lab
A2-A1-022	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	214
A2-A3-022	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Computer Lab
A2-D2-004	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
A2-A1-023	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	213
A2-A3-023	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Curling Lab
A2-A1-014	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	228
A2-A3-014	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	228
A2-A1-016	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	I. T. Dept. Equipment Cage
A2-A3-016	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	228
A2-A1-021	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	Information Technology, Supply Store Manager
A2-A3-021	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	235

2nd Floor Message Schedule Continued: The Art Institute of Tampa and South University.

Sign Number	Description	Message
A2-A8-001	8"x8" RESTROOMS - ARYLIC BLACK - SILVER LETTERING	Computer Lab
A2-A10-001	12"x5" ELEVATOR SIGN - METAL WHITE - BLACK LETTERING	Elevator
A2-A11-001	4"x2.5" LEVEL SIGN - METAL WHITE - BLACK LETTERING	Directional
A2-A8-004	8"x8" RESTROOMS - ARYLIC BLACK - SILVER LETTERING	Women
A2-A1-D19	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	233
A2-A3-D19	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Classroom
A2-A1-D20	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	234
A2-A3-D20	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Bookstore
A1-D1-001	14"x12" EXIT DOOR - ARYLIC RED - WHITE LETTERING	Exit
A1-A1-001	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	221
A1-A3-001	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Classroom
A1-D2-001	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
A1-A1-081	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	218
A1-A3-081	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Digital Darkroom Lab, Computer Lab Information
A1-C1-001	APPLICATION - VINYL ROOM NUMBER	The Art Institute of Tampa
A1-A1-D10	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	218
A1-A3-D10	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Computer Lab
A1-A1-D15	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	217
A1-A3-D15	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Computer Lab
A1-D2-002	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
A1-D2-003	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
A1-A1-008	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	225
A1-A3-008	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Lecture
A1-A1-009	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	228
A1-A3-009	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	Lecture
A1-A1-D11	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	227
A1-A3-D11	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Copy Print Service
A1-A1-002	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	223
A1-A3-002	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Lecture
A1-A1-003	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	2121
A1-A3-003	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Lecture
A1-A1-D12	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	232

2nd Floor Message Schedule Continued: The Art Institute of Tampa and South University.

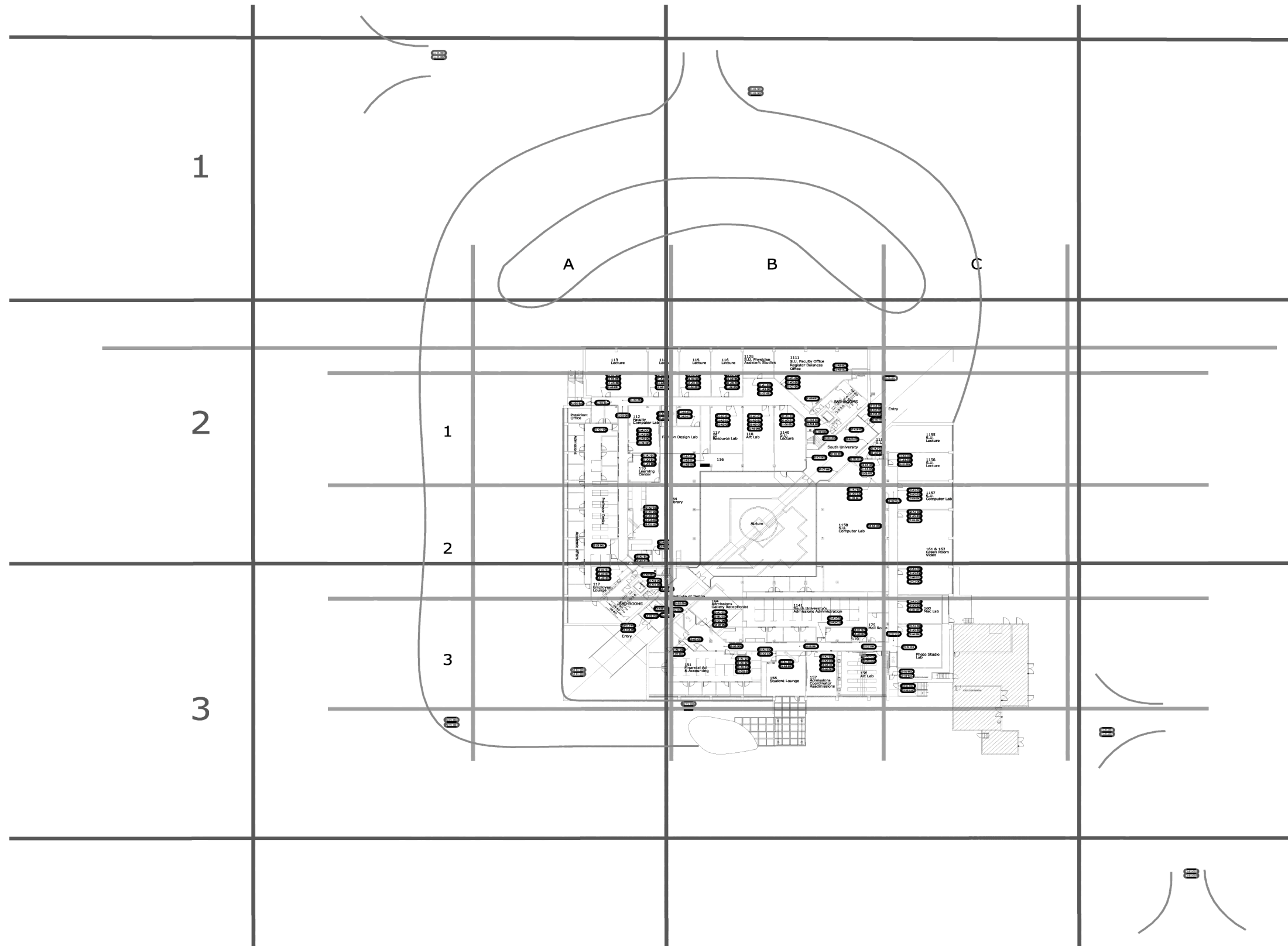
Sign Number	Description	Message
A1-A3-D12	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Classroom
B1-A1-D04	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	2120
B1-A3-D04	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Lecture
B1-A1-D11	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	2128
B1-A3-D11	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Lecture
B1-A1-D05	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	2113
B1-A2-D05	4"x8" ROOM NUMBER - ARYLIC BLACK - SILVER/BLACK LETTERING	2113
B1-A1-D12	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	2127
B1-A3-D12	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Physiology Lab
B1-A1-D06	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	2113
B1-A3-D06	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Nursing Faculty Clinical Skills Lab
B2-D2-D10	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
B1-A1-D12	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	2128
B1-A3-D12	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Science Lab
B1-A8-D02	8"x8" RESTROOMS - ARYLIC BLACK - SILVER LETTERING	Women
B1-A1D-D02	12"x5" ELEVATOR SIGN - METAL WHITE - BLACK LETTERING	Elevator
B1-A11-D02	4"x2.5" LEVEL SIGN - METAL WHITE - BLACK LETTERING	Directional
B1-A8-D03	8"x8" RESTROOMS - ARYLIC BLACK - SILVER LETTERING	Men
B1-A1-D07	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	2113
B1-A3-D07	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Nursing Faculty Clinical Skills Lab
B1-A8-D03	8"x8" RESTROOMS - ARYLIC BLACK - SILVER LETTERING	Men
B2-D2-D08	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
B1-A1-D57	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	275
B1-A3-D57	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Classroom
B2-D2-D09	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
B1-A1-D55	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	2540
B1-A3-D55	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Faculty
B1-A1-D56	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	2540
B1-A3-D56	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Faculty
C1-A1-D54	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	2540
C1-A3-D54	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	PTA Lab

2nd Floor Message Schedule Continued: The Art Institute of Tampa and South University.

Sign Number	Description	Message
C1-A1-058	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	2544
C1-A3-058	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	C. Killeman, DPT Assistant Professor
C1-A1-059	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	2540
C1-A3-059	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	FTA Lab
C1-A1-060	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	2543
C1-A3-060	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	C. Evitt, PhD, Pt, GCS, Assistant Pruffesor, Acad

1st Floor Plan with Exterior Map with Signage Indicated The Art Institute of Tampa and South University.

1st Floor with Exterior Map



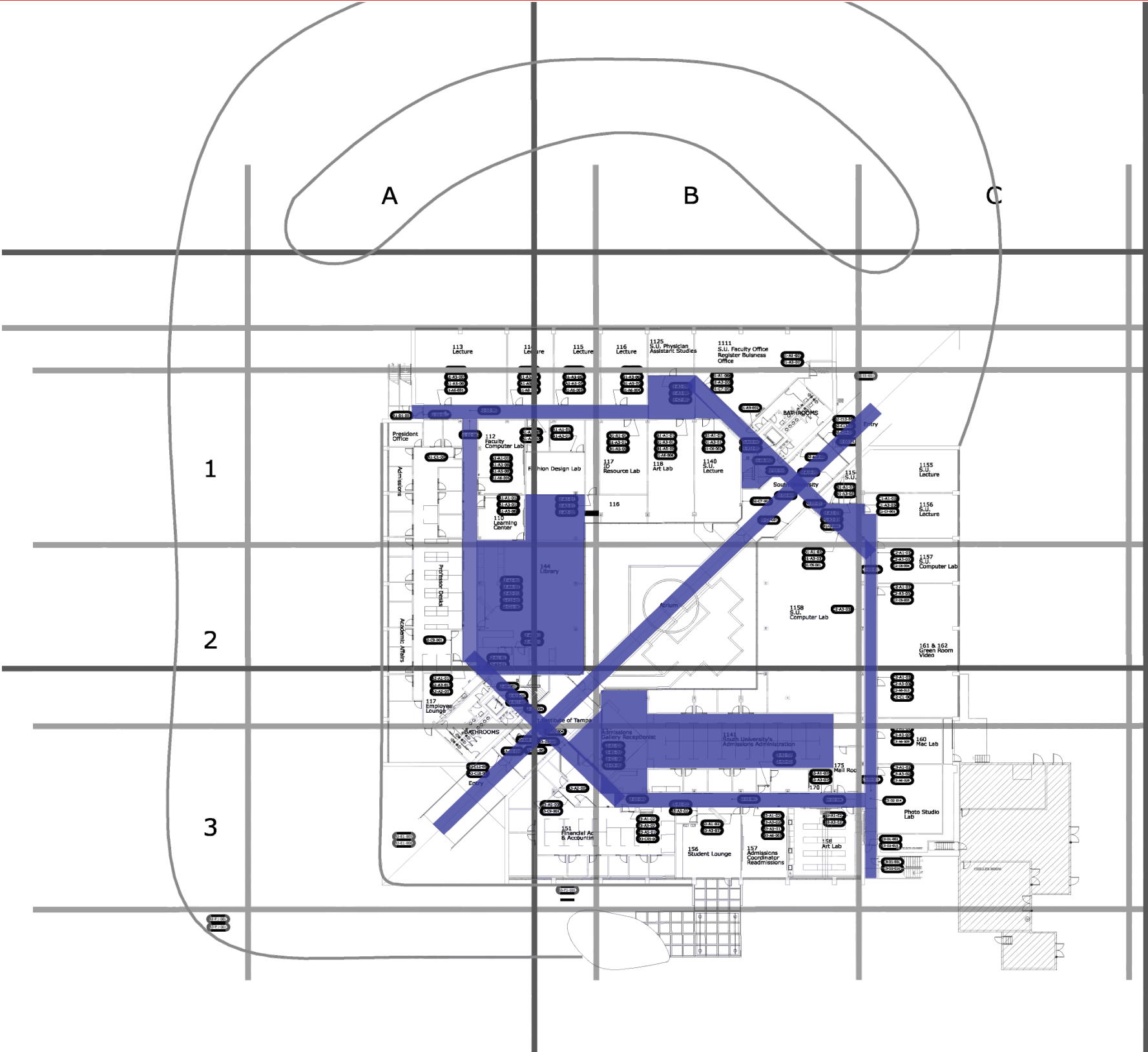
1st Floor Exterior Message Schedule: The Art Institute of Tampa and South University.

