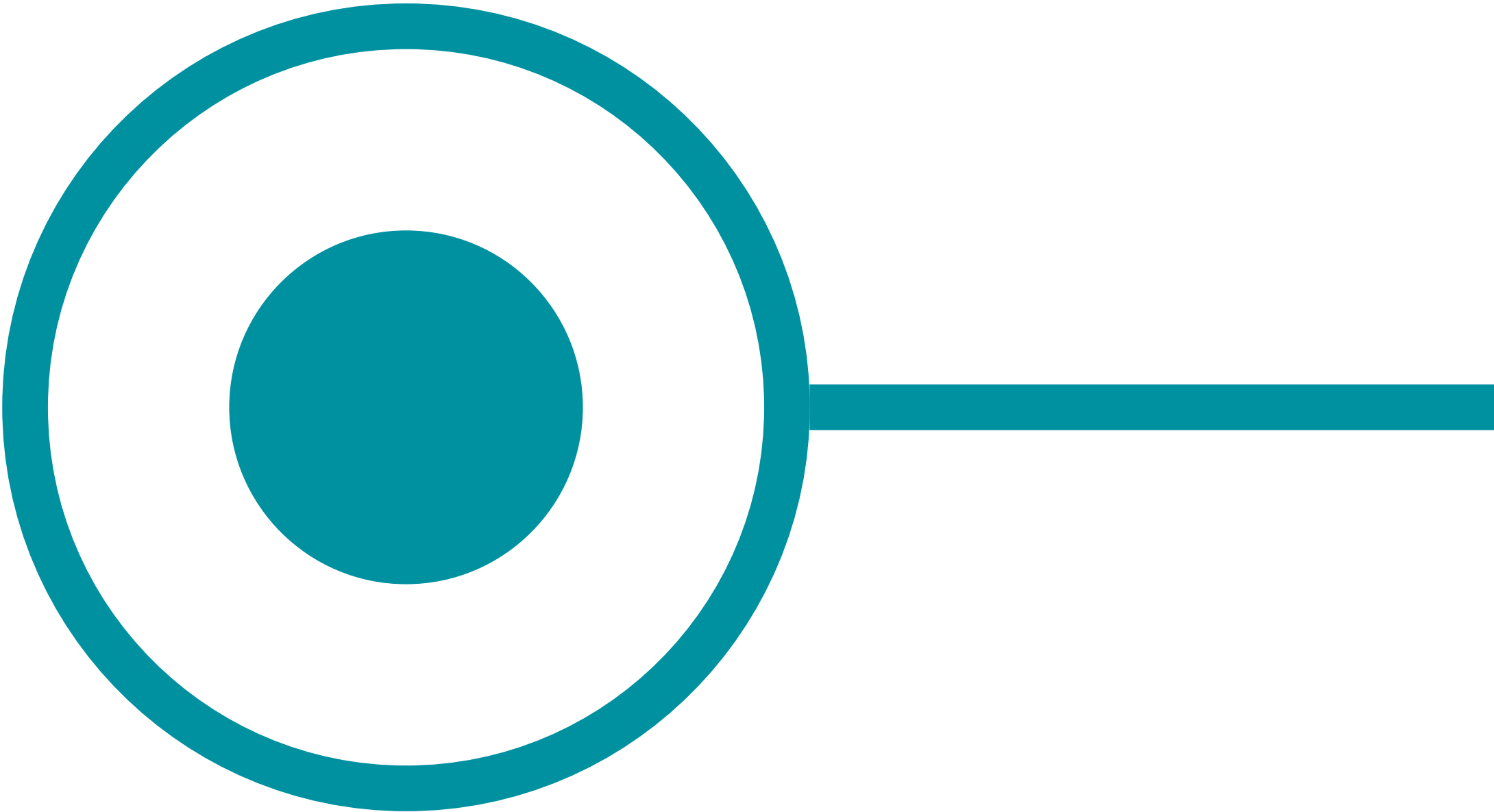


FOLLOW THE SEA

by Catarina Pinto





1

Introduction

Introduction to the Wayfinding and Signage project in the city of Lagos and historical-cultural contextualization of the location.

2

Case Study

Lagos as a case study for signage and identification of the problem to be modified.

3

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4

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5

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Choice of typography, and characterization of it. Color palette chosen for the work and inspirations for the choice.

6

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Projection of pictograms to integrate the work, and measurement grids for them as well as for the plans of the designed signage elements.

7

Follow the sea collection

Collection designed taking into account the needs of the city of Lagos and the entire process developed throughout the work. 3D models of the products.

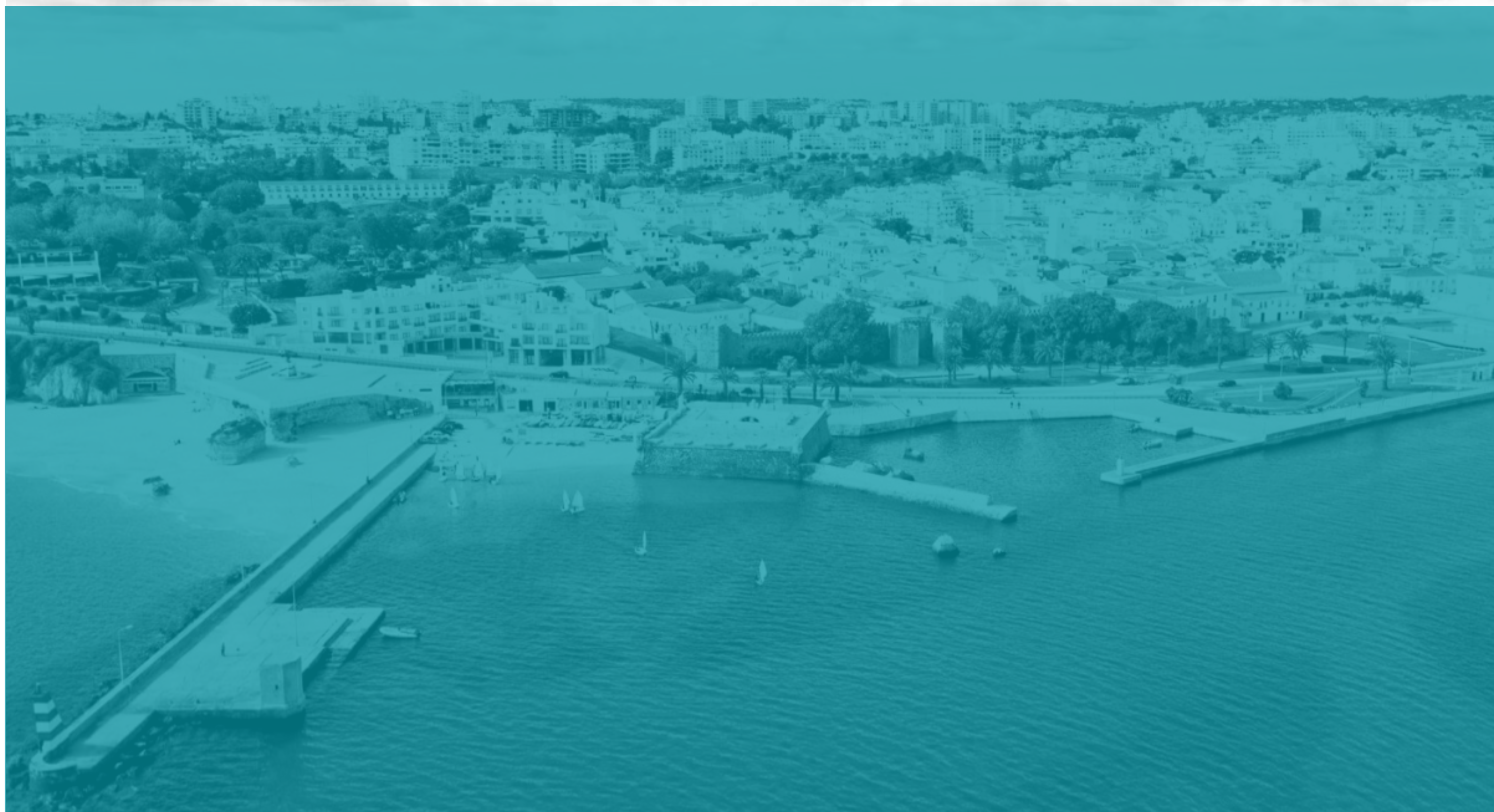
8

Wayfinding App

Mobile application developed to complement the Wayfinding Design developed for Lagos in order to make it more interactive.



INTRODUCTION



“NOVO MUNDO QUE O INFANTE DESCOBRIU, CARAVELAS IÇARAM BRAVO VENTO ALGARVIO

After elaborating a case study, the present work intends to analyze the potential of the city of Lagos and add a new Wayginding to the city that brings a special value as an Algarve land. A little of the history of the land will be presented as well as a small case study of the present wayfinding in Lagos, so that a new solution can be better developed. From various Design thinking and Design Systems techniques, it is intended to reach a balanced, simple and perceptible final result that follows the teaching lines of Information Designer Paul Mijksenaar.

Lagos is a city in the Barlavento area of the Algarve, in southern Portugal. This city was formerly the hub of the European slave trade and served as a historical center of the Portuguese Age of Discovery. Infante Dom Henrique frequently called this city home. Lagos became the principal base port of the Portuguese discoveries due to its excellent natural harbor. Infante Dom Henrique, the Algarve's governor at the time and a resident of Lagos, was in charge at the time. He oversaw excursions with outstanding sailing caravels from there in the 15th century to Morocco and the coast of western Africa. Gil Eanes, the first person to set sail beyond Cape Bojador in 1434, also called Lagos his home port. The farthest point in Africa that was known to Europeans at the time was this cape, which no European had ever ventured to round. The port of Lagos would receive word of discoveries and accomplishments as well as ships carrying products and spices throughout the ensuing decades, elevating it to the status of the Algarve's capital. This lasted up until the 1755 earthquake and tsunami, which completely devastated the old Portuguese town. Many of the structures are from the 17th century, while some 16th-century walls and the governor's castle are still visible. Lagos boasts lovely beaches like Meia Praia and Praia dos Estudantes, a pleasant climate with hot, dry summers, a sea with a picturesque shoreline, and a rich historical heritage. Given Lagos' proximity to the sea, fishing is one of the main activities there. Lagos has been a popular tourist destination since the 20th century because of all of these qualities.



Figure 2.



Figure 3.



Figure 4.

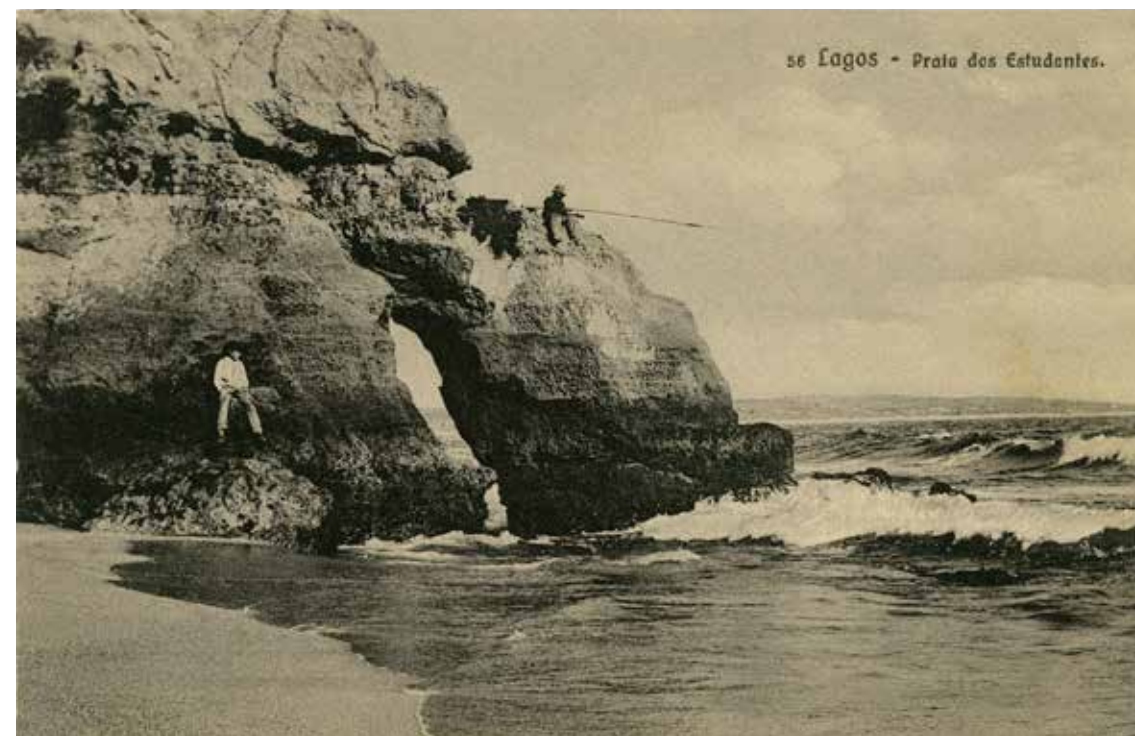


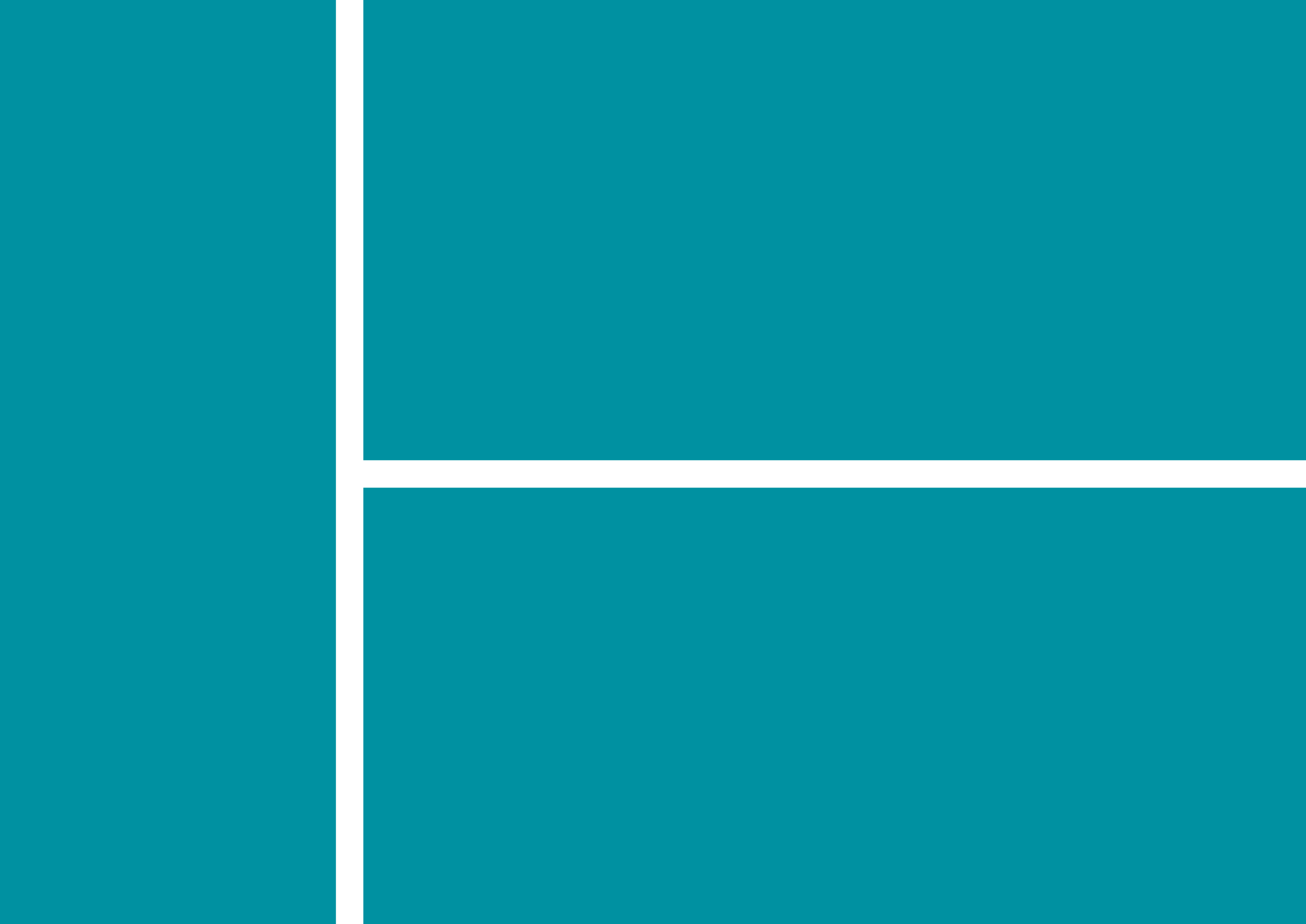
Figure 5-8.



