

IPAC Activity Description

Name of Activity

Compass Wayfinding/Signage Study

Owner

Craig Graci
Director of Cognitive Science

Brief Description of the Activity

The Fall 2012 Cognitive Science Capstone Seminar class was asked by Jennifer Weil, on behalf of the Compass at SUNY Oswego, to do an informal study of the Compass with respect to wayfinding and signage from the perspective of cognitive science. The study will endeavor to define the problem from an interdisciplinary perspective, gather some data, perform some preliminary analyses of the data, generate a few "work in progress" artifacts which address the problem, and suggest possible future courses of action with respect advancing the mission of the compass through identity, traffic control, and signage.

Interdisciplinary Nature of the Activity

The project will feature ideas drawn from cognitive PSYCHOLOGY, SEMIOTICS, and GRAPHIC DESIGN. The relatively new field of wayfinding draws on these and a number of other disciplines in an integrative fashion to help people comfortably navigate their environment.

Relationship to Interdisciplinarity at Oswego

The study is explicitly intended to draw on insights from the field of cognitive science. Beyond that, it will naturally draw on principles and practices associated with graphic design. Since the study will investigate the plausibility and desirability of an interactive, virtual representation of the Compass, the field of human computer interaction will find its way into our deliberations. In fact, a graduate student in Human-Computer Interaction who currently works at the compass and who recently completed a double major in Cognitive Science and Graphic Design, will be coordinating aspects of the project for us.

IPAC Support

The Conference Room will be used for the Cognitive Science Capstone Seminar.

Work on the project will occasionally take place during classes.

Occasional secretarial assistance will be required with respect to processing documents.

Relevant Dates

Fall 2012 semester.