SIGN PROGRAM MESSAGE SCHEDULE - BUILDING EXTERIOR

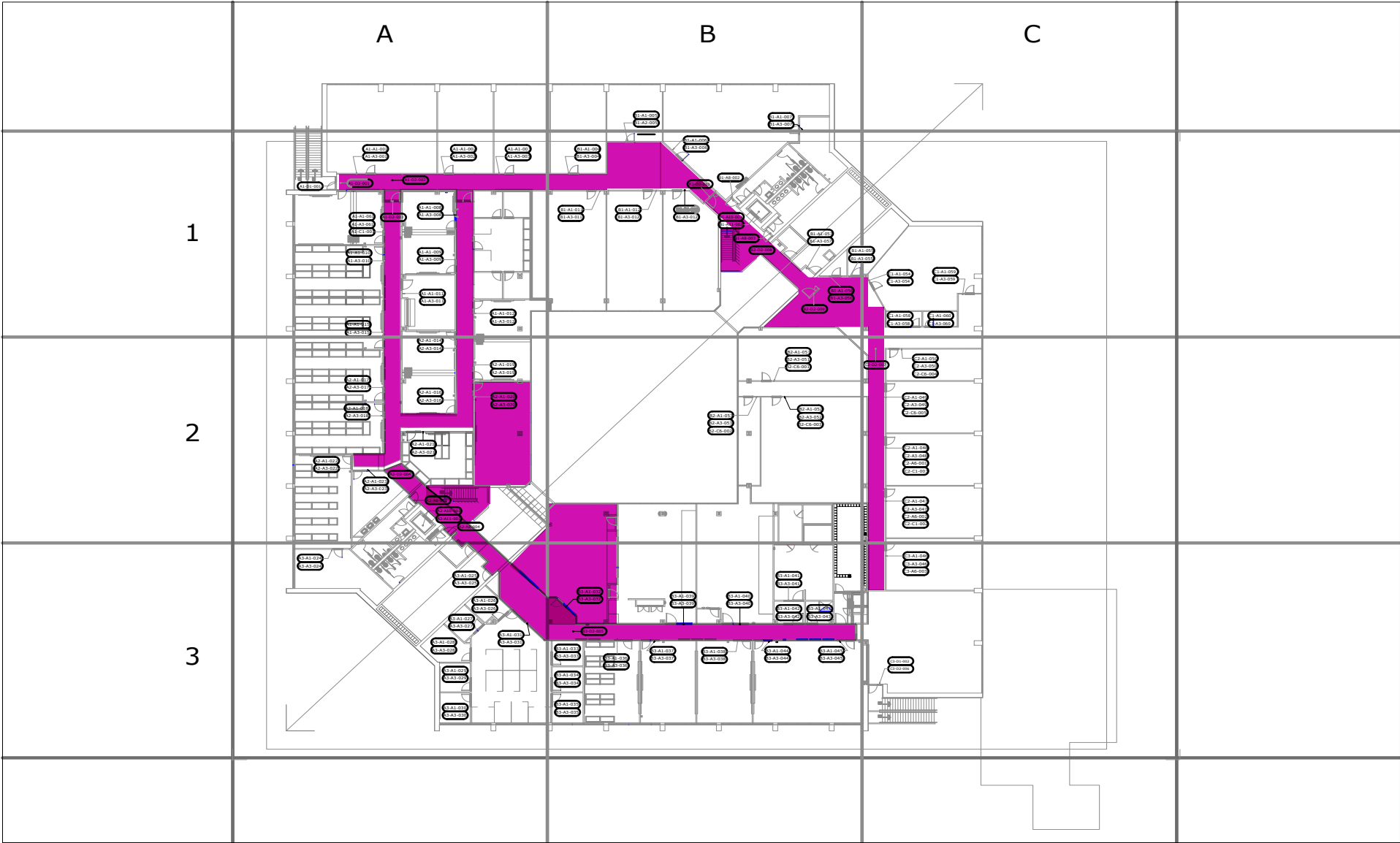
Sign Number	Description	Message
A3-E2-001	72"x 60" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING HIMES AVENUE AND MARTIN LUTHER KING	South University
A3-E2-002	72"x60" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING CORNER OF HIMES AVENUE AND MARTIN LUTHER KING GLASS/METAL GOLD SOUTH UNIVERSITY LOGO LETTERING & BLACK/GREEN LOGO LETTERING	The Art Institute of Tampa
B3-F1-001	22.5"x26" THE ART INSTITUTE OF TAMPA GLASS/METAL RED AI LOGO LETTERING & BLACK - WHITE LOGO LETTERING	Ai The Art Institute of Tampa
A1-E1-001	22.5"x26" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING HIMES AVENUE	South University
A1-E1-002	22.5"x26" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING HIMES AVENUE	The Art Institute of Tampa
B1-E1-001	22.5"x26" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING TAMPA BAY PARK ROAD	South University
B1-E1-002	22.5"x26" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING TAMPA BAY PARK ROAD	The Art Institute of Tampa
B2-E1-001	22.5"x26" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING FREE STANDING SIGN	South University
C3-E1-001	22.5"x26" GLASS/METAL BLACK - WHITE LETTERING	South University
C3-E1-002	22.5"x26" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING	The Art Institute of Tampa
C1-E1-003	22.5"x26" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING MARTIN LUTHER KING BLVD.	South University
C1-E1-004	22.5"x26" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING MARTIN LUTHER KING BLVD.	The Art Institute of Tampa

Ethnographic Study for The Art Institute of Tampa and South University.

1st Floor



2nd Floor



Type of people travelling throughout the building.

Observations show that the people using the building besides staff, faculty, and students are snack vendors, and vendors for the Culinary Dept.

Visitors coming to The Tutored Chef, admissions, applying for an employment position, or coming to the bookstore, library, the Deli, or Accounting and Financial Aid.

Main areas travelled throughout the building...

Primary areas travelled:

- Admissions
- Bookstore
- Library

Secondary areas travelled:

- Accounting
- Deli
- Financial Aid

The traffic flow coming to The Art Institute of Tampa, or South University is mainly from the streets of Himes Avenue, and Martin Luther King.

The other areas of traffic flow would be from around the Tampa Bay Park Road.

The findings are:

A new Sign Type List, Wayfinding Directional signs, and consolidating the signs throughout the building.

- Areas of opportunity to improve the wayfinding system would be to improve the over abundance of signage and the message schedule, by reducing signage in the wayfinding system.
- To create a more cohesive evokative brand.
- Re-inforcing the look and feel of the brand.

- Improve the way finding system, by reducing signage.
- Creating a more cohesive evokative brand.
- Re-inforcing the brand.

The projected situation would be to have 1 campus in the building, instead of having 2 campuses.

Proposed Wayfinding Solution for The Art Institute of Tampa.

Defining The Problem.

- Reducing the amount of signs.
- Improving the way finding system.
- Creating a more effective, strategic, cohesive, and evokative brand.
- Keeping with and re-inforcing the look and feel of the brand.

From the start of the design process; in order to properly analyze, and conceptually redesign and improve the way finding system for the building.

Phases for redesign:

Phase 1: Do a way finding approach and an analysis of the current situation.

Phase 2: Ethnographic research, to analyze the activities of people in the building.

Phase 3: Identify problems in the building with the way finding system.

Proposed Wayfinding Solution for The Art Institute of Tampa.

Design Process Continued.

Phase 4: Analysis of the current situation.

Phase 5: Define the areas of opportunity.

Phase 6: Create thumbnails and roughs for the redesign.

Phase 7: Create a new wayfinding system based on design approvals.

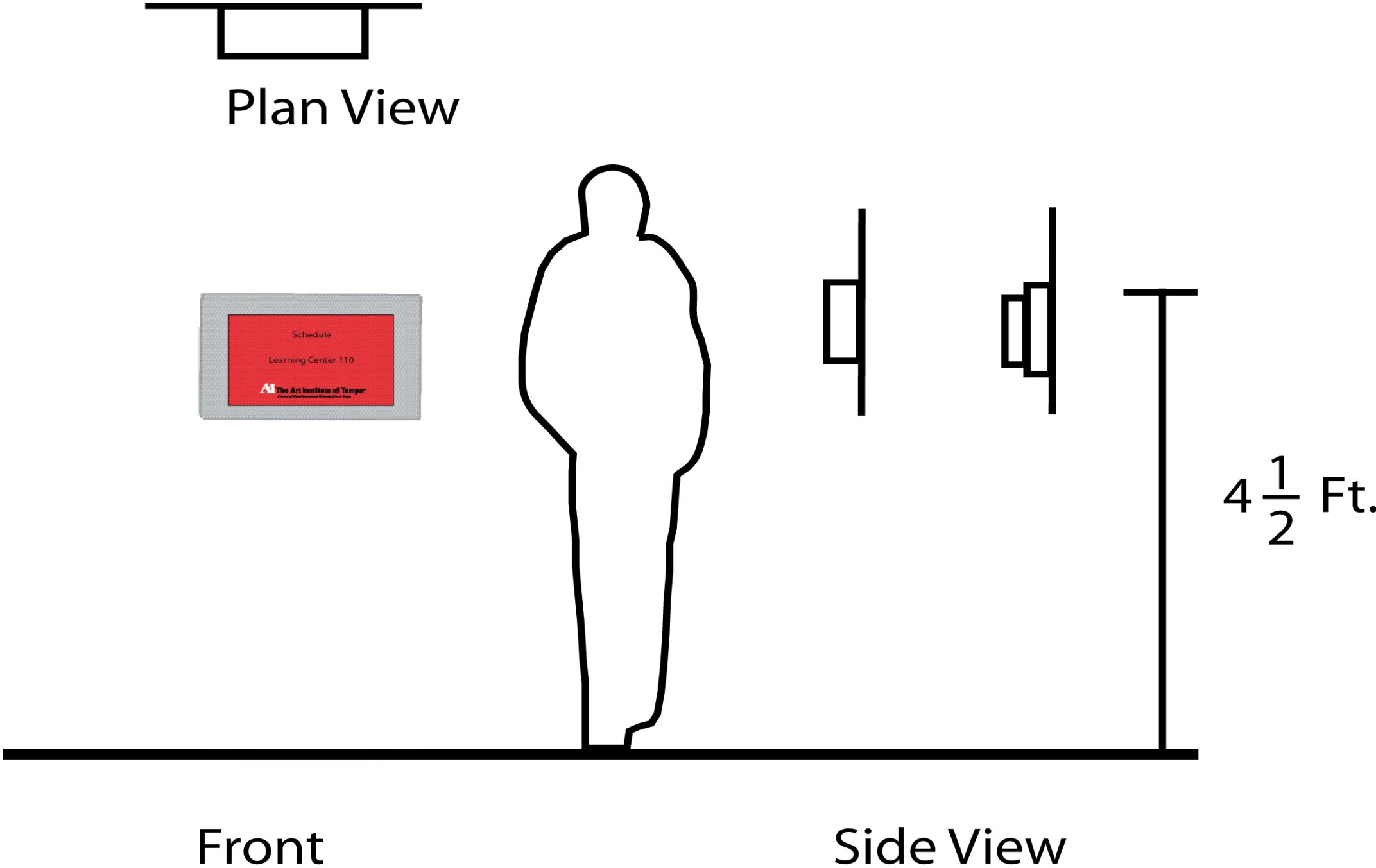
Mission Statement:

The Art Institute of Tampa serves the educational needs of its students through Associate of Arts and Bachelor of Fine Arts degrees by advancing their current state of knowledge, to developing programs which meet the changing needs of the business community, and to encouraging graduates to apply the knowledge they gain in their chosen field and for the good of the society in which they live.