Figure 9.



Figure 10.



CASE STUDY

Orientarion and Navegation

How is the wayfinding in Lagos currently presented?

Information systems that guide people through a physical environment

The importance of studying the site before carrying out the project is extremely important. Because? If we think logically, we put the simple example of how difficult it is to get a birthday present that is suitable, for a person you don't know and even so they like it and that the gift fits them. The same is reflected in the creation of a Wayfinding for a city. Following this line of thought, a visit to the city of Lagos was elaborated, so that, not only the case of current Wayfinding present in the city could be studied, but that the energy of the place and the main characteristics that define the city could be evaluated. It can be concluded that there is a strong inconsistency in the different signage products distributed throughout the city, making it difficult to relate them to each other as a collection, they have little to do with the main brand image of the Municipality and do not always refer to a positive idea of the city.

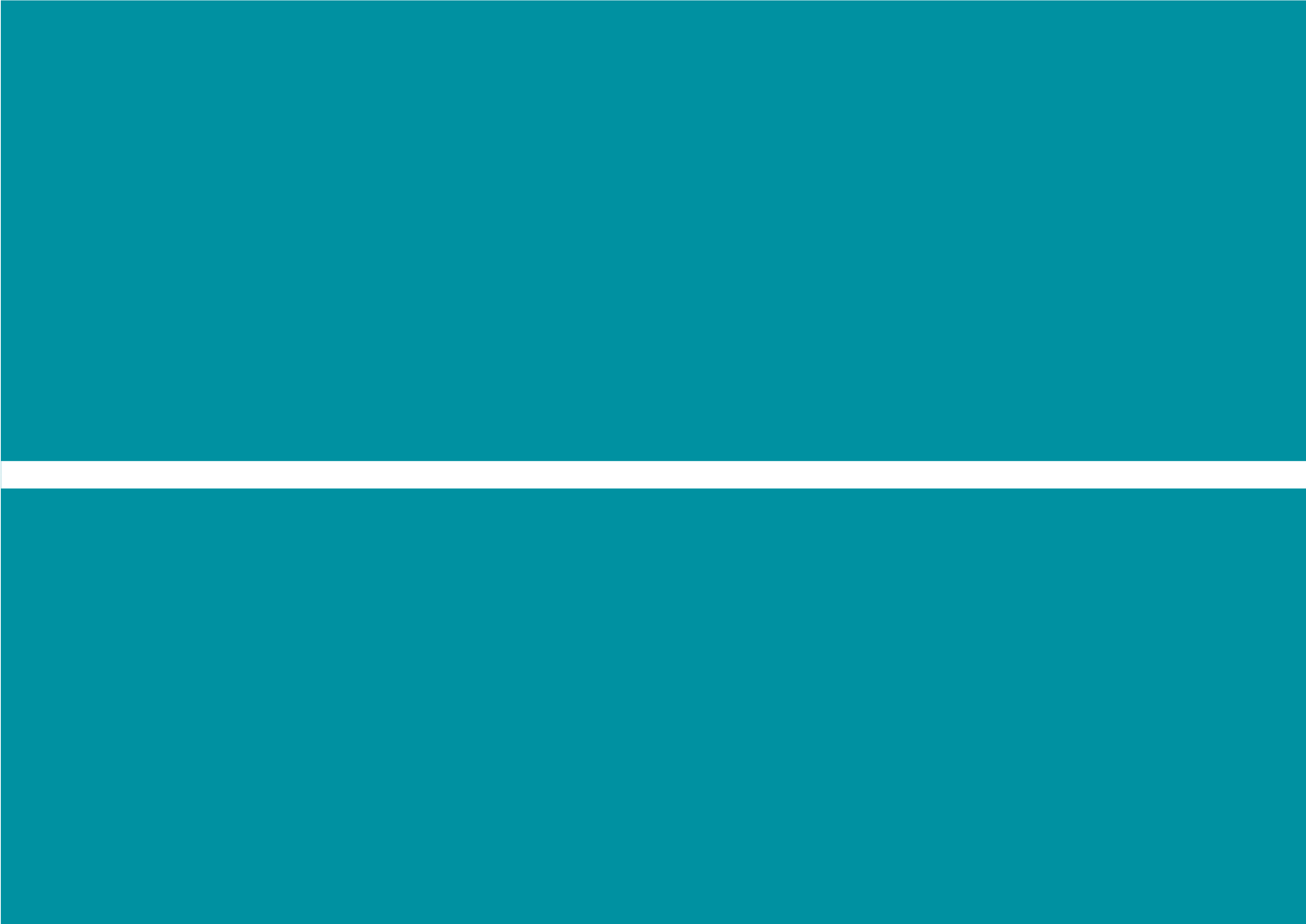
Navigation is about wayfinding, you can't treat it as separate because many other things run parallel with it. If you look at studies in wayfinding, everything from exhibit a cathedral, its about creating a complete system. Its about looking at the whole

- *Clement mock*

It can be concluded that there is a strong inconsistency in the different signage products distributed throughout the city, making it difficult to relate them to each other as a collection, they have little to do with the main brand image of the Municipality and do not always refer to a positive idea of the city. O meu objetivo com este projeto é, através que Wayfinding acompanhe o nível alto de turismo que a cidade já apresenta, guiando de maneira energética e vibrante os seus visitantes. Uma maneira divertida de conhecer a cidade com o plus de ter um toque moderno e sofisticado, dando também seriedade à localização como o ponto forte histórico-cultural que se apresenta ser em Portugal. Para isto, a criação de uma imagem gráfica que sustente o trabalho, torna-se fulcral para este trabalho, bem como a simplicidade e percepção para o bom funcionamento do mesmo.



Figure 11-18.



BRAINSTORMING

AND MOODBOARDS

LAGOS

Its an Old Town
but we Want to
show the modern !

WHAT CHARACTERIZE
THIS CITY ?

How can I create a metathor in
Wayfinding Design for Lagos?

The historical past of Lagos its one of
the main chracteristics of the city

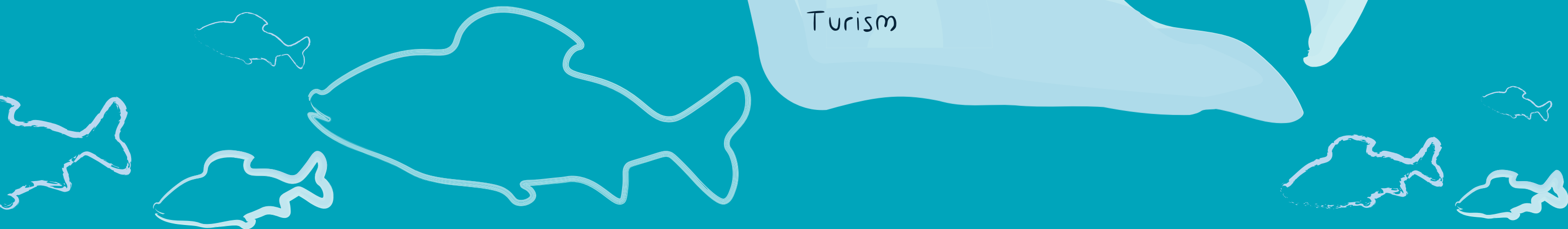
Try to use
technologies

CLiffs

Atlantic Beaches

fish

Turism



Discoveries

Infante D. Henrique
search for poems !

Brainstoring and Moodboards

More than knowing the processes and tools of Design Thinking, it is necessary to root in our work method and in our projects, these same tools in the most appropriate way, so that we can build a concise, strong and innovative concept. In order to be able to develop new ideas, there are the most diverse processes of brainstorming and inspiration. For this Wayfinding project, three tools that are widely used in Design Thinking processes were used: Mindmaps, moodboards and even brainstorming exercises with timed post-its. On this page an illustrated mindmap is presented, which was prepared in order to summarize what I best evaluated the city of Lagos and how it could reflect this same evaluation of the city in my project. In the following pages four different moodboards are presented of possible ideas that I would follow for my project, taking into account my initial research.

