

environmental graphic design

anderson mraz design process



From facility wayfinding and signage to retail spaces, from interpretive exhibits to corporate environments, it's environmental graphic design that turns a story into a three-dimensional experience – equal parts theater, museum, and interactive exchange.

But how?

For us, it's an adaptable process built on four fundamental steps common to every project:

StoryMap

research, discovery, and analysis

- consult with client and key project collaborators (as needed)
- interview various stakeholders (as needed)
- assess site conditions and take field measurements
- begin subject research and preliminary review of image assets (photos, artifacts, ephemera, etc.)
- provide StoryMap brief (project goals, narrative outline, preliminary budget and schedule, etc.)
- review and approval by client

StoryForm

exploring three-dimensional narrative

- consult with client and key project collaborators (as needed)
- begin creative concepts and drawings; develop copy and voice
- provide preliminary design recommendations
- identify all project team members: facility, architectural, interiors, lighting, technology systems, electrical, construction, fabrication, installation, etc.
- review schedule and budget
- review and approval by client

StorySphere

a holistic environment connects people to a subject

- consult with client and key project collaborators (as needed)
- refine preliminary concepts and drawings
- finalize fabrication drawings, schedule, and budget; copy, photos, artifacts, ephemera, etc.
- provide final drawing sets for architects, contractors, fabricators, etc.
- develop mock-ups and fabricate prototypes
- review and approval by client

StoryScope

multiple elements create an experiential story

- consult with client and key project collaborators (as needed)
- coordinate with project team members; fabrication oversight
- test digital output color
- verify specifications: colors, finishes, lighting, electrical, equipment, fixtures, etc.
- begin final installation prep and assembly
- complete installation