Proposed Sign Types for The Art Institute of Tampa.

Design Process

3 Points of View:
Front, top, and side view.

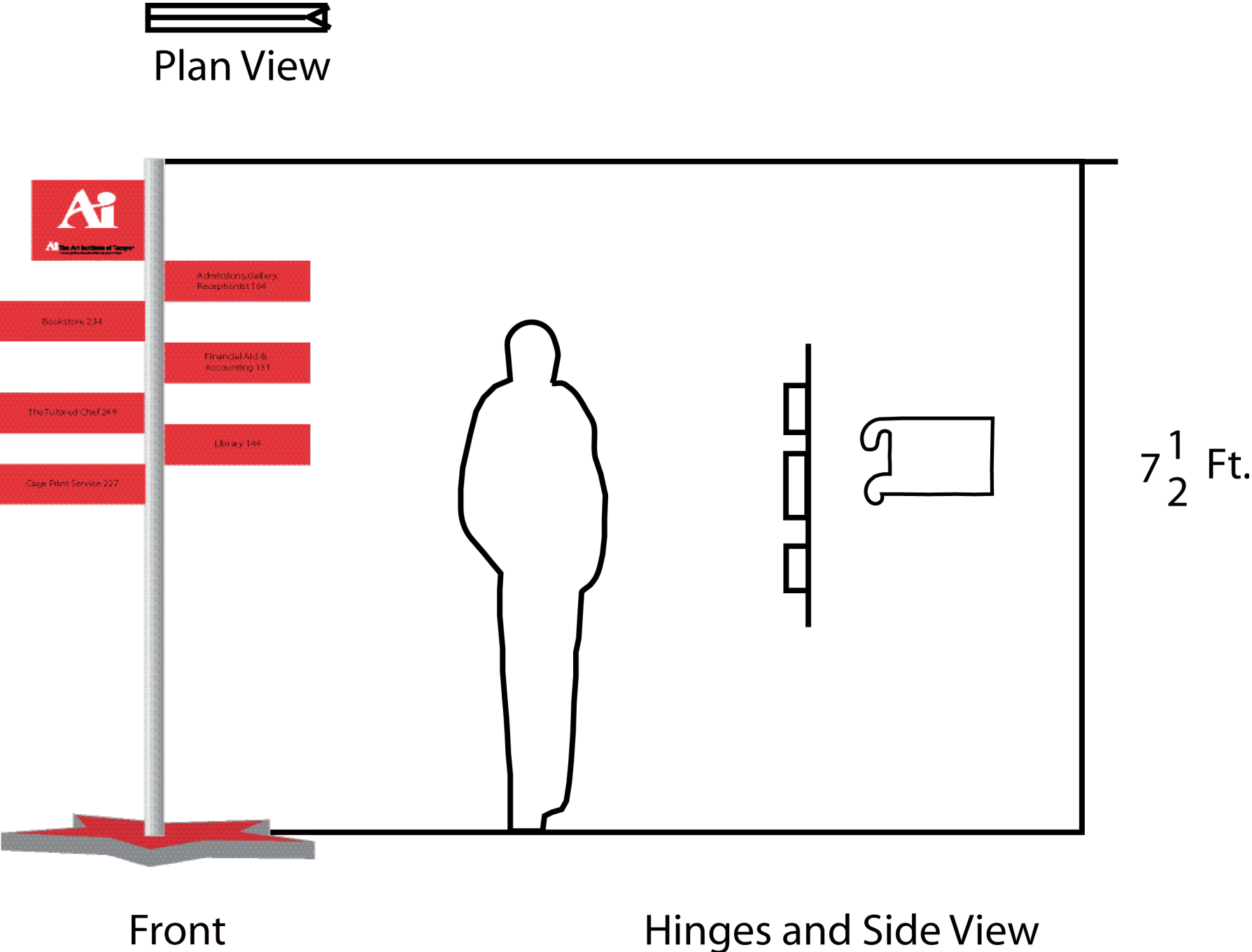


Client: EDMC Project: Environmental Rebranding/Wayfinding System Analysis And Proposed Remediation for 4401 North Himes Avenue Tampa, FL 33614-7003 Submitted by Janice Powell Sign Type: A1 12"x 4" ROOM NUMBER, ROOM NAME, SCHEDULE - ARYLIC BLACK - SILVER LETTERING VINYL SIGN WITH A CLEAR PLASTIC INSERTABLE Sign Number: A1-A1-001 Scale: 12"x4" Height, 4 1/2 Ft.

Proposed Sign Types for The Art Institute of Tampa.

Design Process Continued.

3 Points of View:
Front, top, and side view.

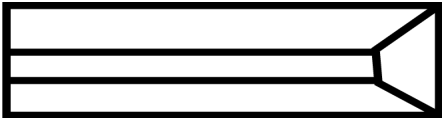


Client: EDMC Project: Environmental Rebranding/Wayfinding System Analysis And Proposed Remediation for 4401 North Himes Avenue Tampa, FL 33614-7003 Submitted by Janice Powell Sign Type: G1 84.5" IN HEIGHT
GREY ALUMINUM DIRECTORY STAND WITH BLACK PLASTIC HINGES AND VINYL RED SIGNS WITH WHITE LETTERING ON TOP SIGN AND BLACK LETTERING ON ALL OTHER SIGNS
Sign Number: B3-G1-001 Scale: 84.5" Height, 7 1/2 Ft.

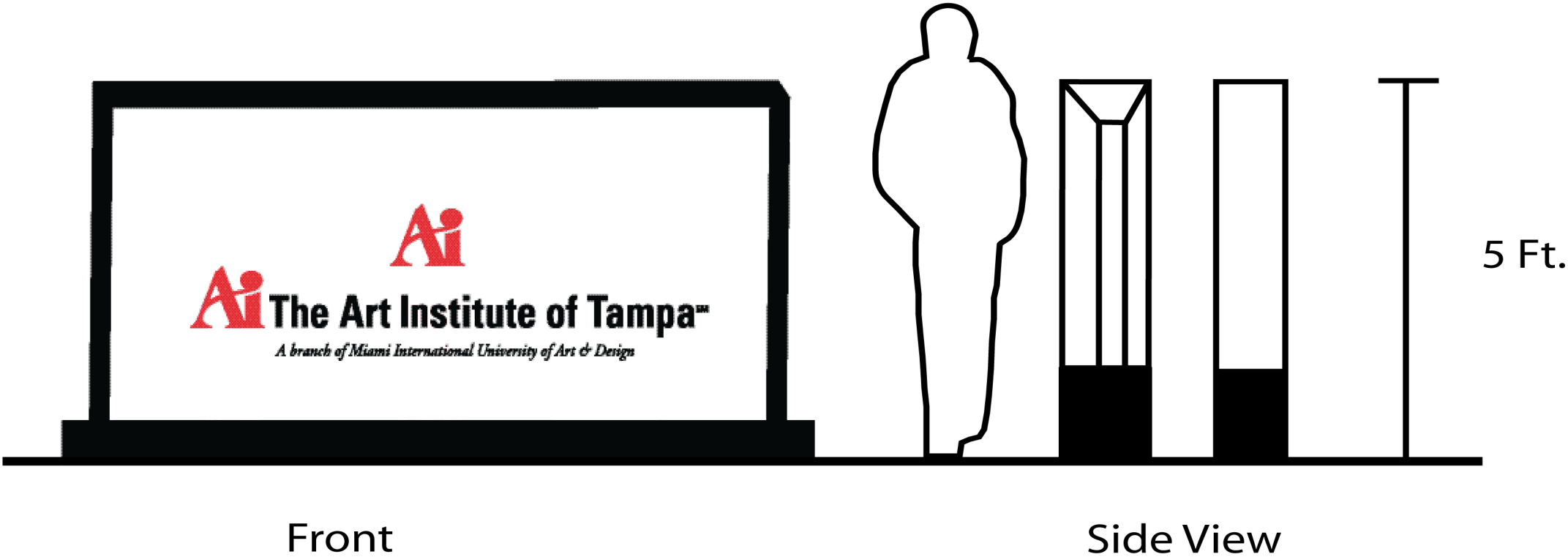
Proposed Sign Types for The Art Institute of Tampa.

Design Process Continued.

3 Points of View:
Front, top, and side view.



Plan View



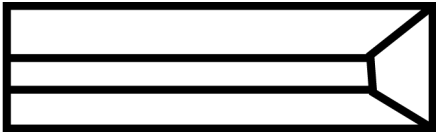
Front

Side View

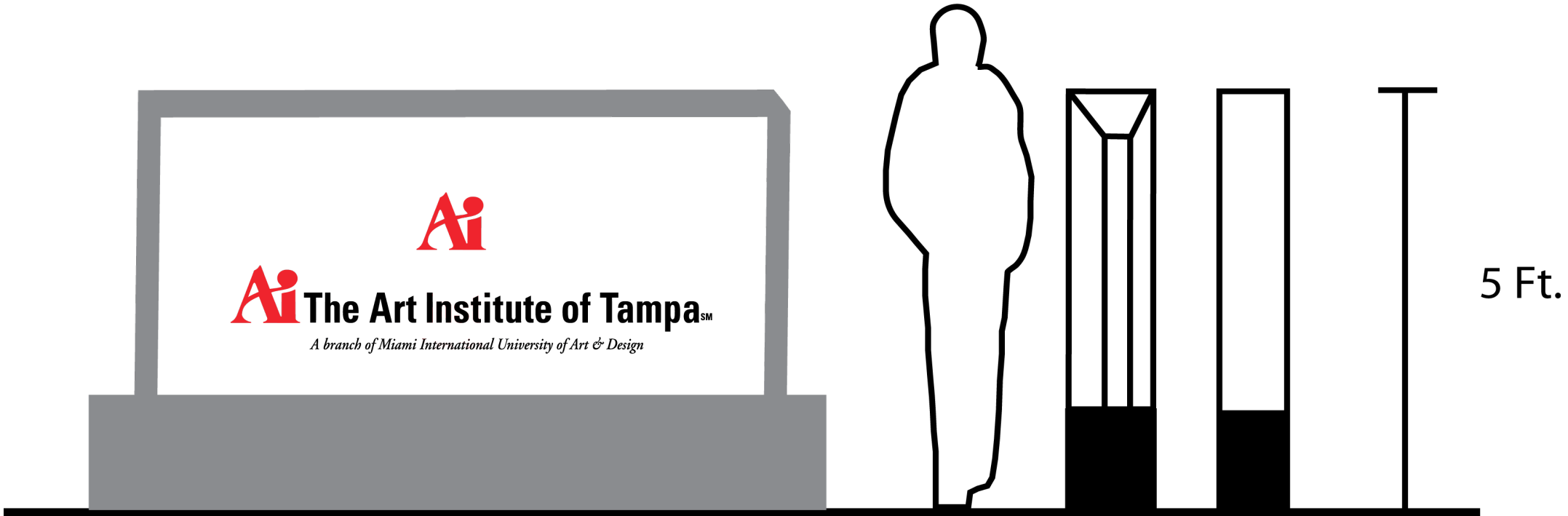
Proposed Sign Types for The Art Institute of Tampa.