23

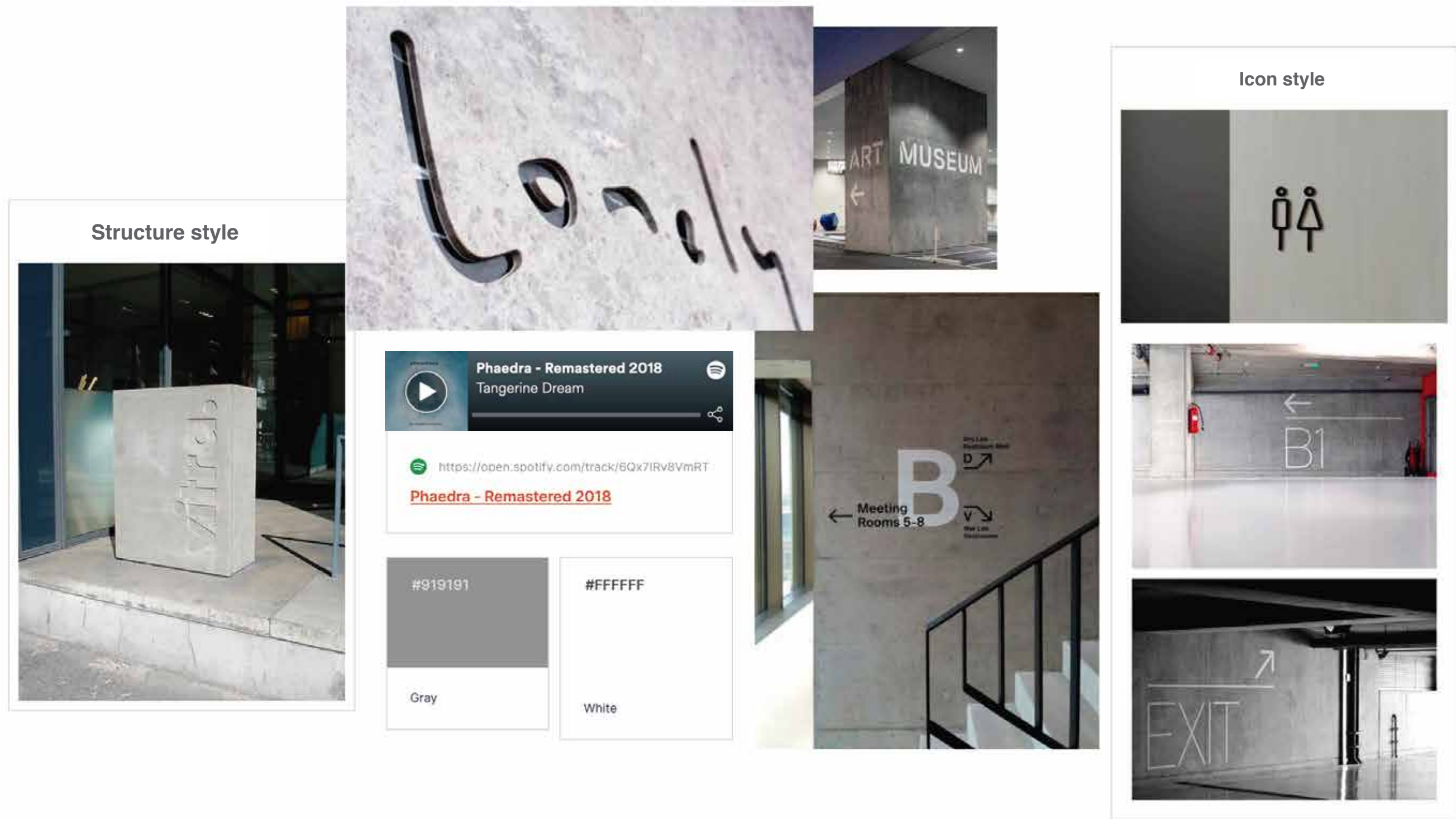


Figure. 20

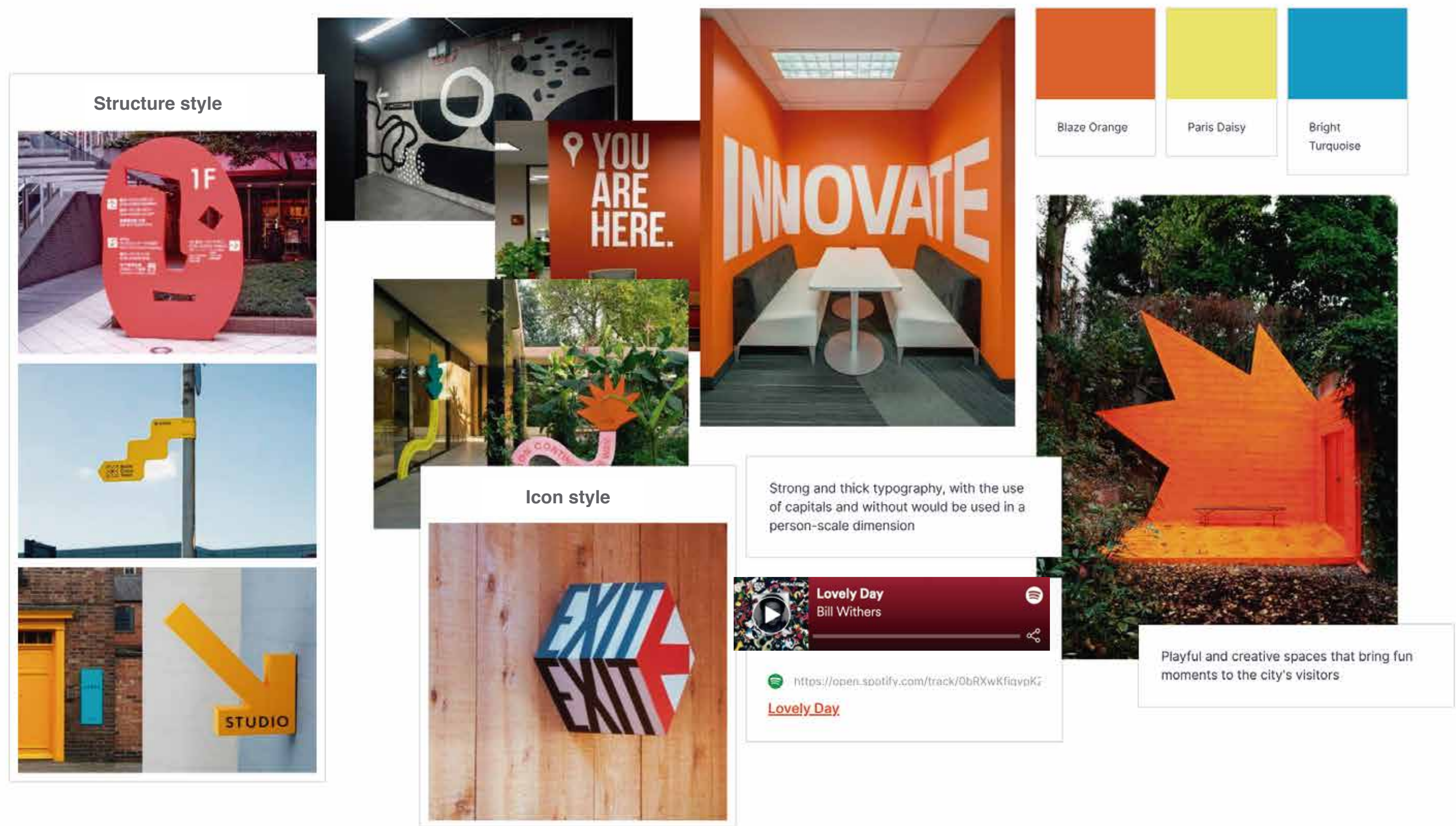


Figure. 21

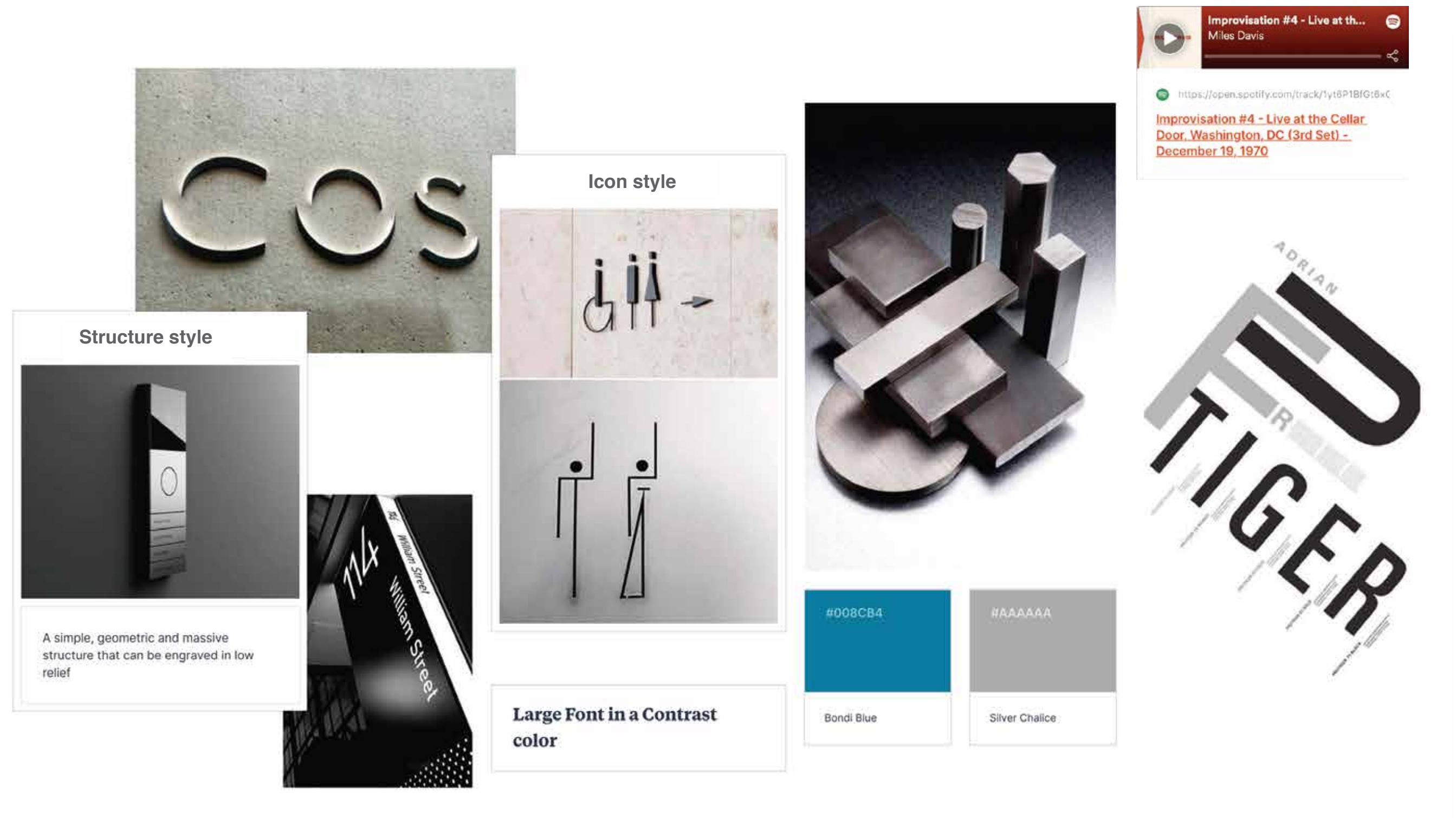


Figure. 22

Sketching

The fourth and final moodboard was chosen as inspiration for the project. After this exercise, reflection and choice, it is important to start the brainstorming process again, eliminating the moodboard from the head (only for this exercise) and, on a white A3 sheet, start putting post-its of ideas that came to mind to represent the signage of the city of Lagos. In this type of exercises there are no material, economic, sustainable or any other sector limitations, so it is a space to use your imagination. This exercise was timed to just one and a half minutes. The image of the end of the exercise is shown on the right. After using this Design Thinking tool, I started to design some of the ideas that I thought possible from that paper, but taking into account the moodboard conditions that I found most suitable for the project. On the opposite page, some of the sketches made in this process are presented.



Figure 23.

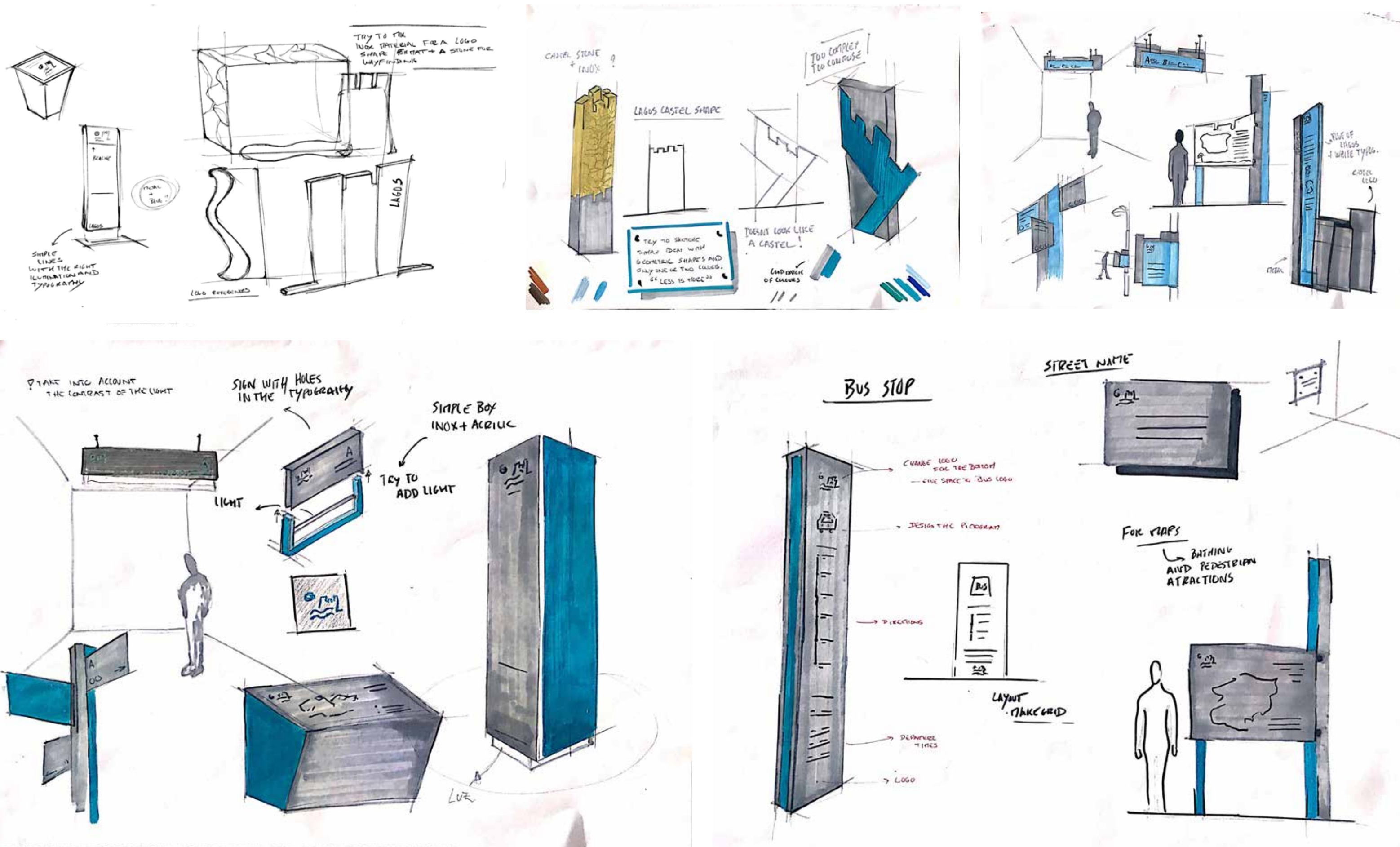


Figure 24-29.



CONCEPT

The concept of this project revolves around the main features of the city of Lagos. Wanting to represent the weight of discoveries for the discovery of the Algarve coast, the main goal of this work is to represent the sea in the city, in an energetic and, above all, interactive way, so that the user himself can be a “discoverer” like the great Infante. D. Henrique. For this part, a quatrain of the poem Caravelas do Infante by Armindo Gaspar was collected and will accompany the entire concept of the project: “Novo mundo /que o Infante descobriu / caravelas içaram/ bravo vento algarvio” . In addition to this strong conceptual line, it is also a feature of the concept of this project, the representation of the city of Lagos as a city of light, almost always illuminated by the sun and quite clear due to the reflection of the sun on the Portuguese pavement or in the large cluster of Algarve white houses.



TYPOGRAPHY

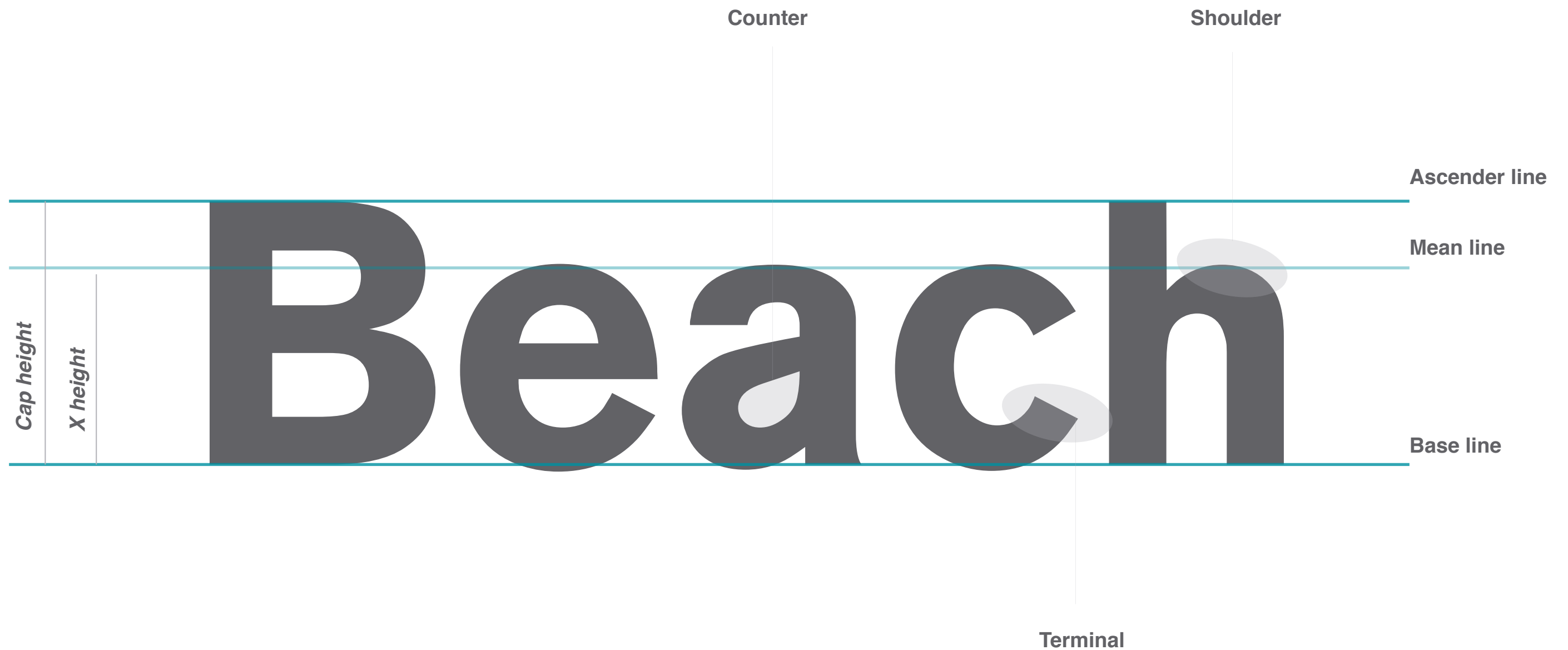
AND COLOR SYSTEM

Akzidenz Grotesk BQ
BERTHOLD
BERLIN

Akzidenz GroteskBQ Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Akzidenz GroteskBQ Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Similar to the choice of designer Wissing, of the first wayfinding at Schiphol airport, the typography chosen was Akzidenz Grotesk BQ in its light and bold format. A very noticeable and elegant font that in large dimensions maintains its aesthetic and favors work. Although nowadays Frutiger is one of the most used sources in Wayfinding, a thinner path was chosen so that the result of the illuminated light was strong but at the same time subtle.



Color System

As learned in the previous case study, Mijksenaar, gives great importance to color and emphasizes the coherence that must exist between color and location. I chose the blue color as the main color of the new wayfinding of Lagos since much of the city's history is outlined by the discoveries. This color is representative of this historical time of Portugal and its conquests. Being a strong blue, it shows the weight of the discovery of the wild Algarve sea that gave rise to many new features that characterize the country. The second color is gray, which is presented in the stainless steel material chosen to integrate the work. This shade, being somewhat reflective applied to the material, is intended to represent the skin of a fish, a term by which the Algarve is known ("peixitos"). Another symbolic reason is the importance of Lagos being a city of light, always very illuminated by the sun and made even clearer by the cluster of houses and walkways in lighter shades. The typography of this sign will be engraved in low relief and in blue on stainless steel. In case of lack of economic investment in the project or for other practical reasons, the typography will be used in white.