Design Process Continued.

3 Points of View:
Front, top, and side view.



Plan View



Front

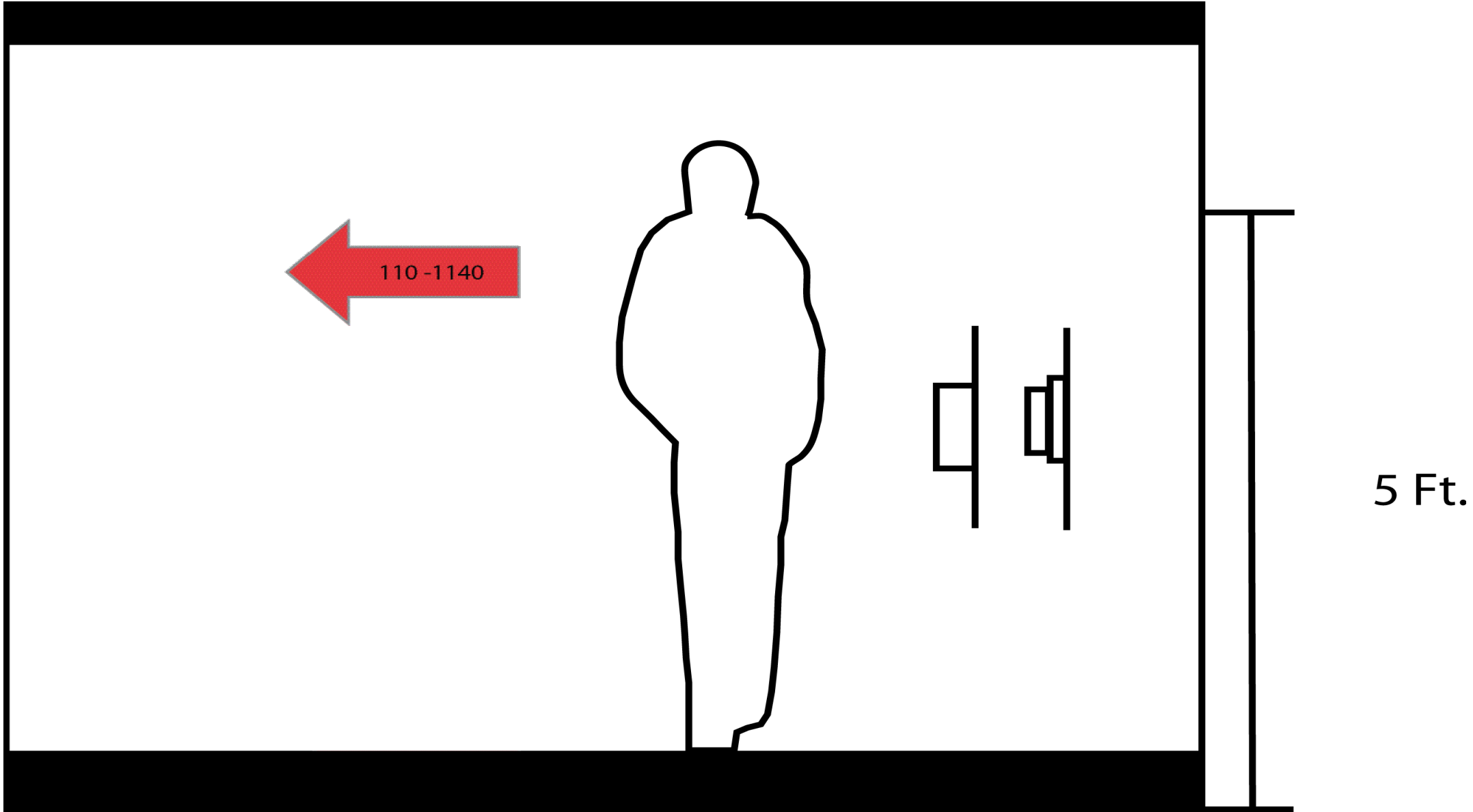
Side View

Client: EDMC Project: Environmental Rebranding/Wayfinding System Analysis And Proposed Remediation for 4401 North Himes Avenue Tampa, FL 33614-7003 Submitted by Janice Powell Sign Type: E2 72"x 60" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING Sign Number: A3-E2-002 Scale: 72"x 60" Height, 5 Ft.

Proposed Sign Types for The Art Institute of Tampa.

Design Process Continued.

3 Points of View:
Front, top, and side view.



Front

Side View

Proposed Sign Types for The Art Institute of Tampa.

Design Process Continued.

Examples in the environment:

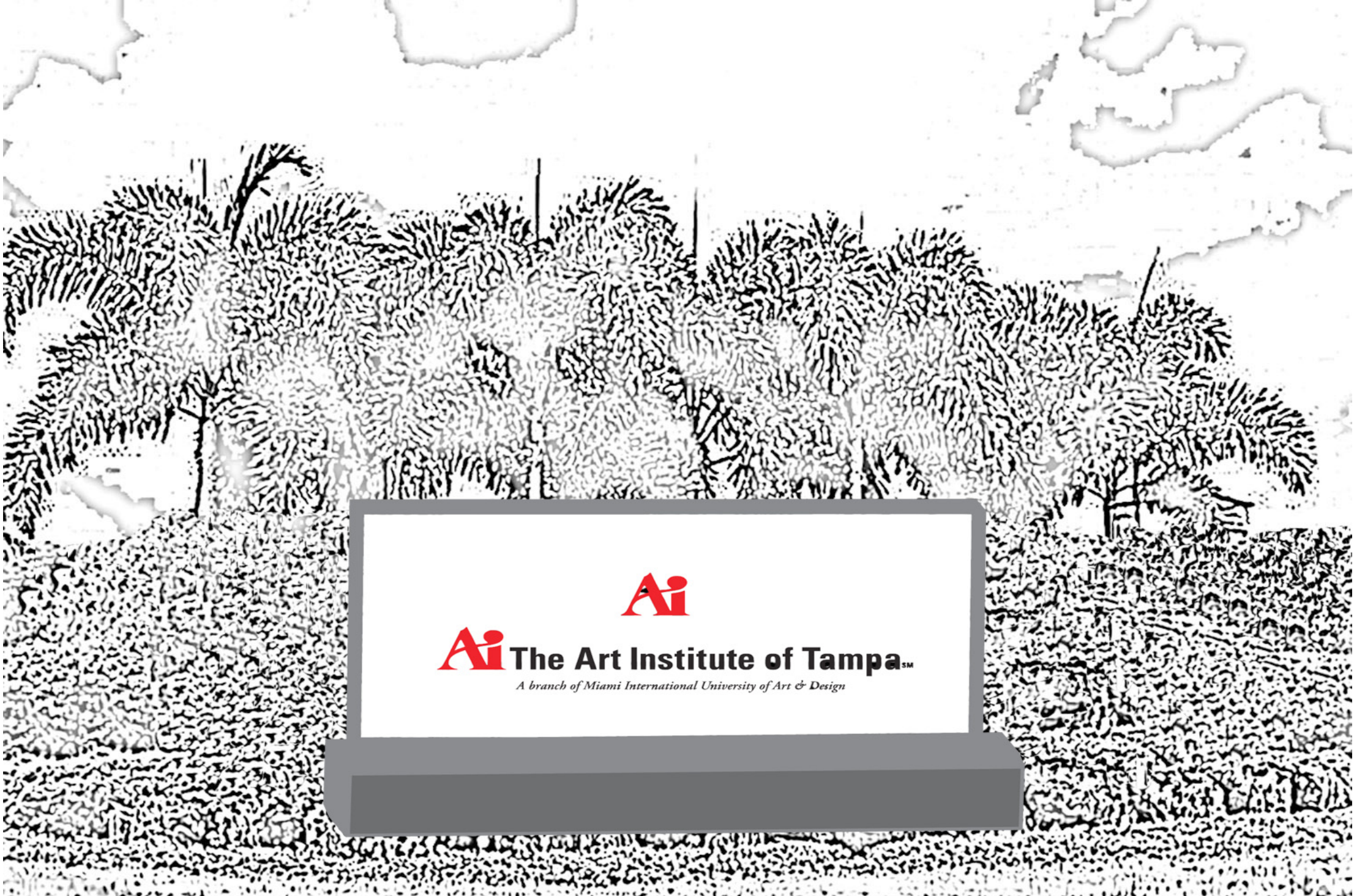


Client: EDMC Project: Environmental Rebranding/Wayfinding System Analysis And Proposed Remediation for 4401 North Himes Avenue Tampa, FL 33614-7003 Submitted by Janice Powell Sign Type: G1 84.5" IN HEIGHT GREY ALUMINUM DIRECTORY STAND WITH BLACK PLASTIC HINGES AND VINYL RED SIGNS WITH WHITE LETTERING ON TOP SIGN AND BLACK LETTERING ON ALL OTHER SIGNS Sign Number: B3-G1-001 Scale: 84.5" Height, 7 1/2 Ft.

Proposed Sign Types for The Art Institute of Tampa.

Design Process Continued.

Examples in the environment:



Proposed Sign Types for The Art Institute of Tampa.

Design Process Continued.

Examples in the environment:

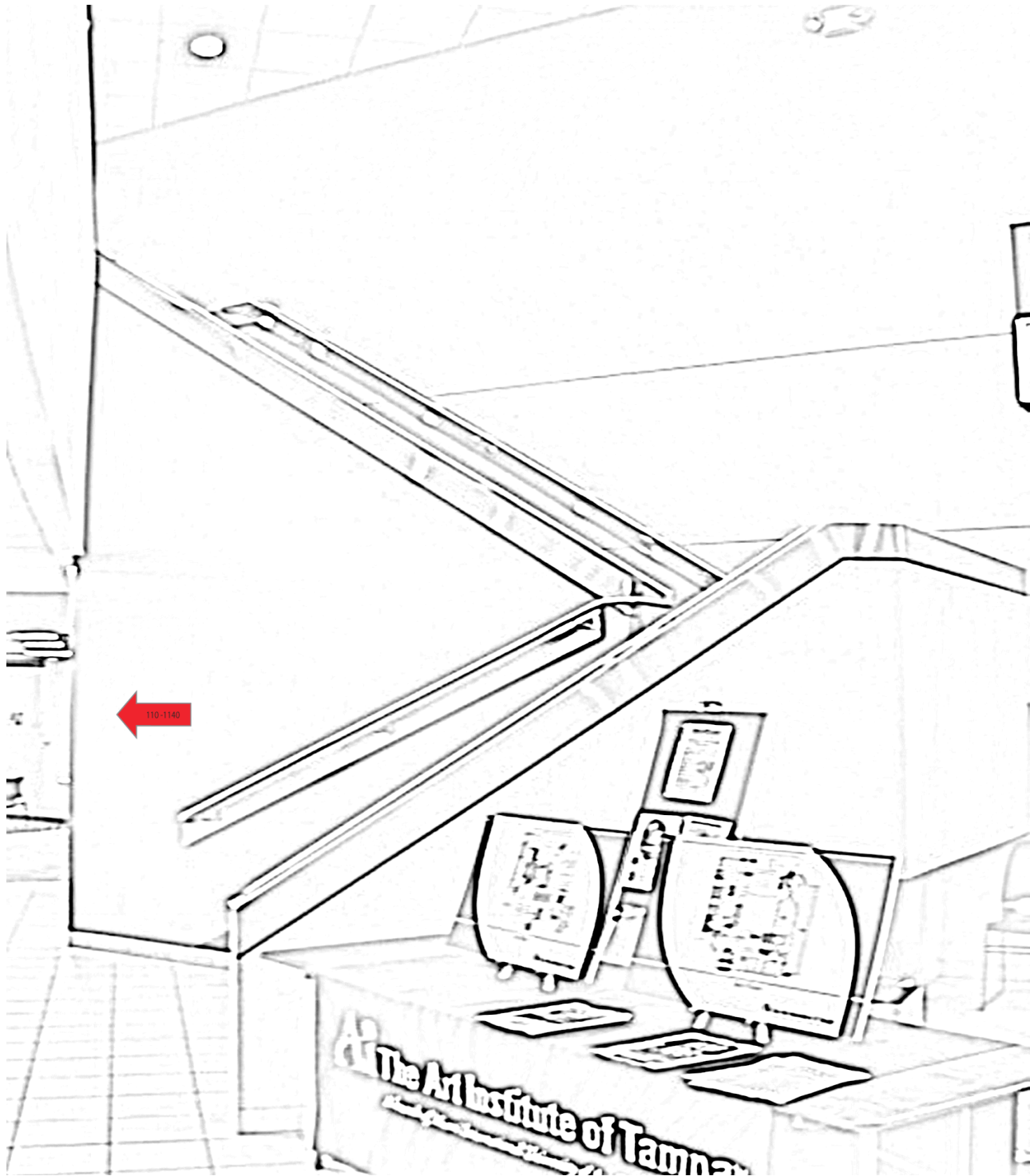


Client: EDMC Project: Environmental Rebranding/Wayfinding System Analysis And Proposed Remediation for 4401 North Himes Avenue Tampa, FL 33614-7003 Submitted by Janice Powell Sign Type: E1 48"x 60" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING Sign Number: A3-E1-007 Scale: 48"x 60" Height, 5 Ft.

Proposed Sign Types for The Art Institute of Tampa.

Design Process Continued.

Examples in the environment:

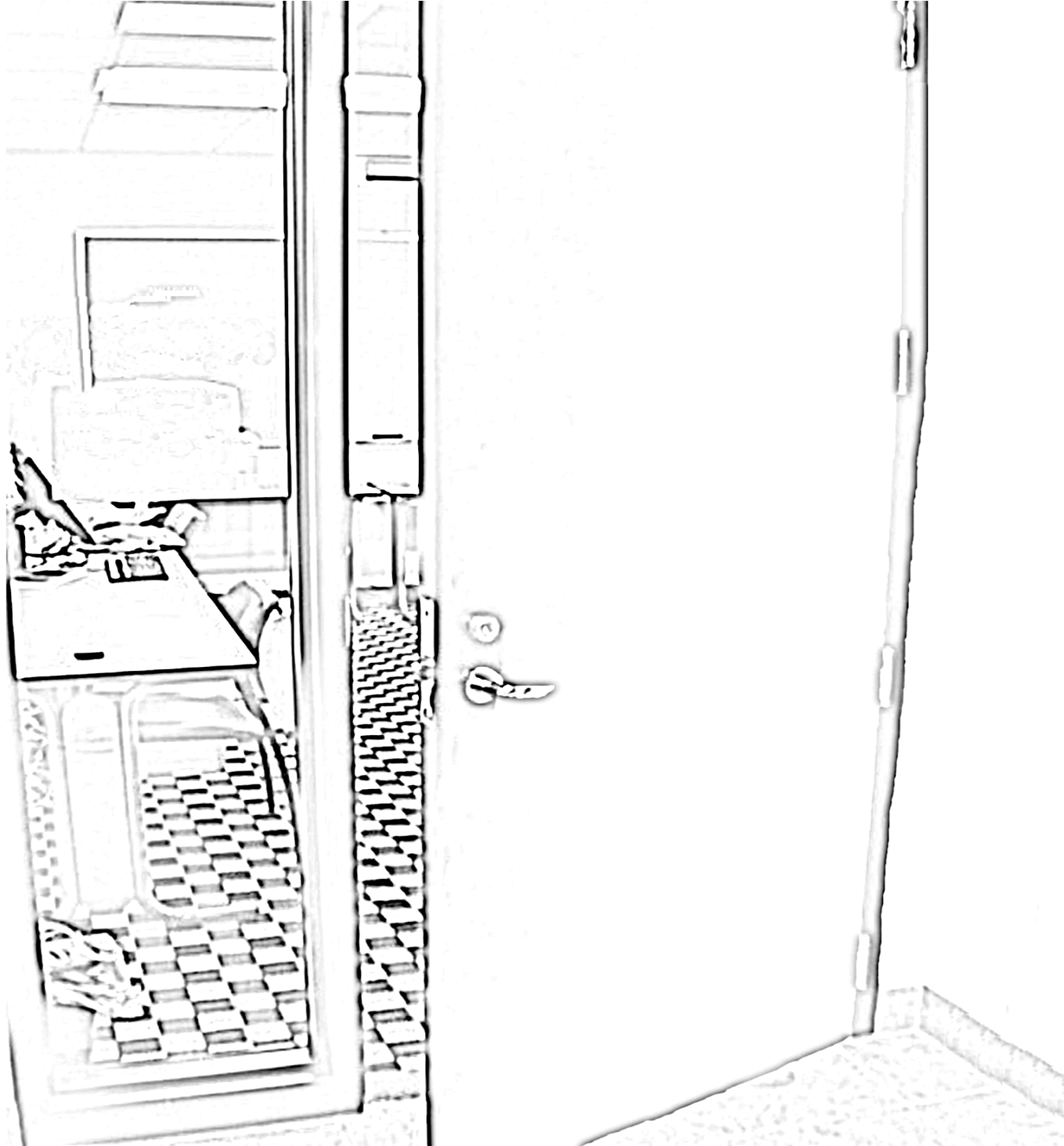


Client: EDMC Project: Environmental Rebranding/Wayfinding System Analysis And Proposed Remediation for 4401 North Himes Avenue Tampa, FL 33614-7003 Submitted by Janice Powell Sign Type: A2 4"x 8" VINYL RED DIRECTIONAL ARROW WITH BLACK LETTERING Sign Number: A2-A2-004 Scale: 4"x 8" Height, 5 Ft.

Proposed Sign Types for The Art Institute of Tampa.

Design Process Continued.

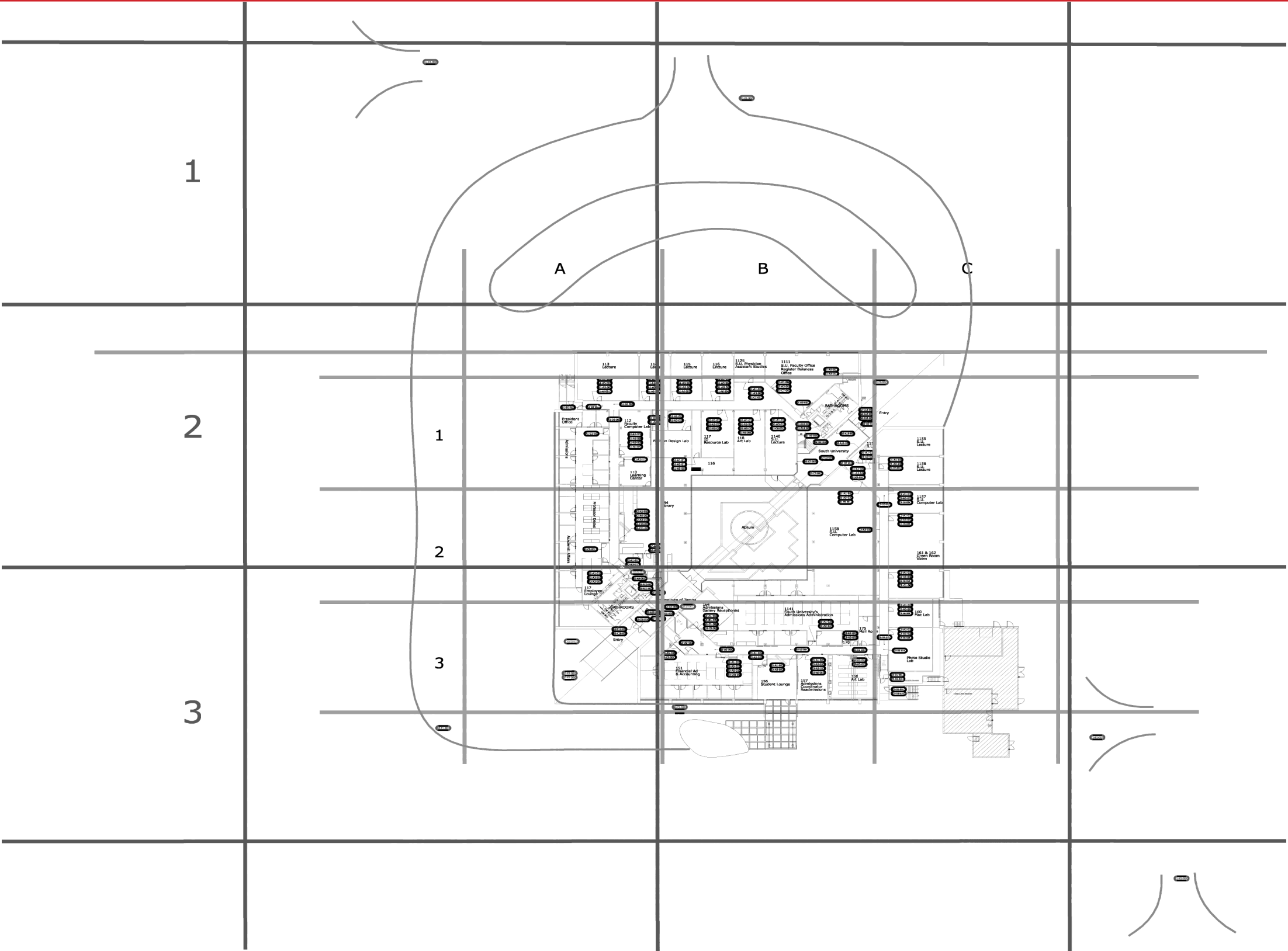
Examples in the environment:



Client: EDMC Project: Environmental Rebranding/Wayfinding System Analysis And Proposed Remediation for 4401 North Himes Avenue Tampa, FL 33614-7003 Submitted by Janice Powell Sign Type: A1 12"x 4" ROOM NUMBER, ROOM NAME, SCHEDULE - ARYLIC BLACK - SILVER LETTERING VINYL SIGN WITH A CLEAR PLASTIC INSERTABLE Sign Number: A1-A1-001 Scale: 12"x4" Height, 4 1/2 Ft.

Proposed New 1st Floor Plan with Exterior Map with Signage Indicated The Art Institute of Tampa.