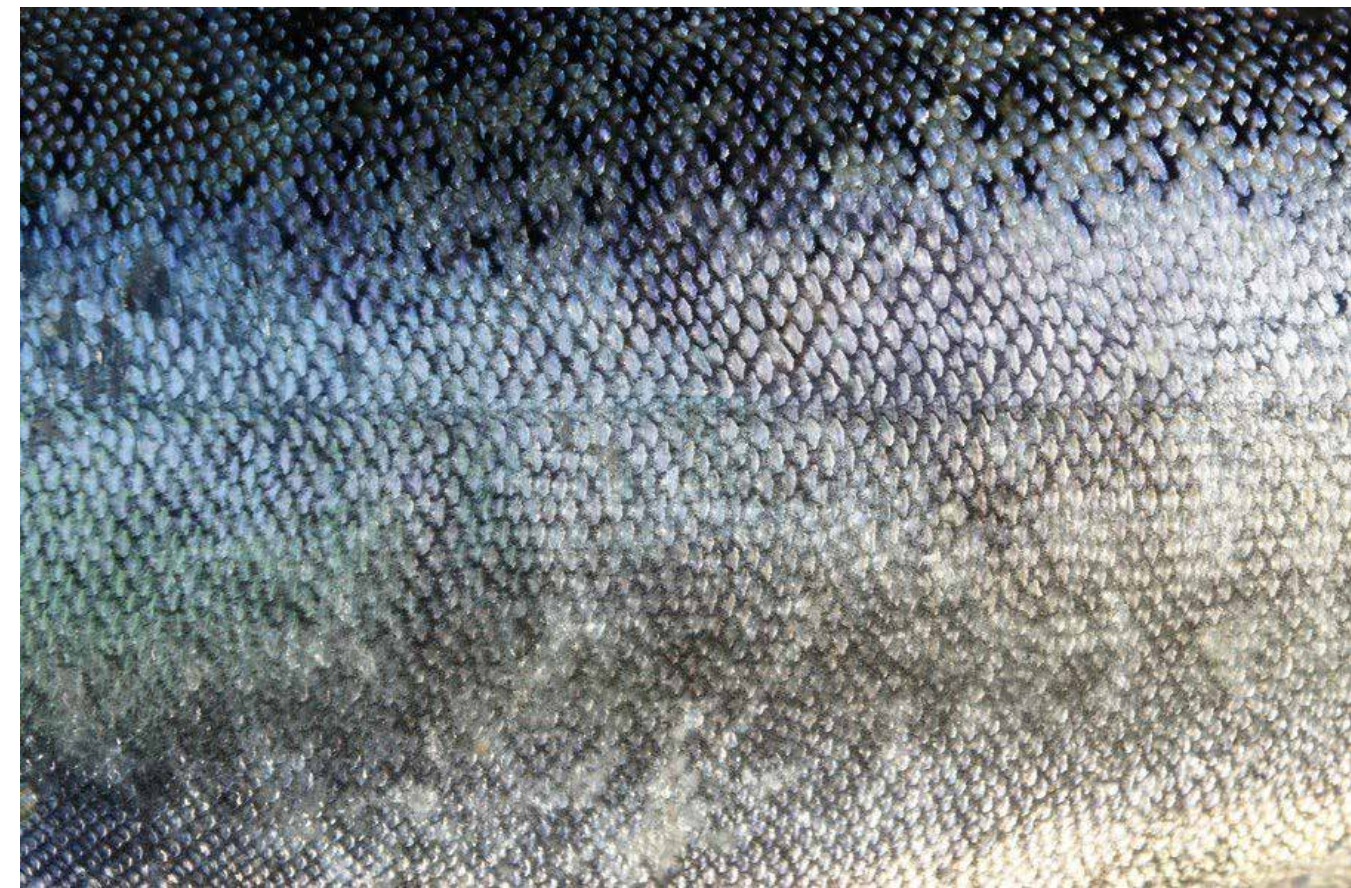


Figure 30.

C 88% **M** 0% **Y** 28%**K** 19%

R 9 **G** 143 **B** 159

Representative color of the
Algarve sea and its discoveries

C 45,1% **M** 34,51% **Y** 34,9%**K** 0%

R 156 **G** 156 **B** 156

Representative color transmitted
by the stainless steel material as
the skin fish seems

C 88% **M** 0% **Y** 28%**K** 19%

R 9 **G** 143 **B** 159

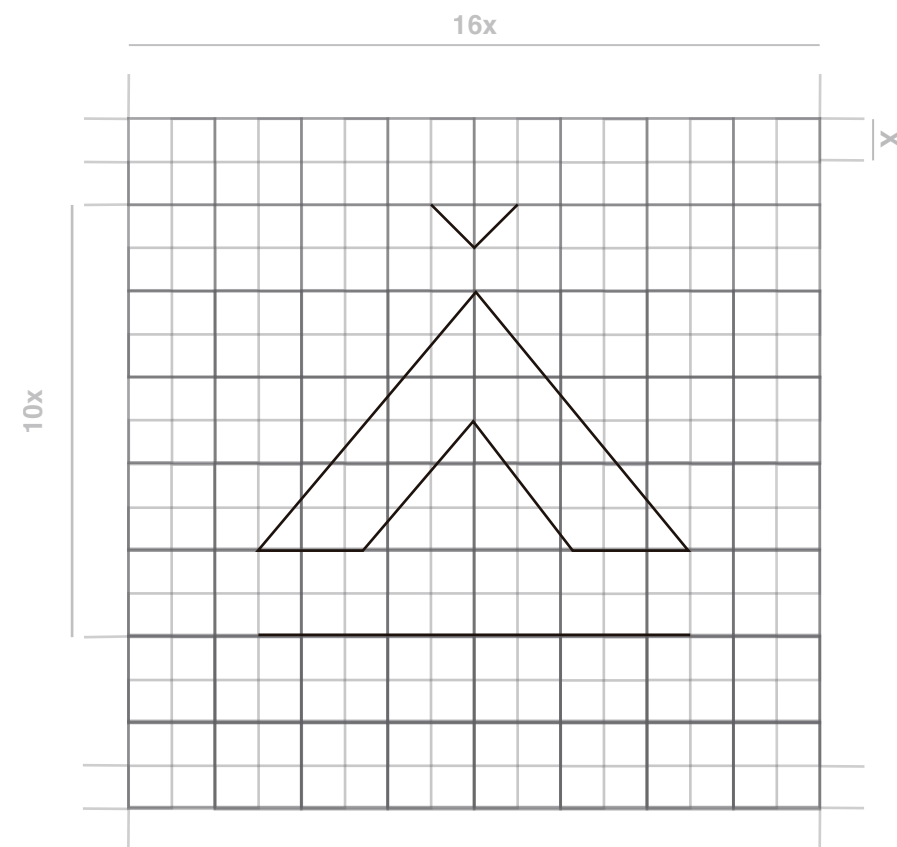


PICTOGRAMS AND GRIDS

Pictograms

Creating pictograms is one of the most fundamental parts of designing a good wayfinding. All kinds of information can appear in a city, so it is necessary to evaluate the various sectors that we can represent and also how we can do it. Following the example of the designer Mijksenaar, I wanted to produce pictograms that were extremely simple and mostly perceptible, so I chose to use only one line thickness in all of them. As I chose to follow a more elegant and modern line for the structure of my products, I also decided, to balance with the Akzidenz Grotesk BQ Light font, pictograms that were thin and characteristic. All pictograms will be accompanied by legends under any circumstances and their measurements have all been studied as shown in the grids to the side.





16x / 16x

Measure corresponding to the total area of the grid

10x / 10x

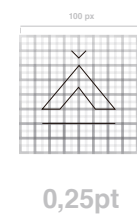
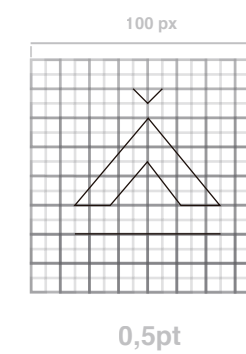
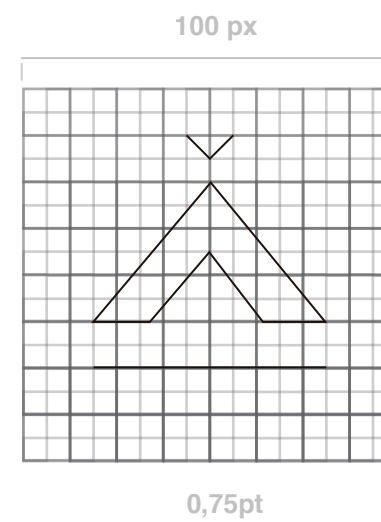
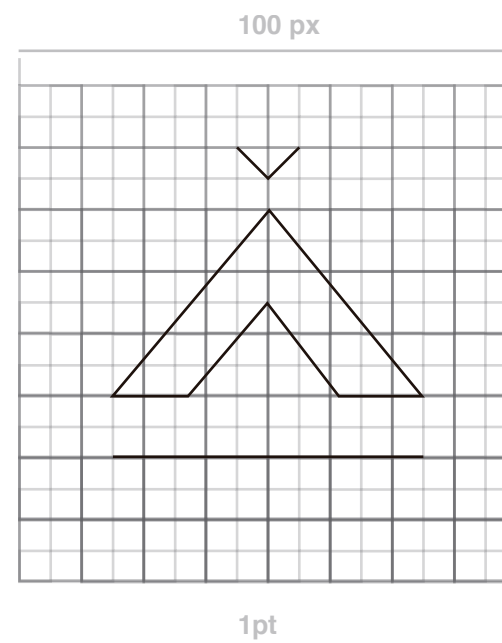
Measure corresponding to the limits of the pictogram

x

Unit of measurement

Espessura

1pt



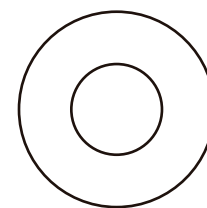
Despite its simplicity, the pictogram family will suffer thickness changes when reduced to a minimum scale of 15 px, varying proportionately between 1pt and 0.25 pt depending on the use it will have and the visibility in that product. This change is made due to the lack of perception if the thickness is too large if the pictogram is reduced.



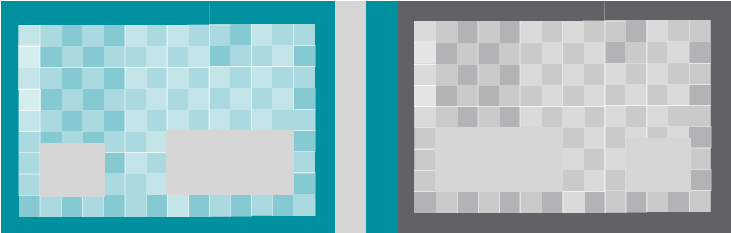
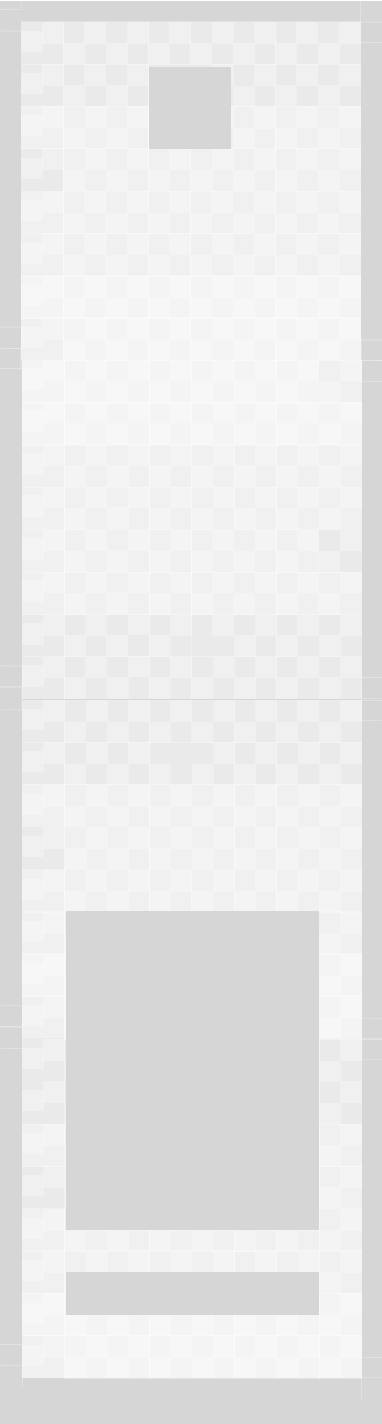
Most of the touristic maps in Portugal, as the Lagos' map, are very complex. Way too many information is displayed in the maps which makes them extremely dense as well as confusing. The abundance of colours, the affluence of icons, the presence of too many words and the amount of geographic area shown are factors that contribute to the issue. Knowing where you are is extremely important, therefore, the location icon and the lakes map were redesigned, with the main objective of making it immediately perceptible to the user and being able to use the map for secondary uses related to Interaction Design.

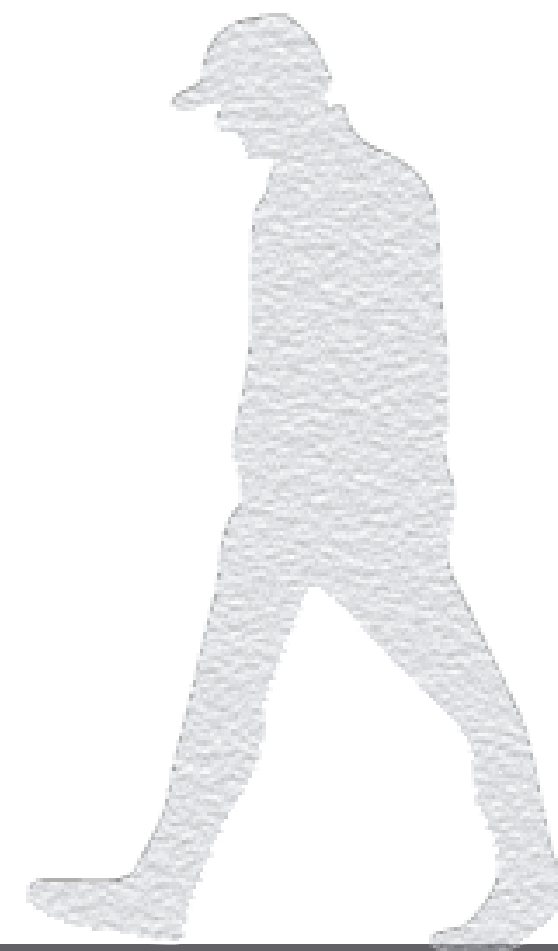
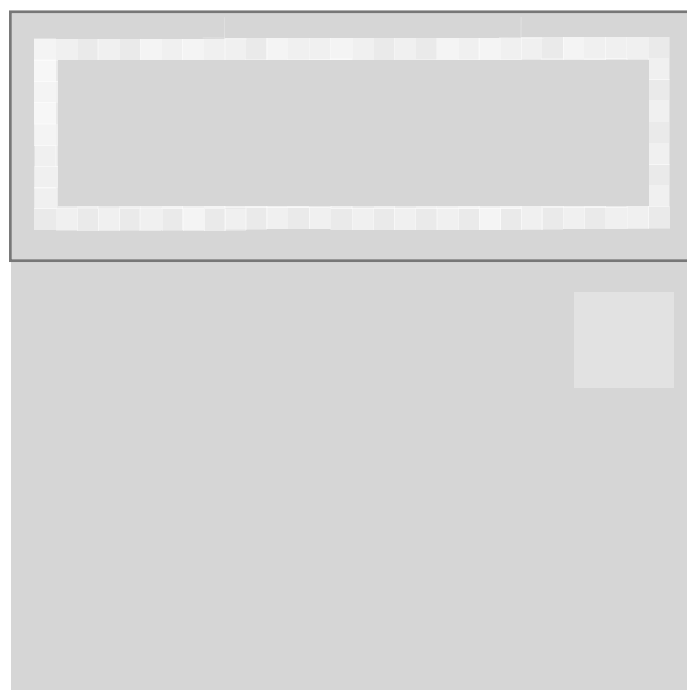
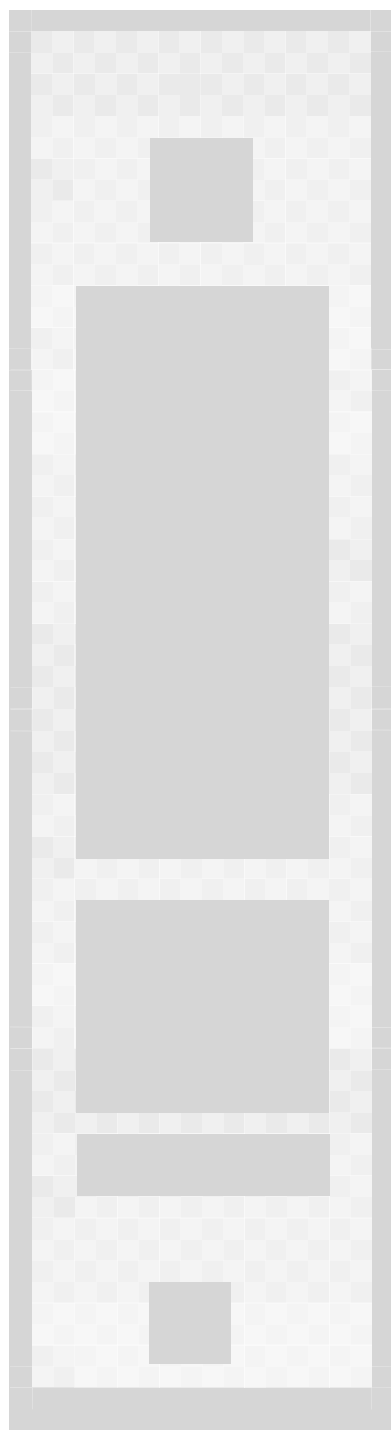