1st Floor with Exterior Map



SIGN FAMILY TYPE SCHEDULE

Sign Family	Sign Type	Description	
Wall Mounted	A1	12"x4" ROOM NUMBER, ROOM NAME, SCHEDULE - ARYLIC BLACK - SILVER LETTERING VINYL SIGN WITH A CLEAR PLASTIC INSERTABLE	
	A2	4"x8" VINYL RED DIRECTIONAL ARROW WITH BLACK LETTERING	
	A7	15"x8" ALARMED DOOR - RED METAL - WHITE LETTERING	
	A8	8"x8" RESTROOMS - ARYLIC BLACK - SILVER LETTERING	
	A9	33"x80" CULINARY- ARYLIC RED/BLACK - WHITE LETTERING	
	A10	12"x5" ELEVATOR SIGN - METAL WHITE - BLACK LETTERING	
	A11	4"x2.5" LEVEL SIGN - METAL WHITE - BLACK LETTERING	
	A12	7"x7" BIOHAZARD - METAL ORANGE - BLACK LETTERING	
	A13	7"x10" CHEMICAL NOTICE - METAL WHITE - BLACK LETTERING	
	A15	8"x8" EMERGENCY EXIT - PLASTIC WHITE - RED LETTERING	
	A16	88"x43" PANEL INFO - BLACK PLASTIC	
	Flag Mounted	B1	4"x12" HAND CUT PLASTIC - EQUIPMENT CAGE - BLACK/WHITE LETTERING
		B2	7.5"x5" QUITE - PLASTIC WHITE - RED LETTERING
	Surface Mounted	C1	88" x 88" APPLICATION - WINDOW RESTRICTIONS, RED/BLACK/WHITE LETTERING

Sign Family	Sign Type	Description
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Surface Mounted Continued	C3	19.5"x14" ADMINISTRATIVE DECAL - VINYL - WHITE LETTERING
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Proposed New Sign Family List Continued: The Art Institute of Tampa.

	C4	44"x2" CUISINE - VINYL RED/BLACK
	C5	27"x5" CUISINE - VINYL RED/BLACK
	C8	18.5"x5.5" SCHOOL NAME- VINYL YELLOW - GREEN LETTERING
	C7	28"x28" SCHOOL NAME - VINAL- YELLOW/BLACK/RED/WHITE
	C8	7"x6.5" BIOMAX - STICKER - ORANGE BLACK
	C8	23"x16" ACADEMIC AFFAIRS - VINYL RED - WHITE LETTERING
	C10	8.5"x2" LIBRARY- VINYL WHITE - BLACK LETTERING
	C11	11.5"x8" DROP OFF - LAMINATED WHITE - RED LETTERING
	C12	33"x12" BUILDING NUMBER - VINYL WHITE
	C13	18"x8.5" NO SMOKING - VINYL WHITE - BLACK LETTERING
	C14	23"x8.5" SOUTH UNIVERSITY - VINYL YELLOW - GREEN LETTERING
	C15	20"x2" STUDENT LOUNGE - VINYL WHITE
	C16	34"x17.5" WINDOW DISPLAY DECAL - VINYL RED - WHITE LETTERING
	C17	34"x18.5" CULINARY VERSION 2- VINYL RED - WHITE/BLACK LETTERING
	C18	19"x26" WINDOW DISPLAY DECAL FRONT - VINYL RED - WHITE LETTERING
	C19	6.5"x8.5" CAUTION AUTOMATIC/HANDICAP - PLASTIC WINDOW DECAL
Suspended - Ceiling Mount	D1	14"x12" EXIT DOOR - ACRYLIC RED - WHITE LETTERING
	D2	14"x18" EXIT SIGN - ACRYLIC CLEAR - RED LETTERING
	D3	7"x12" EXIT SIGN - PLASTIC - GREEN LETTERING
Sign Family	Sign Type	Description
Ground Mounted	E1	22.5"x26" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING
	E2	72"x 60" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING

Proposed New Sign Family List Continued: The Art Institute of Tampa.

Flat Wall Mounted

**F1 22.5x28" THE ART INSTITUTE OF TAMPA
GLASS/METAL RED AI LOGO LETTERING & BLACK - WHITE LOGO LETTERING**

Freestanding

**G1 84.5" IN HEIGHT GREY ALUMINUM DIRECTORY STAND WITH BLACK PLASTIC HINGES AND VINYL RED SIGNS
WITH WHITE LETTERING ON TOP SIGN AND BLACK LETTERING ON ALL OTHER SIGNS**

New Proposed 1st Floor Message Schedule: The Art Institute of Tampa.

SIGN PROGRAM MESSAGE SCHEDULE - 1ST FLOOR

Sign Number	Description	Message
A3-C12-001	33"x12" BUILDING NUMBER - VINYL WHITE	4401
A3-C18-001	10"x20" WINDOW DISPLAY DECAL FRONT - VINYL RED - WHITE LETTERING	The Art Institute of Tampa
A3-D2-004	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
A3-A18-001	80"x43" PANEL INFO - BLACK PLASTIC	Information case
A3-D2-005	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
A3-D2-018	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
A3-A18-002	80"x43" PANEL INFO - BLACK PLASTIC	Information case
A3-A2-002	4"x8" ROOM NUMBER - ARYLIC BLACK - SILVER/BLACK LETTERING	104
A3-A5-008	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMENSIONAL LETTERS RED	The Art Institute of Tampa
A3-C9-002	23"x16" ACADEMIC AFFAIRS - VINYL RED - WHITE LETTERING	Administrative Offices
A3-A1-020	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	104
A3-B1-020	4"x12" HAND CUT PLASTIC - FLAG MOUNT - BLACK/WHITE LETTERING	Receptionist
A3-B1-001	4"x12" HAND CUT PLASTIC - FLAG MOUNT - BLACK/WHITE LETTERING	Admissions
A3-C1-004	APPLICATION - VINYL ROOM NUMBER	104
A3-C9-001	23"x16" VINYL RED - WHITE LETTERING	Gallery
B3-D2-006	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
B3-A1-021	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	151
B3-A3-021	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Financial Aid and Accounting
B3-A5-010	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMENSIONAL LETTERS RED	The Art Institute of Tampa
B3-C15-001	20"x2" STUDENT LOUNGE - VINYL WHITE	Student Lounge
B3-A1-022	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	158
B3-A3-022	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Student Lounge
B3-A1-023	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	158
B3-A3-023	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Student Lounge
B3-D2-007	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
B3-A1-024	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	104
B3-A3-024	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Admissions
B3-A1-025	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	157
B3-A3-025	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Housing Admission Readmissions Coordinator

New Proposed 1st Floor Message Schedule Continued: The Art Institute of Tampa.

Continued

Sign Number	Description	Message
B3-A5-D11	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMENSIONAL LETTERS RED	The Art Institute of Tampa
B3-A6-D07	11"x9.5" ROOM SCHEDULE - CLEAR PLASTIC INSERTABLE BLACK LETTERING	Room Schedule
B3-A1-D26	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	170
B3-A3-D26	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
B3-D2-D08	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
B3-A1-D22	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	158
B3-A3-D27	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Art Lab
C3-D2-013	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
C3-A1-D29	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	160
C3-A3-D29	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	The Art Institute of Tampa
C3-A6-D09	11"x9.5" ROOM SCHEDULE - CLEAR PLASTIC INSERTABLE BLACK LETTERING	Room Schedule
C3-A1-D28	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	158
C3-A3-D28	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Photo Studio Lab
C3-A6-D28	11"x9.5" ROOM SCHEDULE - CLEAR PLASTIC INSERTABLE BLACK LETTERING	Room Schedule
C3-D2-014	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
C3-D1-002	14"x12" EXIT DOOR - ARYLIC RED - WHITE LETTERING	Exit
C3-D2-015	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
C3-D1-001	14"x12" EXIT DOOR - ARYLIC RED - WHITE LETTERING	Exit
C3-D2-016	22.5"x26" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING	Name
C2-D2-017	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
C2-A3-D38	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	No Name Black Door
C2-A1-D33	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	1156
C2-C8-004	16.5"x5.5" SCHOOL NAME- VINYL YELLOW - GREEN LETTERING	South University
C2-A1-D32	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	1157
C2-C8-005	16.5"x5.5" SCHOOL NAME- VINYL YELLOW - GREEN LETTERING	South University
C2-A1-D31	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	101
C2-A3-D31	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Green Room Video

New Proposed 1st Floor Message Schedule Continued: The Art Institute of Tampa.

Continued

Sign Number	Description	Message
C2-C1-003	APPLICATION - VINYL ROOM NUMBER	The Art Institute of Tampa
C2-A1-030	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	101
C2-A3-030	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Green Room Video
C2-A6-010	11"x0.5" ROOM SCHEDULE - CLEAR PLASTIC INSERTABLE BLACK LETTERING	Room Schedule
C2-C1-002	APPLICATION - VINYL ROOM NUMBER	The Art Institute of Tampa
A2-C9-001	23"x16" ACADEMIC AFFAIRS - VINYL RED - WHITE LETTERING	Academic Affairs
A2-A1-019	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	111
A2-A3-019	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Employee Lounge
A2-A2-001	4"x8" ROOM NUMBER - ARYLIC BLACK - SILVER/BLACK LETTERING	Do Not Enter
A2-A1-016	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	117
A2-A4-001	8"x11" ROOM NUMBER SCHEDULE - ARYLIC INSERTABLE - SILVER LETTERING	144
A2-A3-016	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Library
A2-C10-001	8.5"x2" LIBRARY- VINYL WHITE - BLACK LETTERING	Library
A2-C11-001	11.5"x8" DROP OFF - LAMINATED WHITE - RED LETTERING	Drop Off
A2-A1-018	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	Inside Library room number
A2-A3-018	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Librarian
A2-A1-017	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	Inside Library room number
A2-A3-017	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
A2-A8-005	8"x8" RESTROOMS - ARYLIC BLACK - SILVER LETTERING	Men
A2-A10-001	12"x5" ELEVATOR SIGN - METAL WHITE - BLACK LETTERING	Elevator
A2-A11-001	4"x2.5" LEVEL SIGN - METAL WHITE - BLACK LETTERING	Directional
A2-A8-004	8"x8" RESTROOMS - ARYLIC BLACK - SILVER LETTERING	Women
A1-A1-001	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	113
A1-A3-001	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
A1-A5-001	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMENSIONAL LETTERS RED	The Art Institute of Tampa
A1-A6-001	11"x0.5" ROOM SCHEDULE - CLEAR PLASTIC INSERTABLE BLACK LETTERING	Room Schedule
A1-D1-001	14"x12" EXIT DOOR - ARYLIC RED - WHITE LETTERING	Exit

New Proposed 1st Floor Message Schedule Continued: The Art Institute of Tampa.

Continued

Sign Number	Description	Message
A1-D2-001	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
A1-C1-001	APPLICATION - VINYL ROOM NUMBER	111
A1-D2-002	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Presidents Office, Public Relations, Institutional Effectiveness
A1-D2-003	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	The Art Institute of Tampa
A1-A1-008	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	112
A1-A3-008	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Faculty Computer Lab
A1-A5-005	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMMENSIONAL LETTERS RED	The Art Institute of Tampa
A1-A6-005	11"x9.5" ROOM SCHEDULE - CLEAR PLASTIC INSERTABLE BLACK LETTERING	Room Schedule
A1-A1-001	12"x4" ROOM NUMBER, ROOM NAME, SCHEDULE - ARYLIC BLACK - SILVER LETTERING VINYL SIGN WITH A CLEAR PLASTIC INSERTABLE	The Learning Center 110 Room Schedule
A1-A3-014	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	The Learning Center
A1-A5-008	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMMENSIONAL LETTERS RED	The Art Institute of Tampa
A1-A1-002	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	114
A1-A3-002	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
A1-A5-002	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMMENSIONAL LETTERS RED	The Art Institute of Tampa
A1-A6-002	11"x9.5" ROOM SCHEDULE - CLEAR PLASTIC INSERTABLE BLACK LETTERING	Room Schedule
A1-A1-009	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	Room Number
A1-A3-009	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Fashion Design Lab
A1-A1-003	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	115
A1-A3-003	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
A1-A5-003	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMMENSIONAL LETTERS RED	The Art Institute of Tampa
A1-A6-003	11"x9.5" ROOM SCHEDULE - CLEAR PLASTIC INSERTABLE BLACK LETTERING	Room Schedule
A1-A1-010	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	Room Number
A1-A3-010	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
A1-A3-015	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
A1-A5-009	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMMENSIONAL LETTERS RED	The Art Institute of Tampa
B1-A1-004	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	116
B1-A3-004	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
B1-A5-004	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMMENSIONAL LETTERS RED	The Art Institute of Tampa
B1-A6-004	11"x9.5" ROOM SCHEDULE - CLEAR PLASTIC INSERTABLE BLACK LETTERING	Room Schedule

New Proposed 1st Floor Message Schedule Continued: The Art Institute of Tampa.

Continued

B1-A1-D11	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	117
A2-A3-D04	4"x8" VINYL RED DIRECTIONAL ARROW WITH BLACK LETTERING	110 - 1140
B3-G1-D01	84.5" IN HEIGHT GREY ALUMINUM DIRECTORY STAND WITH BLACK PLASTIC HINGES AND VINYL RED SIGNS WITH WHITE LETTERING ON TOP SIGN AND BLACK LETTERING ON ALL OTHER SIGNS	

Sign Number

	Description	Message
B1-A3-D11		
B1-A5-D08	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
B1-A1-D05	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMENSIONAL LETTERS RED	The Art Institute of Tampa
B1-A3-D05	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	1125
B1-C7-D01	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Physician Assistant Studies
B1-A1-D12	28"x28" SCHOOL NAME - VINYL- YELLOW/BLACK/RED/WHITE	South University
B1-A3-D12	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	118
B1-A5-D07	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Art Lab
B1-A6-D08	15"x3" APPLICATION SCHOOL NAME - ARYLIC BLACK DIMENSIONAL LETTERS RED	The Art Institute of Tampa
B1-A1-D08	11"x9.5" ROOM SCHEDULE - CLEAR PLASTIC INSERTABLE BLACK LETTERING	Room Schedule
B1-A3-D08	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	1111
B1-C7-D02	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	South University Faculty Office, Register, Business Office
B1-A1-D13	28"x28" SCHOOL NAME - VINYL- YELLOW/BLACK/RED/WHITE	South University
B1-A3-D13	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	1140
B1-C6-D01	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
B1-A8-D02	16.5"x5.5" SCHOOL NAME- VINYL YELLOW - GREEN LETTERING	South University
B1-A10-D02	33"x60" CULINARY- ARYLIC RED/BLACK - WHITE LETTERING	Culinary
B1-A11-D02	12"x5" ELEVATOR SIGN - METAL WHITE - BLACK LETTERING	Elevator
B1-A8-D03	4"x2.5" LEVEL SIGN - METAL WHITE - BLACK LETTERING	Directional
B2-D2-D10	33"x60" CULINARY- ARYLIC RED/BLACK - WHITE LETTERING	Culinary
B2-D2-D09	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
B2-C7-D02	14"x18" EXIT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
B2-C7-D01	28"x28" SCHOOL NAME - VINYL- YELLOW/BLACK/RED/WHITE	South University
B1-A1-D07	28"x28" SCHOOL NAME - VINYL- YELLOW/BLACK/RED/WHITE	South University

New Proposed 1st Floor Message Schedule Continued: The Art Institute of Tampa.

Continued

B1-A3-007	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	Name
B2-A10-004	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
B2-A10-003	06"x43" PANEL INFO - BLACK PLASTIC	South University
B2-D2-D12	06"x43" PANEL INFO - BLACK PLASTIC	South University
	14"x18" EXT SIGN - ARYLIC CLEAR - RED LETTERING	Exit

Sign Number

Description

Message

B1-A1-036		
B1-A3-036	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	1155
B1-C6-002	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
B1-A1-037	16.5"x5.5" SCHOOL NAME- VINYL YELLOW - GREEN LETTERING	South University
B1-A3-037	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	1141
B1-C6-001	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Admissions Administration
B2-C12-002	16.5"x5.5" SCHOOL NAME- VINYL YELLOW - GREEN LETTERING	South University
B2-C13-001	33"x12" BUILDING NUMBER - VINYL WHITE	4401
B2-C14-001	18"x0.5" NO SMOKING - VINYL WHITE - BLACK LETTERING	No Smoking
	23"x8.5" SOUTH UNIVERSITY - VINYL YELLOW - GREEN LETTERING	South University

Continued

Sign Number

Description

Message

B2-D2-D11		
B1-A1-035	14"x18" EXT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
B1-A3-035	14"x18" EXT SIGN - ARYLIC CLEAR - RED LETTERING	Exit
C1-A1-034	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	1154
C1-A3-034	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name
C1-C7-003	4"x4" ROOM NUMBER - ARYLIC BLACK - SILVER LETTERING	1156
	12"x4" ROOM NAME - ARYLIC BLACK - SILVER LETTERING	Name

New Proposed 1st Floor Exterior Message Schedule: The Art Institute of Tampa.

SIGN PROGRAM MESSAGE SCHEDULE - BUILDING EXTERIOR

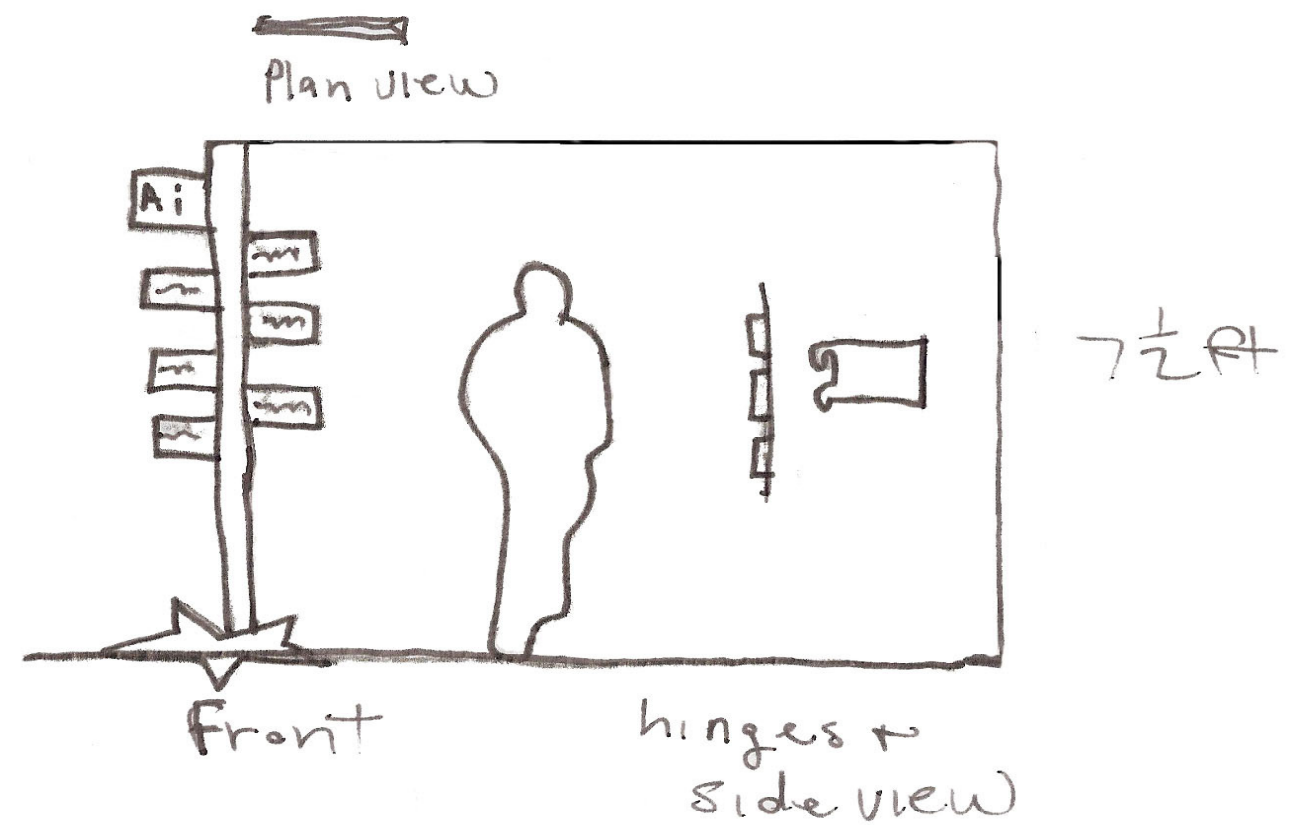
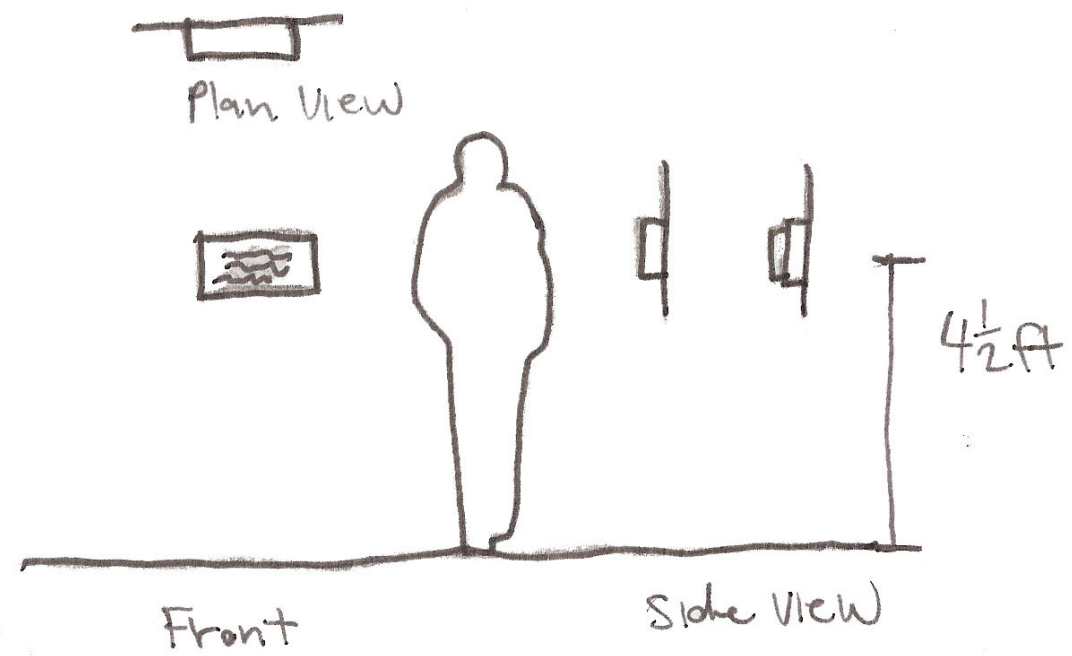
Sign Number	Description	Message
A3-E2-002	72"x60" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING CORNER OF HIMES AVENUE AND MARTIN LUTHER KING GLASS/METAL GOLD SOUTH UNIVERSITY LOGO LETTERING & BLACK/GREEN LOGO LETTERING	The Art Institute of Tampa
A3-E1-007	48"x60" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING	The Art Institute of Tampa
B3-F1-001	22.5"x26" THE ART INSTITUTE OF TAMPA GLASS/METAL RED AI LOGO LETTERING & BLACK - WHITE LOGO LETTERING	Ai The Art Institute of Tampa
A1-E1-002	22.5"x26" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING HIMES AVENUE	The Art Institute of Tampa
B1-E1-002	22.5"x26" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING TAMPA BAY PARK ROAD	The Art Institute of Tampa
C3-E1-002	22.5"x26" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING	The Art Institute of Tampa
C1-E1-004	22.5"x26" PARK SIDE - GLASS/METAL BLACK - WHITE LETTERING MARTIN LUTHER KING BLVD.	The Art Institute of Tampa