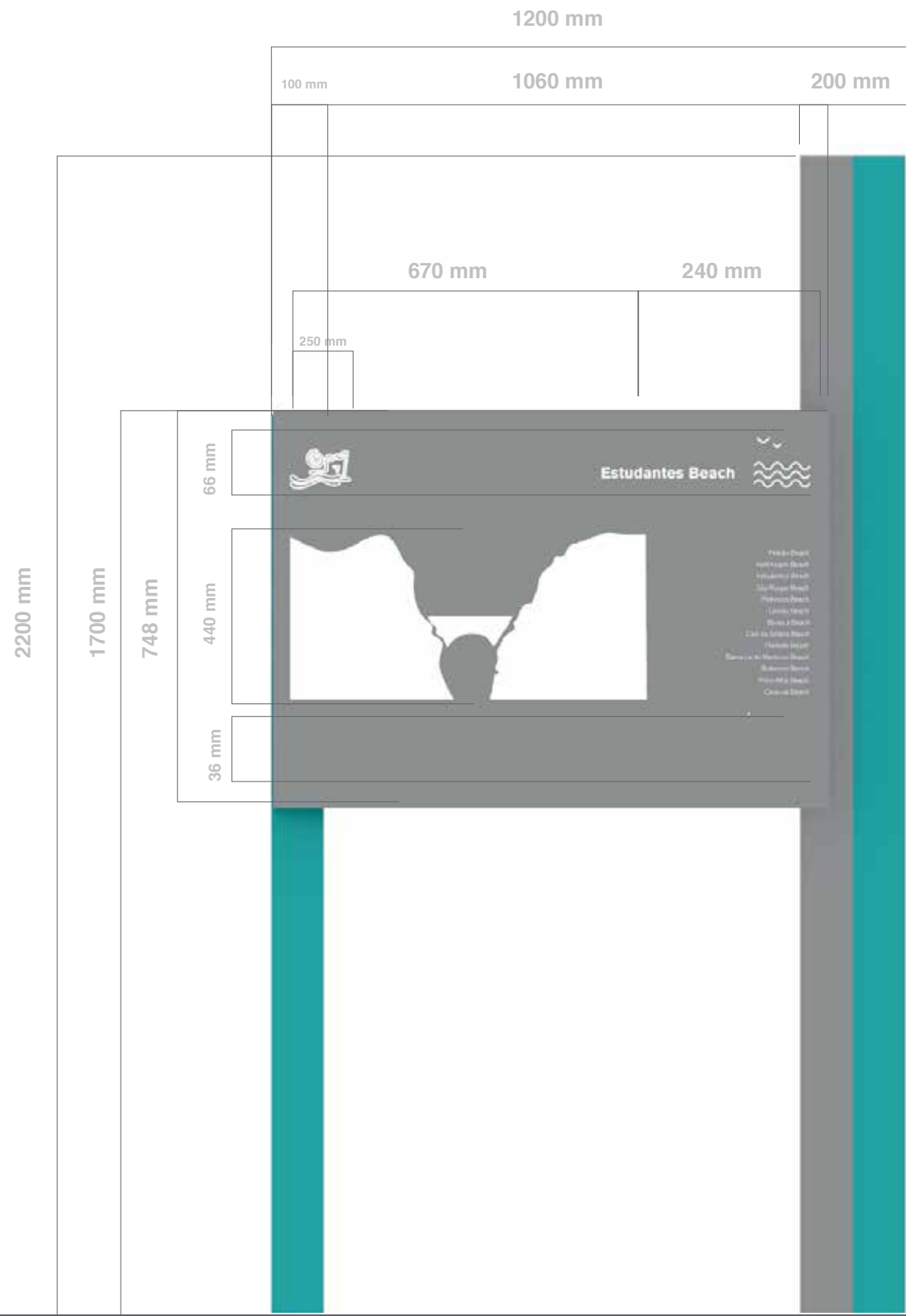
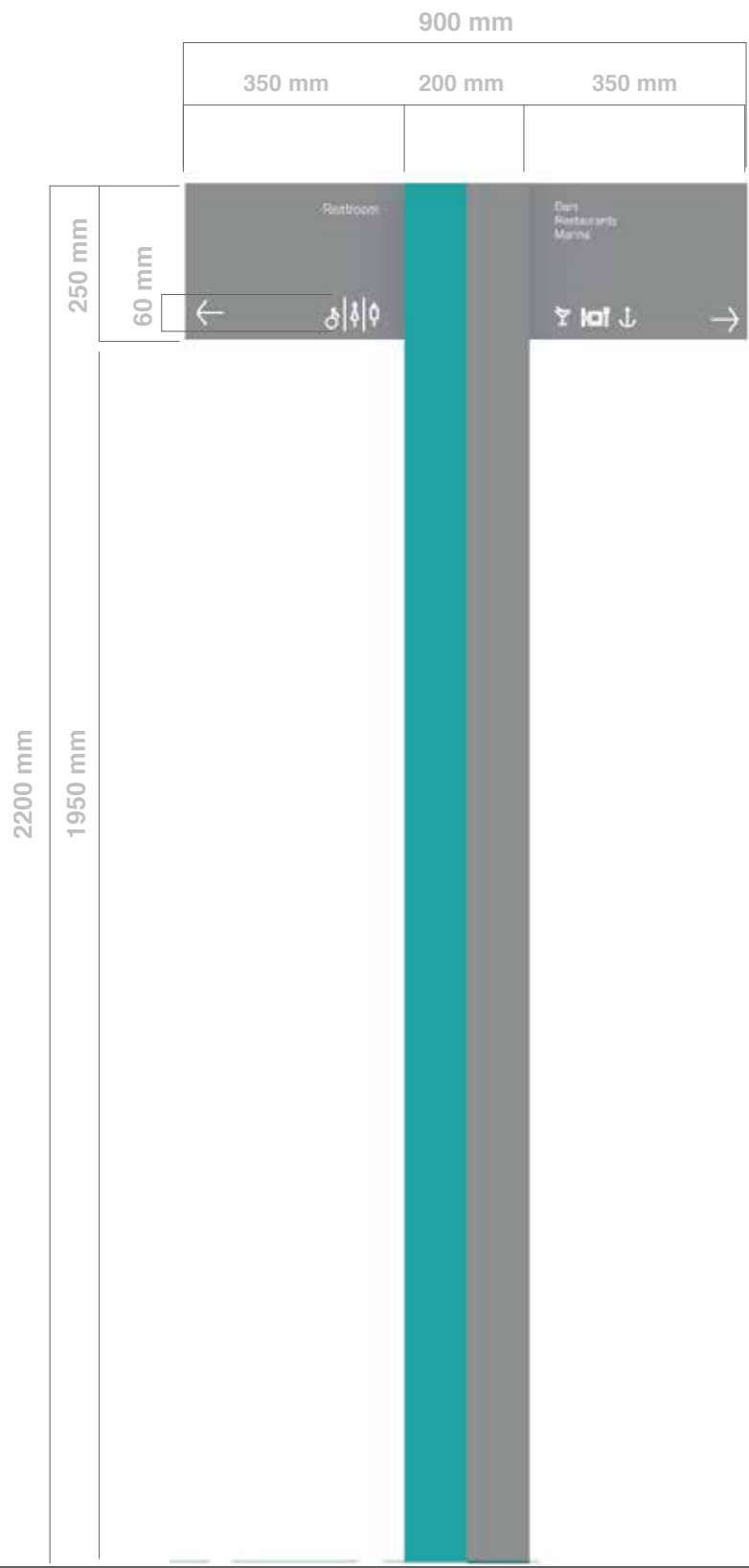
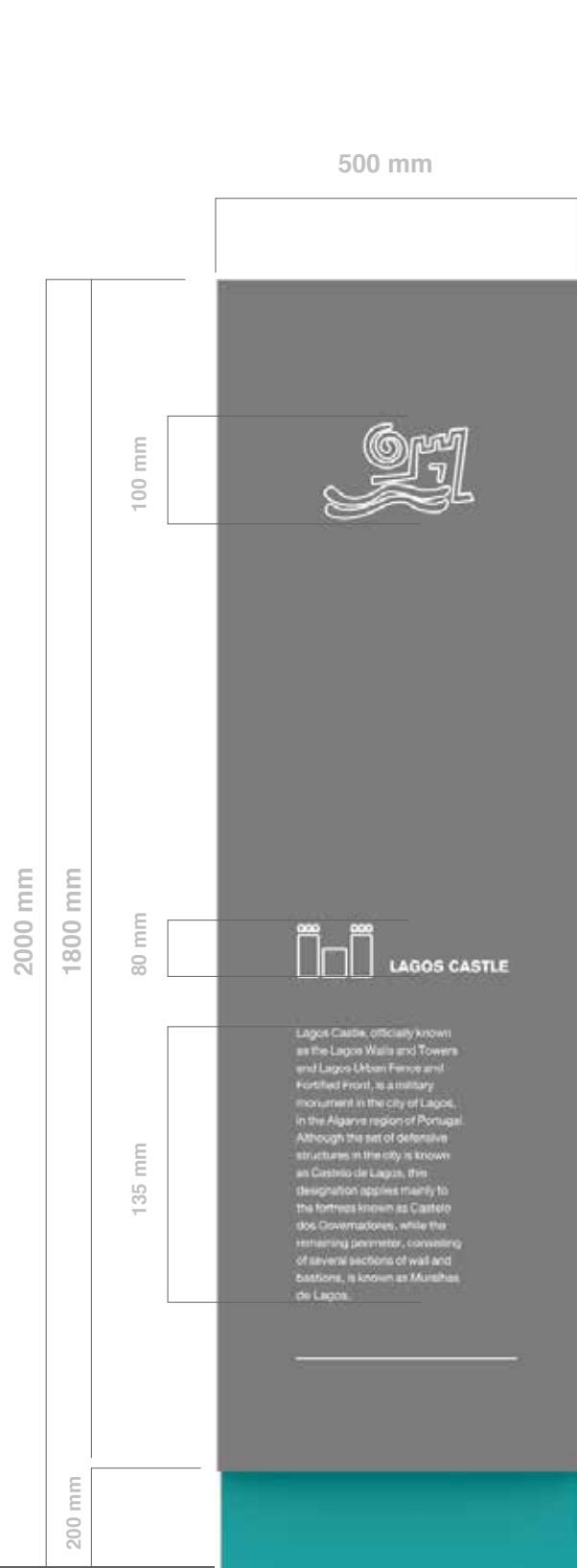
Figure 31.