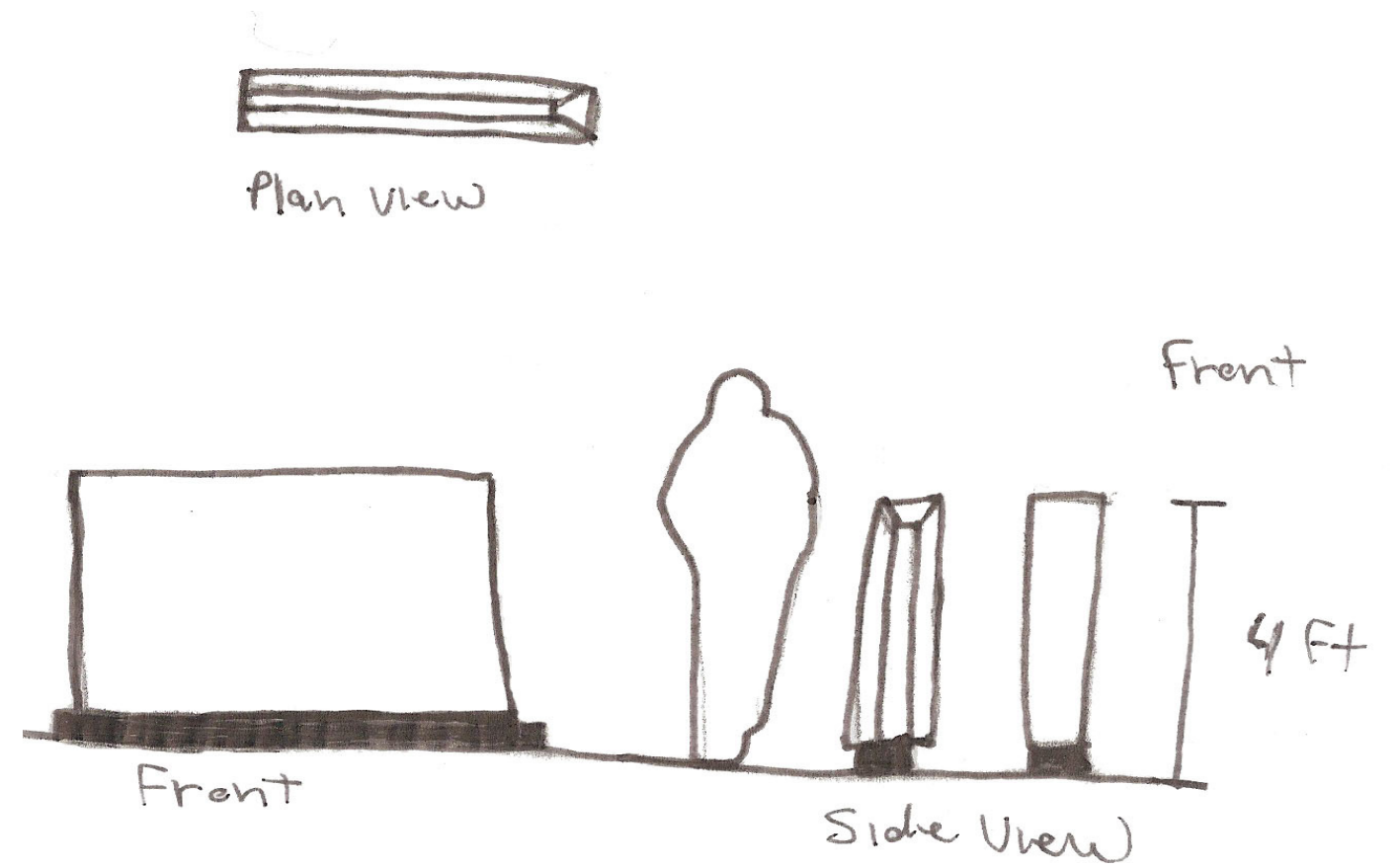
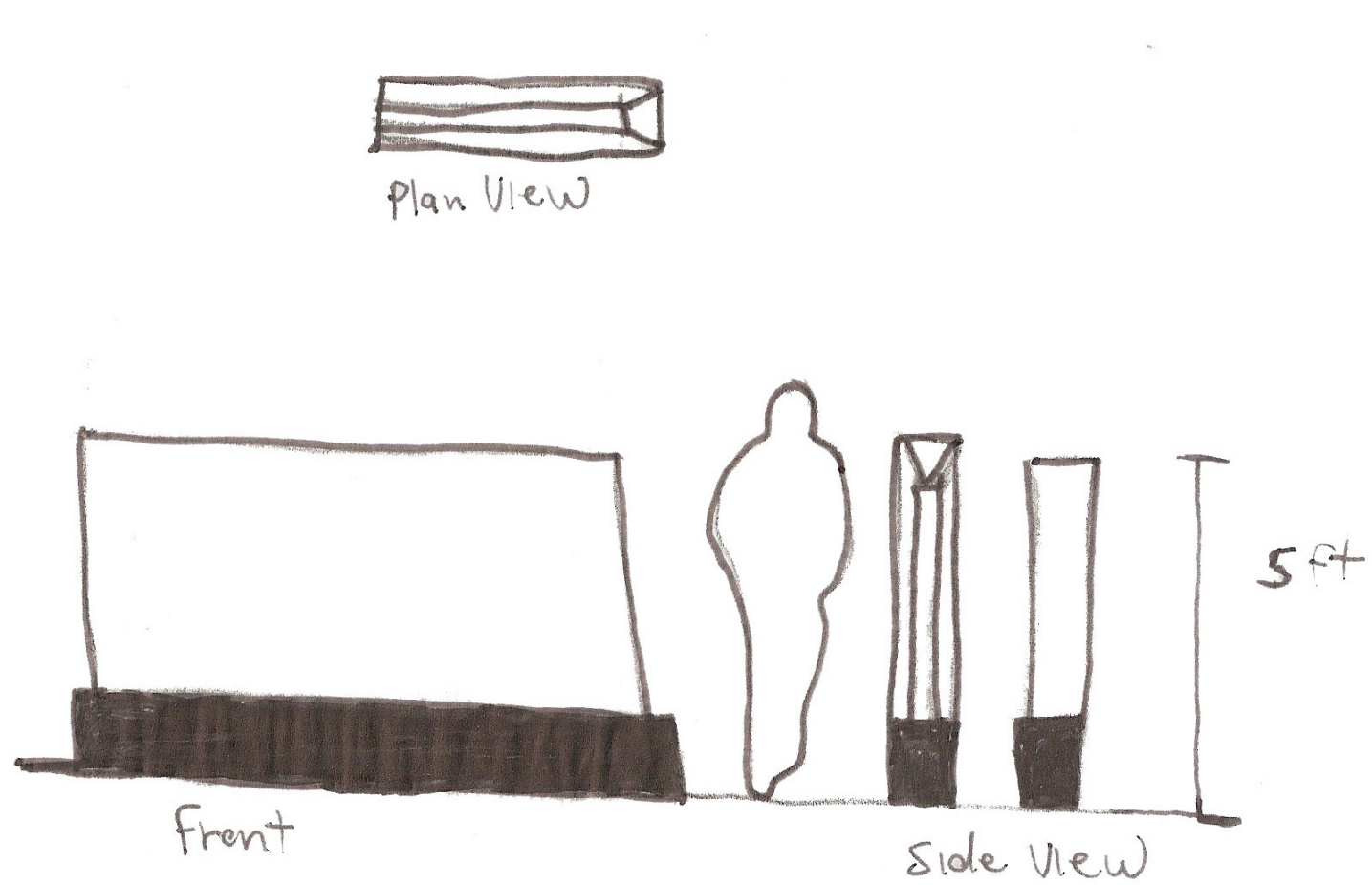
The impact to the current situation would be a better wayfinding system. Less confusion from the original wayfinding system by having a reduction in signage, and giving more informative signs for any visitors who come to the building.

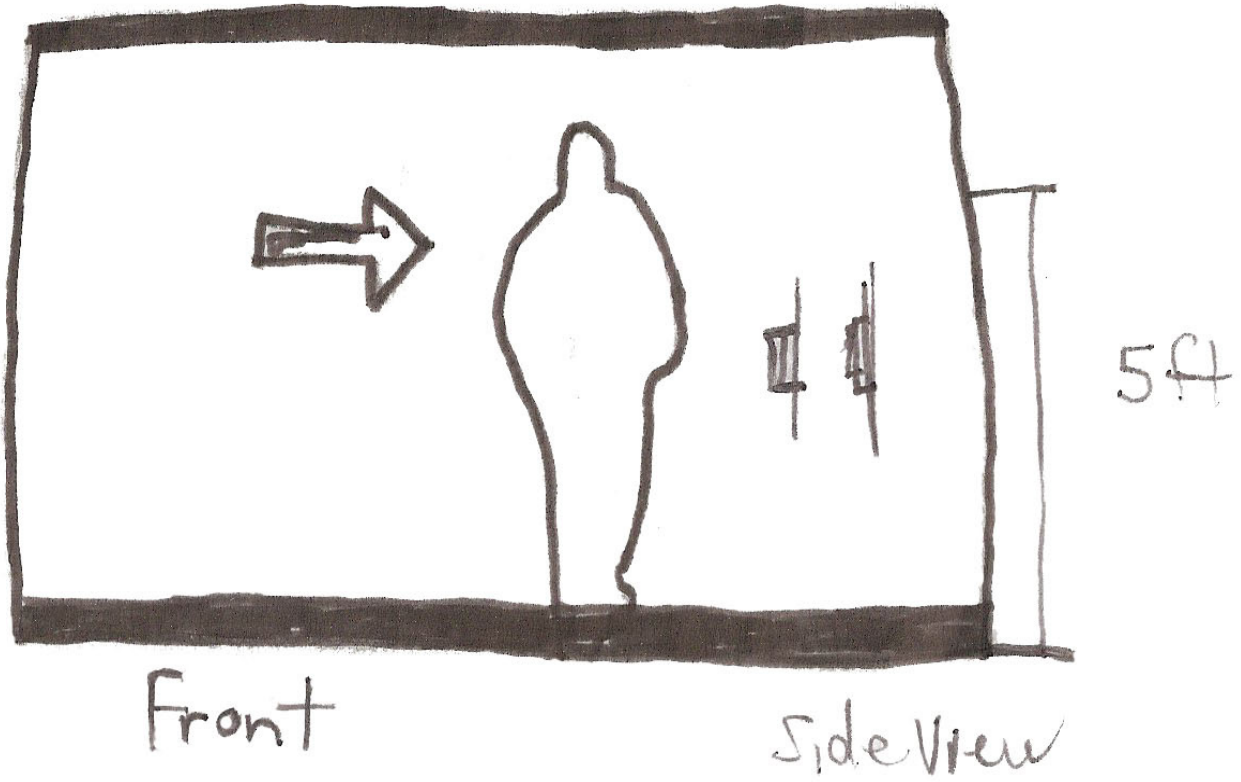
The reduction on the type of signs would be on room number signs, room name signs, room schedule signs, the vinyl room number, and vinyl logo signage.

In Conclusion:

By Reducing the signage, and creating a better wayfinding system. The overall environment for the building is improved, through a reduction of signage and a better system of informing a visitor to the building with less traffic and confusion.







Appendices for The Art Institute of Tampa Continued.