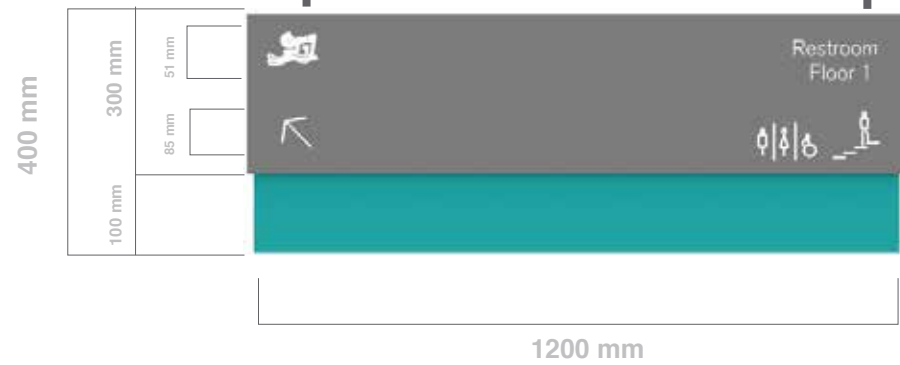
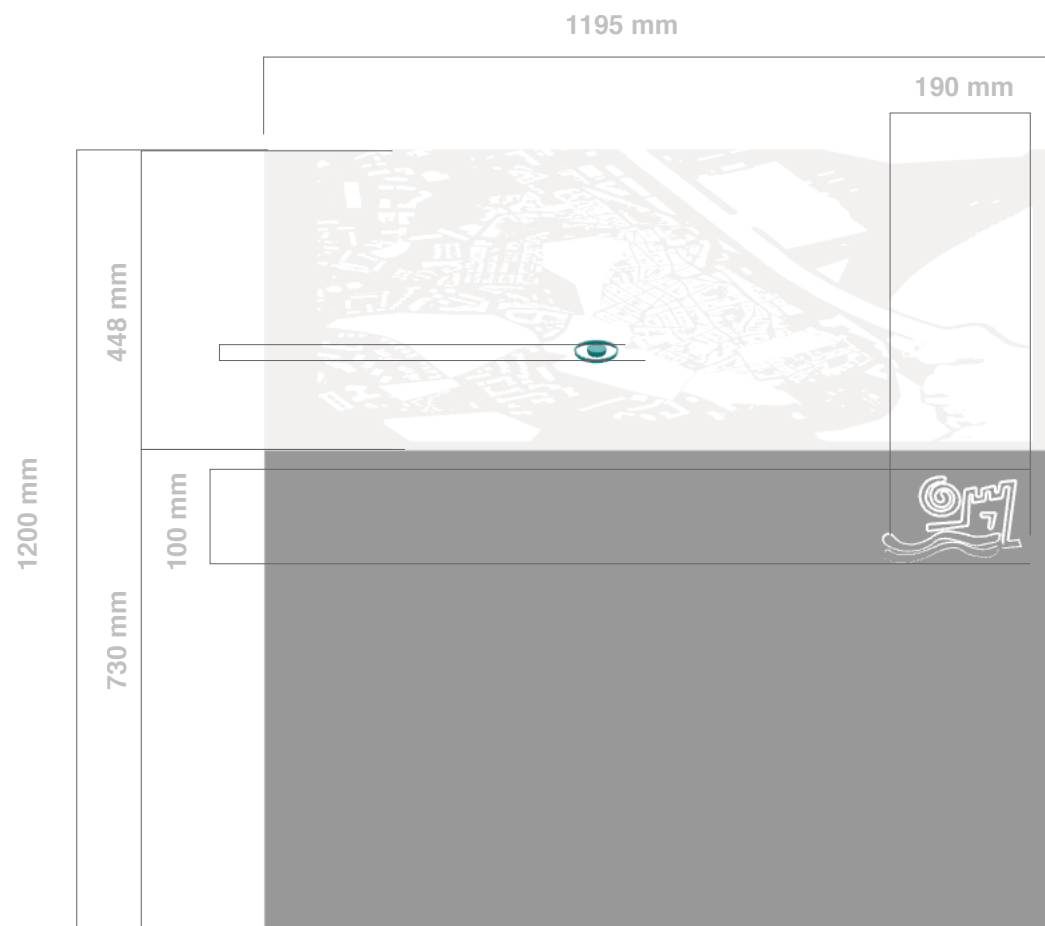
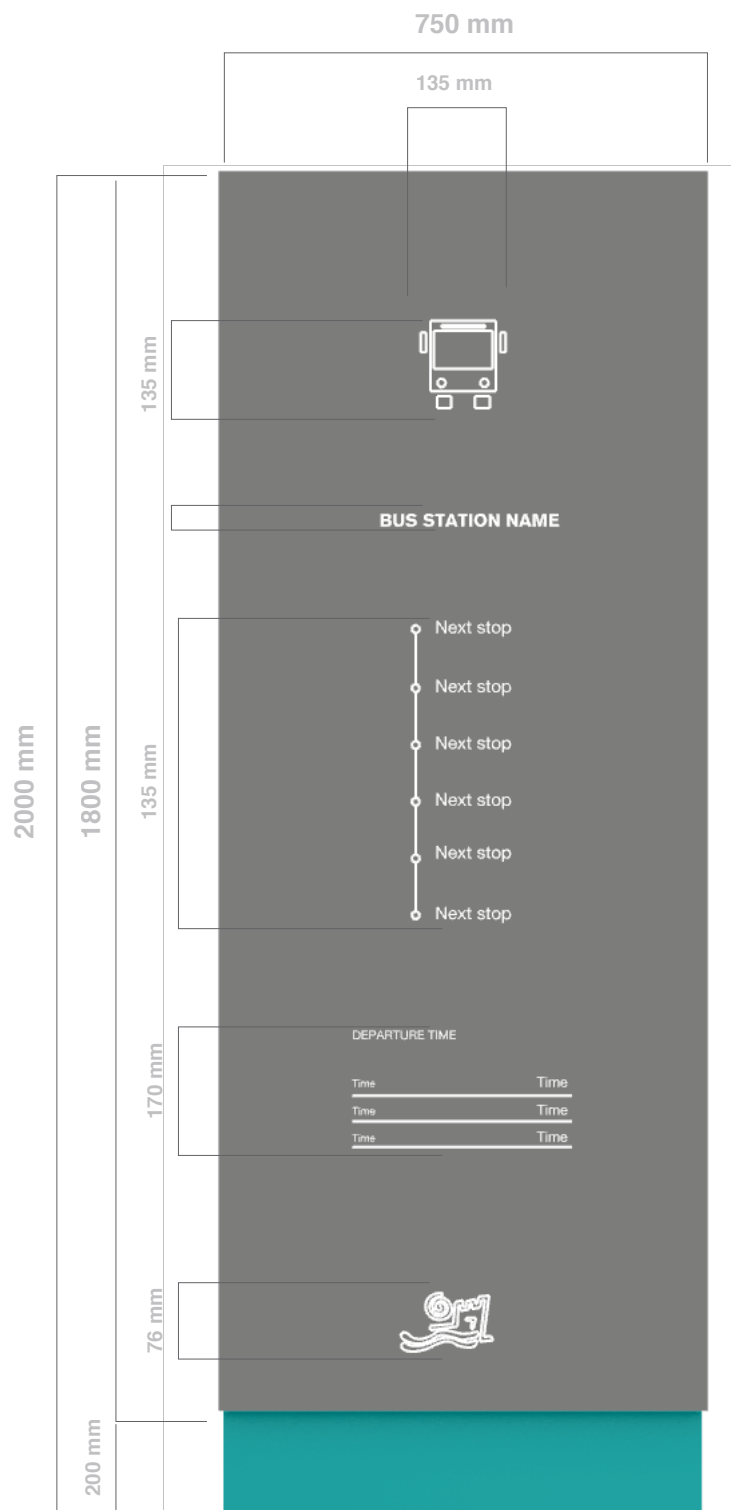


Through simplification methods learned in Drawing, I tried to study several lake plans and format them in the Design Thinking line that I was following in my project. With very large and simple color filled shapes, I created a rough and large map that not only understands where you are, but so that you can integrate Design games related to applications and interaction design, as will be seen later in the project.



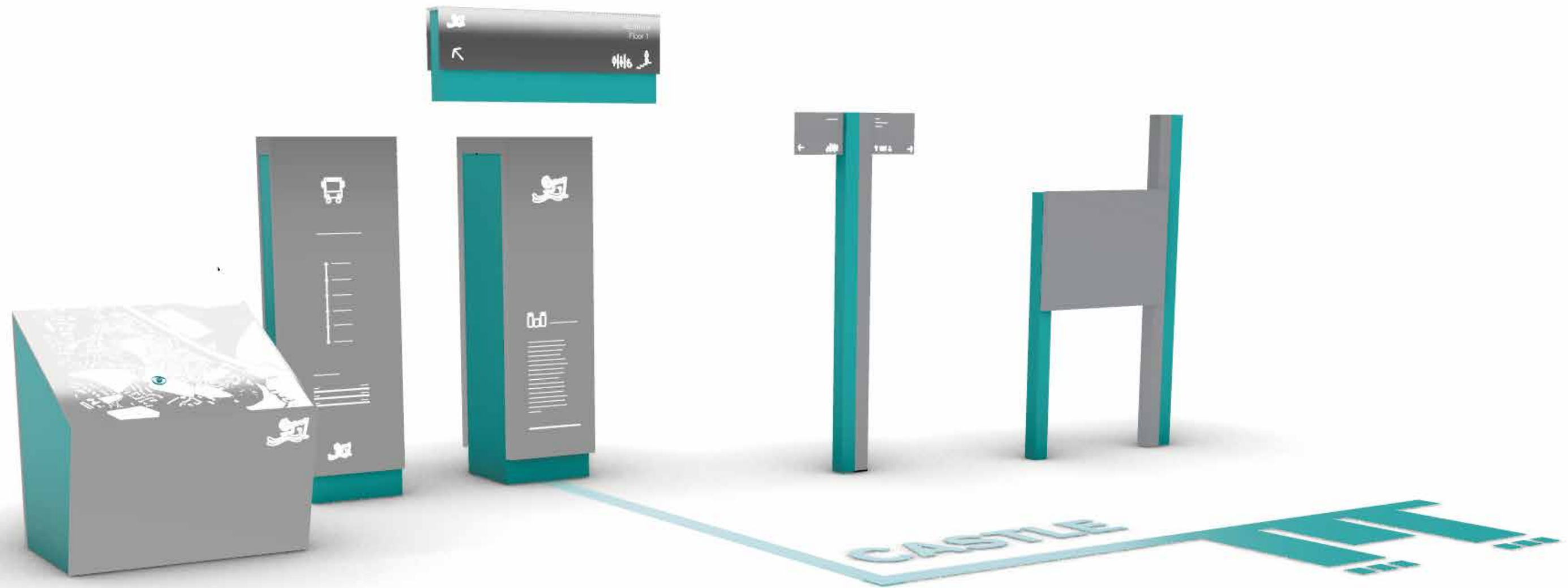








FOLLOW THE SEA COLLECTION



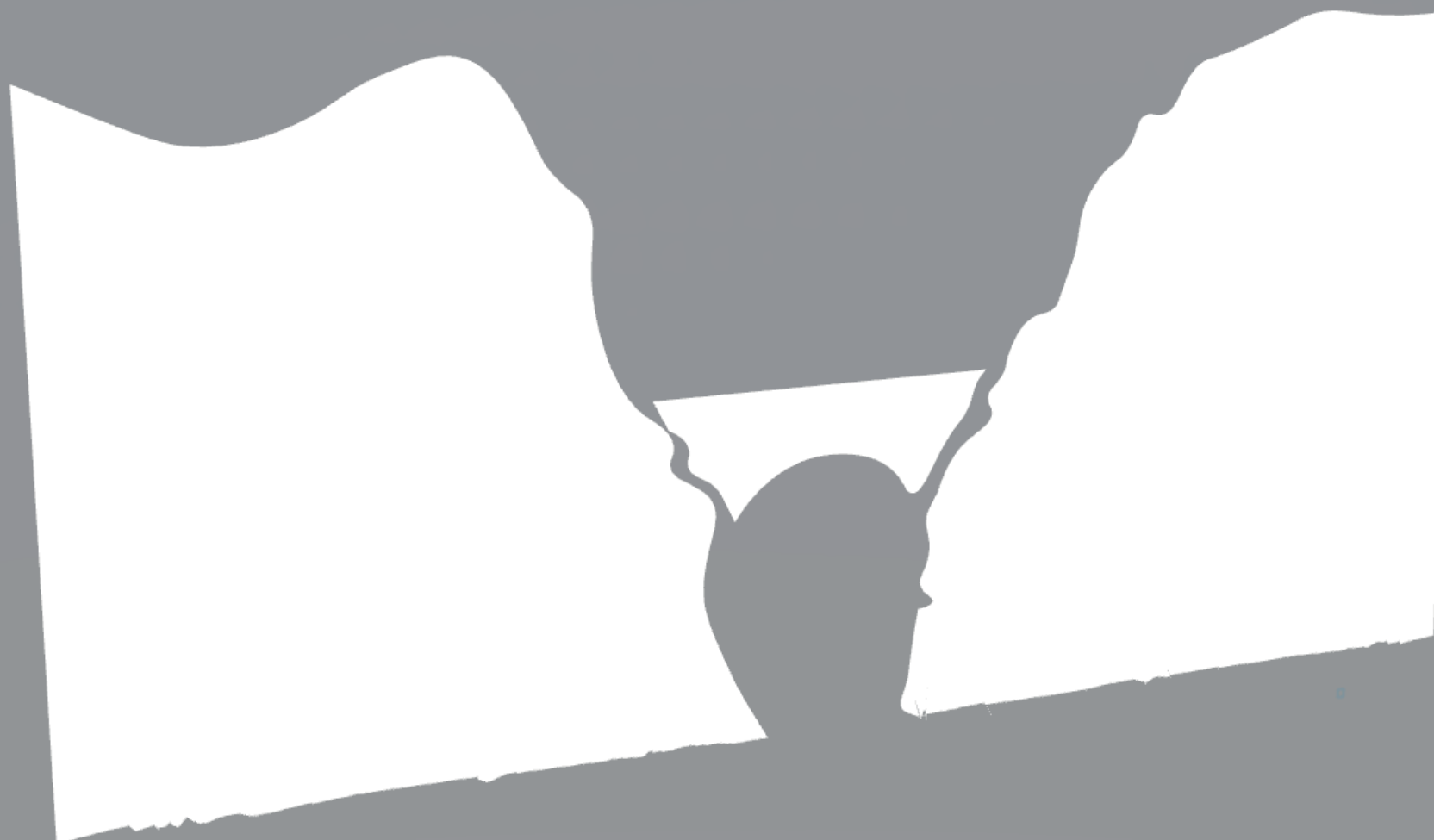
Follow the sea collection

The follow the sea collection is a collection that intends to be spread throughout the city through the designed signage products and linked by a blue line graphic system with the respective pictograms representing the location of the different elements. A collection of six signage elements was designed that made sense to the city in question, plus a seventh that is the floor line system to bring dynamics to the collection and a different respective interaction and fun between the wayfinding Design and the user. The elements are: a bus station, monument identification pillar, whaling and pedestrian attractions board, indication arrow pillar and a “you’re here” table. Next, 3D models of the different elements will be presented, with the measurements presented in the previous chapter.



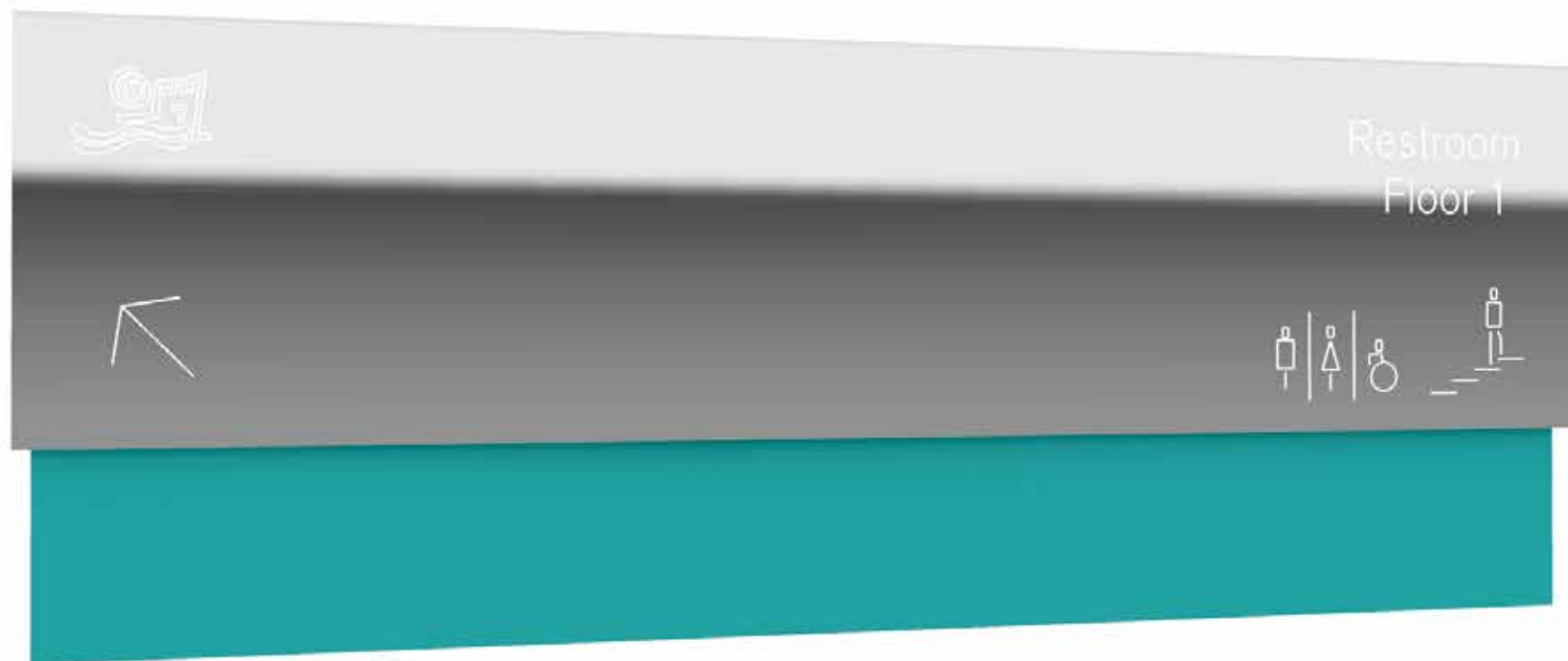
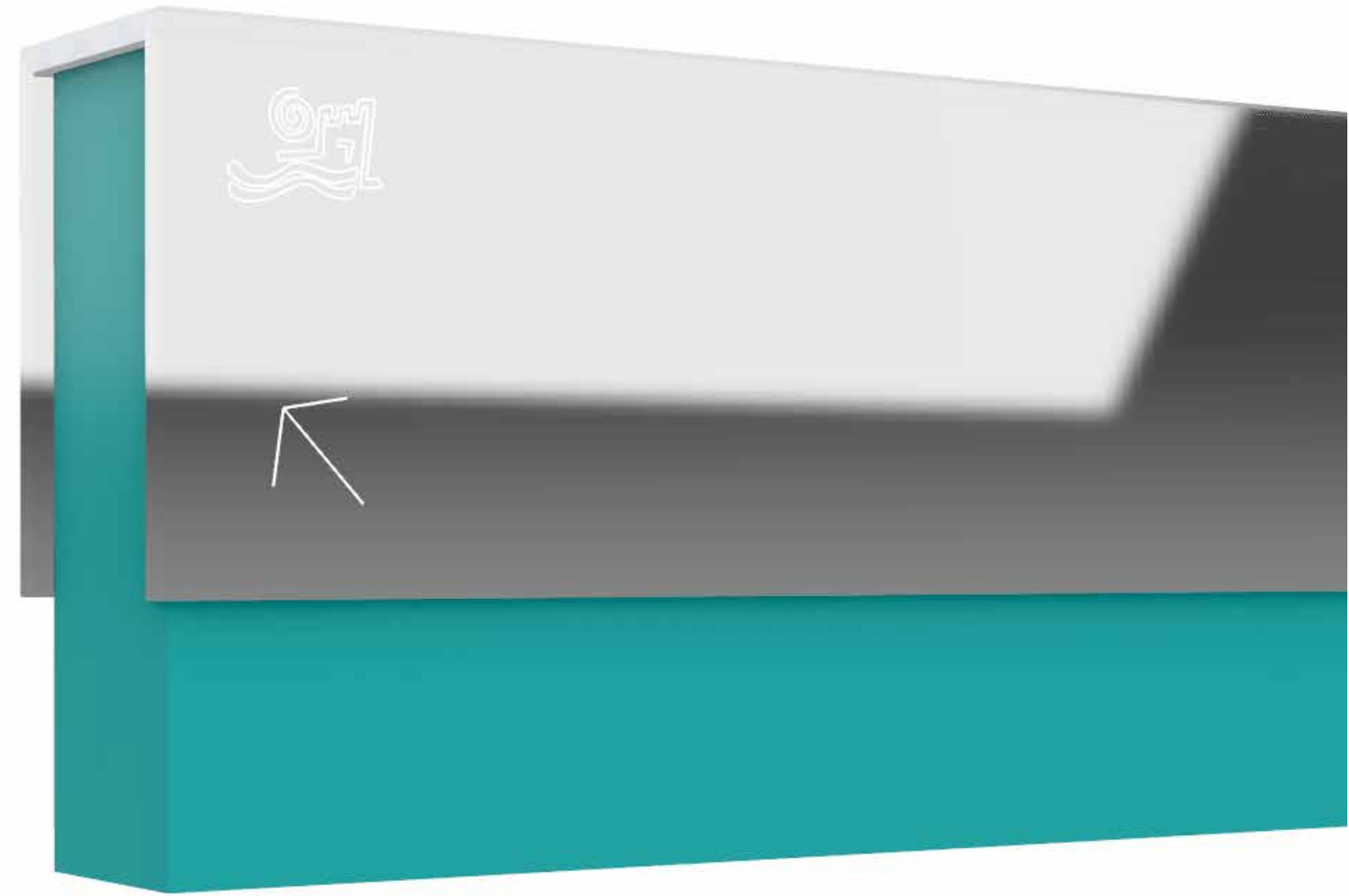


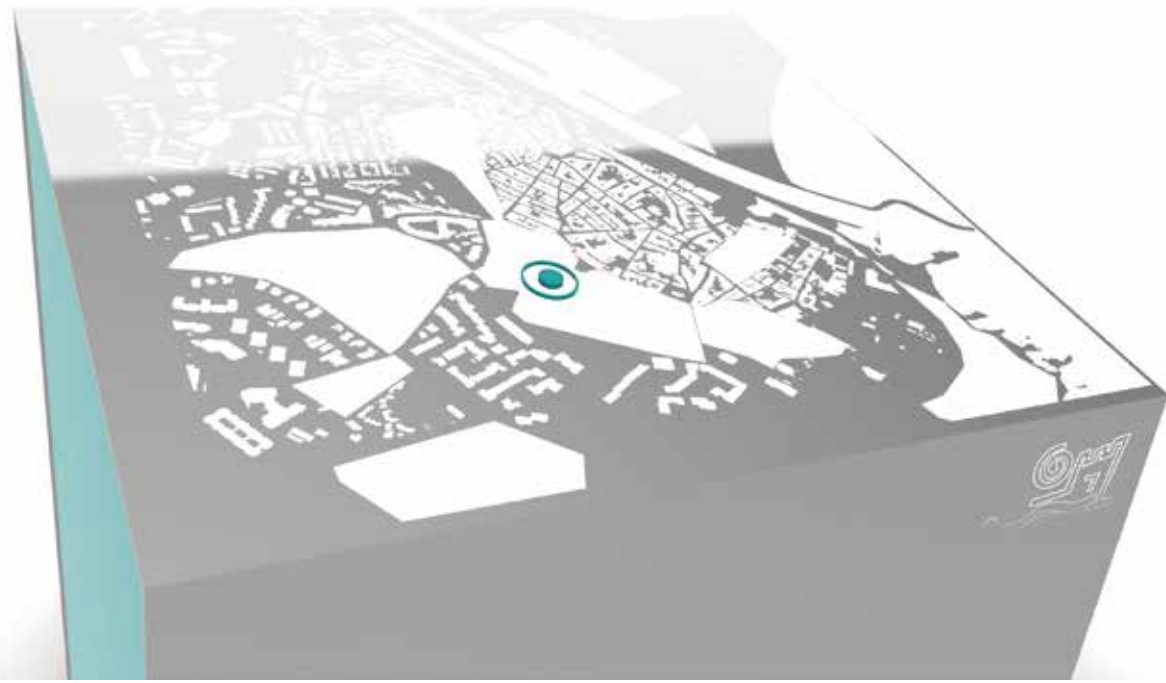
Estudantes Beach



Pinhão Beach
Half-beach Beach
Estudantes Beach
São Roque Beach
Pinheiros Beach
Camilo Beach
Boneca Beach
Cais da Solaria Beach
Piedade Beach
Barranco do Martinho Beach
Balancha Beach
Porto Mós Beach
Canavial Beach









BUS STATION NAME

- Next stop
- Next stop
- Next stop
- Next stop
- Next stop
- Next stop

DEPARTURE TIME

Time	Time
Time	Time
Time	Time



LAGOS CASTLE

Lagos Castle, officially known as the Lagos Walls and Towers and Lagos Urban Fence and Fortified Front, is a military monument in the city of Lagos, in the Algarve region of Portugal. Although the set of defensive structures in the city is known as Castelo de Lagos, this designation applies mainly to the fortress known as Castelo dos Governadores, while the remaining perimeter, consisting of several bastions or wall and turrets, is known as Murallas de Lagos.

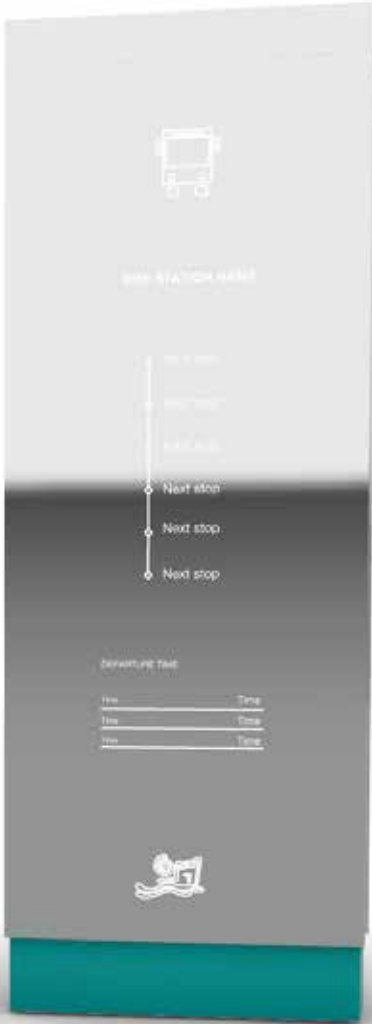
Bus icon and station name



Bus Stops



Departure Times



Castle icon and castle name



Informative text



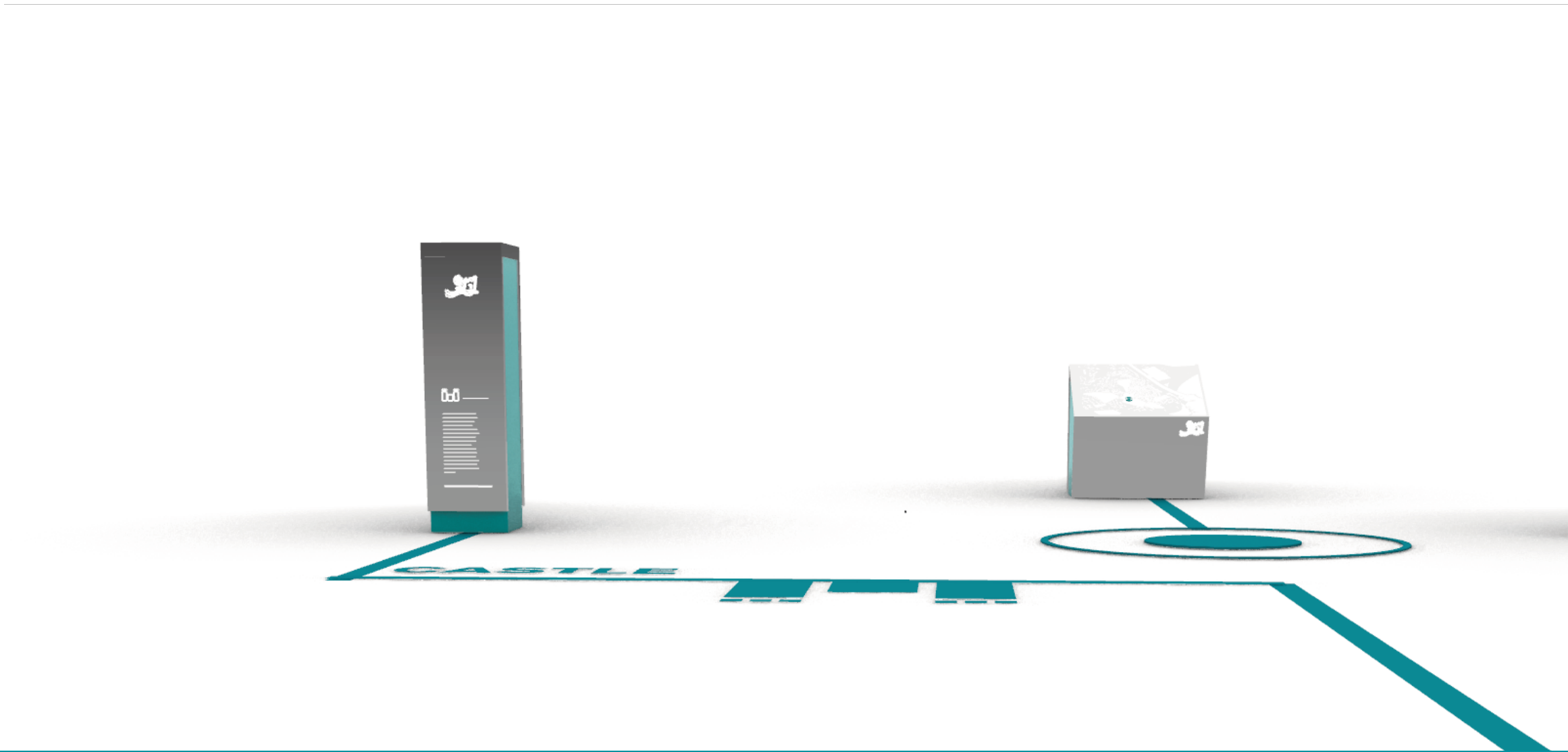
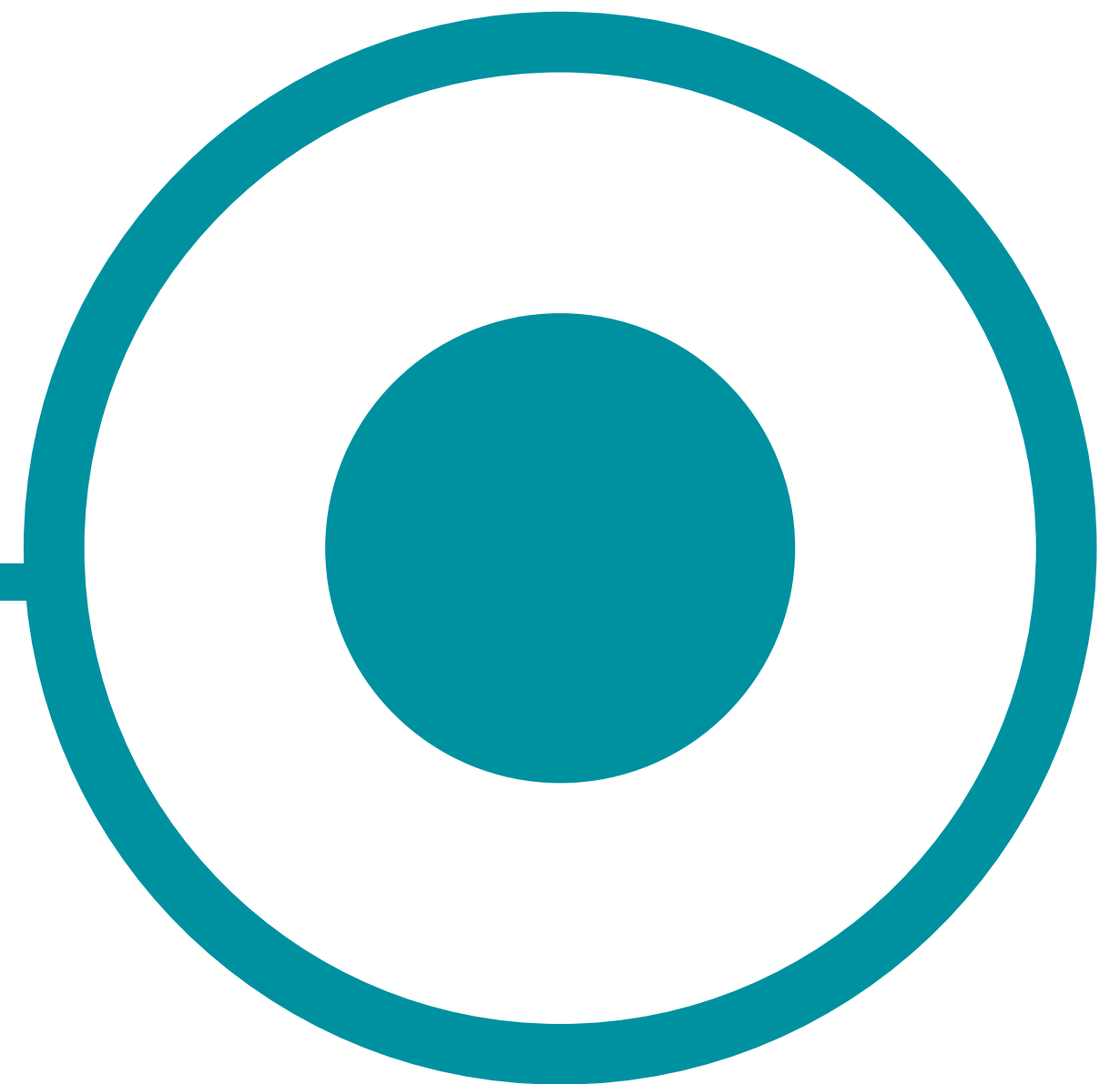
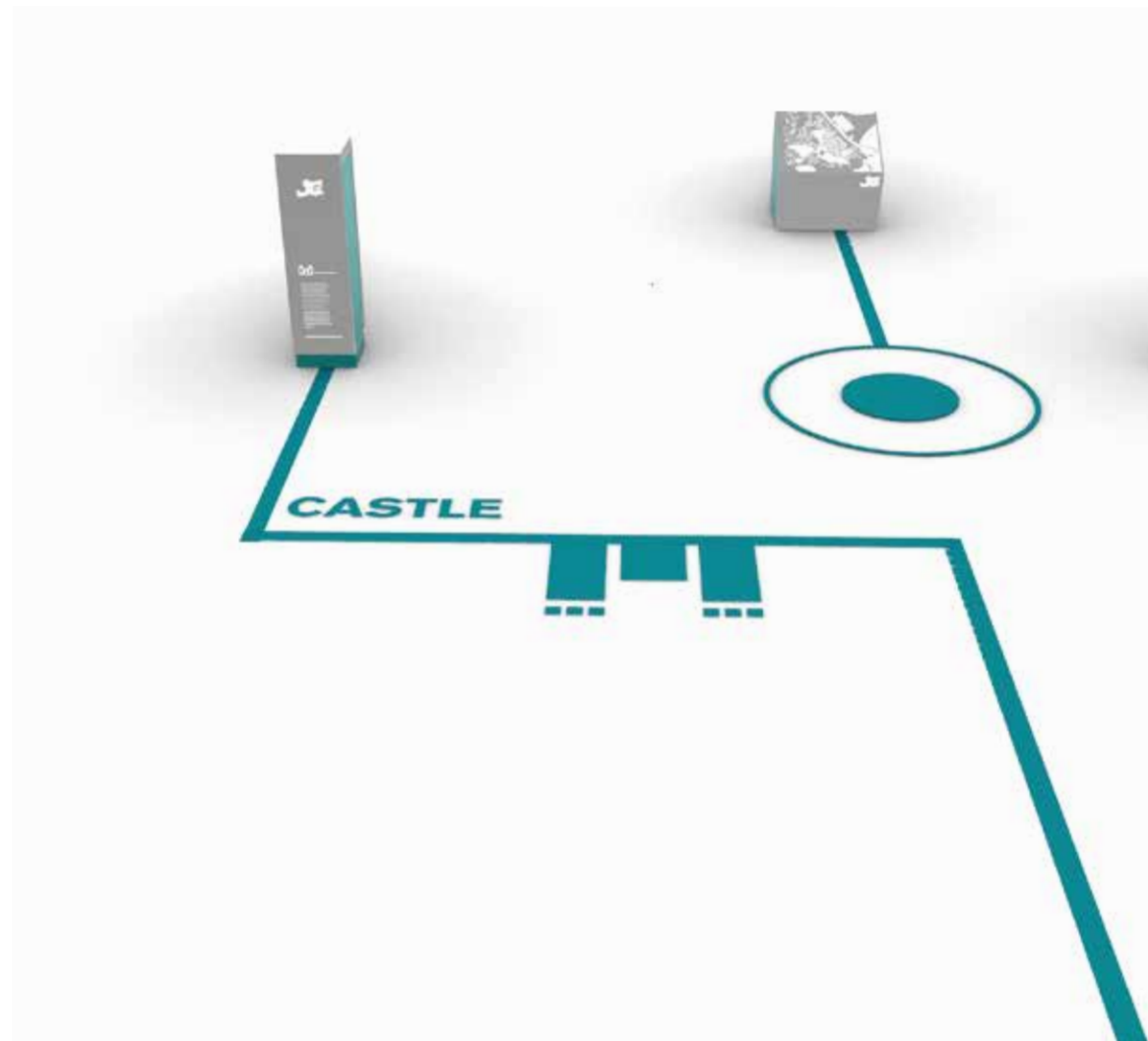
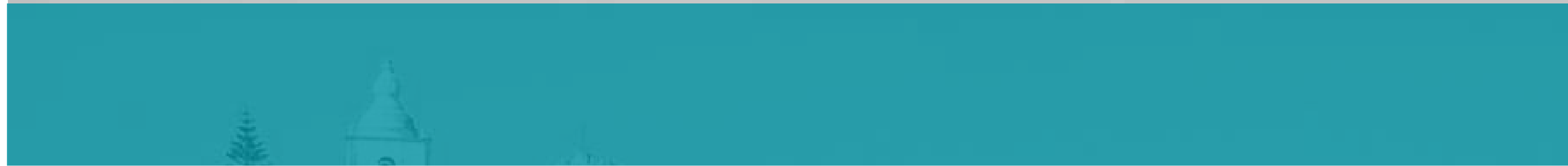


Figure 32-35.



As mentioned before, in addition to the seven signage elements, a system of lines was designed that run through the city, representing the meaning of the Portuguese discoveries. This dynamic, which was given the name of follows the sea, forces users to go adrift in the “sea” along unknown paths, to get to know the city. In this line, the icons are also integrated in the floor if you want to identify a specific place, and the name in capital letters with the previously chosen typography.



FOLLOW THE SEA APP



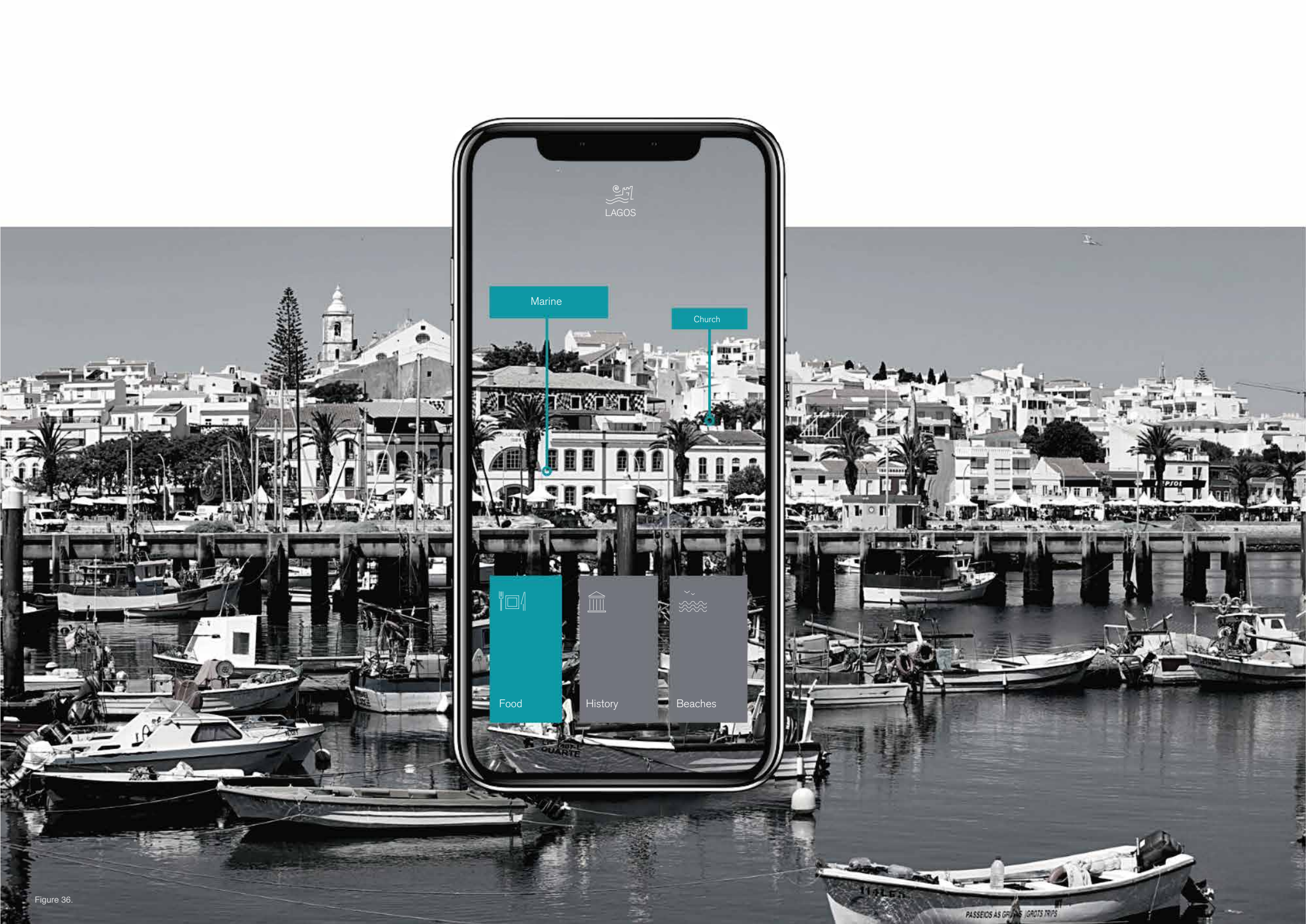
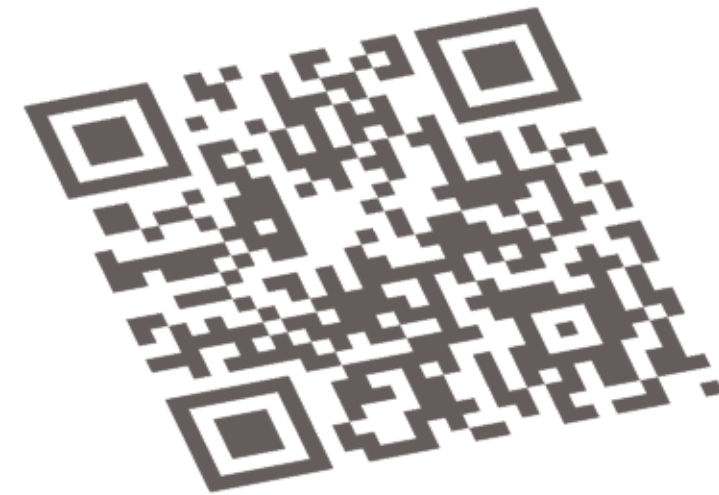


Figure 36.

The Follow the sea app is an app that complements all the signs previously presented, in order to create a strong point of interaction between the user and the elements presented. All of them will have a QRcode that will not only show you where you are on your phone, but will also give you information about the space or other attractions you might want to visit. The pictograms and typography are the same as the signage for consistency, as well as the color palette. Photographs of lakes were added so that the identification of the space is easier for the user if the illustrations on the signs are not enough.



FOLLOW THE SEA



Figure 1. Highlights of Lagos, city view. Retrived from <https://www.algarvetips.com/cities/lagos/>

Figure 2. Infante D. Henrique Monument, unknown author. Retrived from <https://fototeca.cm-lagos.pt>

Figure 3. The main conservation centers in the Algarve, Lagos 305. Retrived from <https://conservasdeportugal.com/a-industria-conserveira-na-construcao-da-malha-urbana-no-algarve-das-estruturas-produtivas-a-habitacao-operaria-1900-1960-7/>

Figure 4. Revolução dos Cravos, Povo e militares em Abril de 1974 - Unknown author Retrived from <https://fototeca.cm-lagos.pt/antigas/abril-de-1974-22>

Figure 5. Aspect of the novel Avenida dos Descobrimentos, in 1960. Photo by unknown author. Collection of Demosthenes Mosque. Retrived from <https://fototeca.cm-lagos.pt/antigas/avenida-dos-descobrimentos>

Figure 6. Fishing at Praia dos Estudantes, cliché published in a magazine of the Portuguese Illustration of 1912. António Crisógono dos Santos / Public Domain. Retrived from <https://fototeca.cm-lagos.pt/antigas/pescando-na-praia-dos-estudantes>

Figure 7. Boats on Ribeira beach, Alberto Malva. Retrived from <https://fototeca.cm-lagos.pt/antigas/bote-no-rio>

Figure 8. Praça da República at the beginning of the 19th century. XX; former Bullring/Ploourinho/Municipality/Constitution Square. <https://fototeca.cm-lagos.pt/antigas/praca-da-republica>

Figure 9. Lagos Castle, Algarve Retrived from <https://www.guiadacidade.pt/pt/poi-castelo-de-lagos-14912>

Figure 10. Ponta da Bandeira Fort, Lagos, Algarve. Retrived from <https://www.travel-in-portugal.com/attractions/forte-da-ponta-da-bandeira.htm>

Figure 11. Visit to Lagos, July 2022. Bus Station Sign. By Catarina Pinto

Figure 12. Visit to Lagos, July 2022. Lagos Logo in a city Wayfinding . By Catarina Pinto

Figure 13. Visit to Lagos, July 2022. Tourist and cultural-historical attraction sign, monument; Lagos Castle. By Catarina Pinto

Figure 14. Visit to Lagos, July 2022. Car park signage. By Catarina Pinto

Figure 15. Visit to Lagos, July 2022. Project identification sign. By Catarina Pinto

Figure 16. Visit to Lagos, July 2022. Signaling the location of a park with information appropriate to the space. By Catarina Pinto

Figure 17. Visit to Lagos, July 2022. Tourist and cultural-historical attraction sign, close up monument pictogram; Lagos Castle. By Catarina Pinto

Figure 18. Baleal attraction with additional information for going to the beach, Lagos. Retrived from <https://naruapublicidade.com/sinaletica/>

Figure 19. Moodboard 1, explore warm tones with white, rustic and wood with country and holiday vibes. By Catarina Pinto through Milanote app

Figure 20. Moodboard 2, Explore materials such as concrete and stone, embossing and a rougher but stand-out image. By Catarina Pinto through Milanote app

Figure 21. Moodboard 3, Explore impactful and whimsical imagery with an energetic and joyful vibe. By Catarina Pinto through Milanote app

Figure 22. Moodboard 4, Explore gray tones in reflective or illuminated materials, images and a simple, sophisticated and impactful vibe. By Catarina Pinto through Milanote app

Figure 23. Brainstorming exercise, random wayfinding ideas for Lago, timed. By Catarina Pinto. Tool inspired by the teaching method of the TU Delft Univestity-lo Facuty

Figure 24. Exploration sketches of different wayfindings, charcoal , Fomato A3 By Catarina Pinto

Figure 25. Exploration sketches of different wayfindings, charcoal and colored alcohol markers, Fomato A3 By Catarina Pinto

Figure 26. Exploration sketches of different wayfindings, charcoal and colored alcohol markers, Fomato A3 By Catarina Pinto

Figure 27. Exploration sketches of different wayfindings, charcoal and colored alcohol markers, Fomato A3 By Catarina Pinto

Figure 28. Exploration sketches of different wayfindings, charcoal and colored alcohol markers, Fomato A3 By Catarina Pinto

Figure 29. Exploration sketches of different wayfindings, charcoal and colored alcohol markers, Fomato A3 By Catarina Pinto

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NOVO MUNDO

QUE O INFANTE DESCOBRIU,

CARAVELAS IÇARAM

BRAVO VENTO ALGARVIO

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FOLLOW THE SEA

Lagos

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Graphic Design IV
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