

CANAL PARK STADIUM

WAYFINDING PROJECT

Fall 2020 • Professor Kelemen

Ashley Hunter - Nicholas Paolucci - Brady Patterson - Megan Popovich - Grace Reilly

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RESEARCH AND DEVELOPMENT

CREATIVE BRIEF

Location

300 South Main Street
Akron, Ohio 44308
United States

Client

The City of Akron
Akron Professional Baseball Inc.

Team

- Ashley Hunter
- Nicholas Paolucci
- Brady Patterson
- Megan Popovich
- Grace Reilly

Project Description

The team was assigned the role of redoing the wayfinding in the Canal Park stadium. The overall wayfinding system is meant to be thoroughly examined, and the team should intervene where necessary. This includes the signage for restrooms, sections, restaurants, and all similar signage. The creation of a map is also to be used for the wayfinding system. The interventions/ design improvements can take many forms and can include: signage, banner programs, kiosks, benches, murals, sculptural elements, and gateway arches. Typography should be a major focus of the design initiative.

Project Scope

- Make a trip to visit the stadium and document the wayfinding of the area
- Research the history of the space
- Create a site map of the location, considering the pedestrian flow, areas of special use, etc.
- Brainstorm potential approaches; hand sketches, digital sketches
- Create sketches using photographs for scale relationships
- Explore color and material schemes
- Propose a wayfinding/signage scheme that includes at least four levels of information for navigation
- Propose a historical marker
- Create a process book documenting items made during the project

Goal

The goal of the team is to improve the wayfinding of Canal Park, while also keeping the overall feel of the location true to the original intention.

Audience

- Fans specific to the RubberDucks
- Baseball Fans of all ages
- Citizens of Akron and surrounding areas

Mission Statement

The team intends to recreate the wayfinding system at Canal Park in order to improve the experience of people who visit and create an area that is easier to navigate when visiting.

RESEARCH

Overview

Canal Park is a baseball stadium located in Akron, Ohio, United States, that is the home of the Akron RubberDucks of the Eastern League. The team is a double-A minor-league affiliate of the Cleveland Indians. Opened in 1997, the stadium was designed by Populous, the same architectural firm that designed the Indians' Jacobs Field, which opened three years earlier. The stadium takes its name from its location adjacent to the Ohio and Erie Canal, which runs behind the left-field wall through Akron.

The stadium is designed as a single deck with the concourse at the top. All seats for RubberDucks games are sold for one price, regardless of number of rows from the field, except for the KeyBank Duck Row seats. Seats extend all the way from one foul pole to the other (farther than most other parks at this level), and most sections contain 20-25 rows, although they taper to as little as five in the corners in some parts of the sections.

A series of 25 luxury boxes, and the press box, covers the concourse and the top few rows of seats from first base around to third base. The walkway down the right-field line is also covered, and contains a restaurant and the RubberDucks' team shop. A picnic berm in left field is available for rental by groups of 24 or more.

History

Canal Park is situated in the heart of Downtown Akron along the historic Ohio & Erie Canal, Canal Park was home to the Akron Aeros, Class AA affiliate of the Cleveland Indians. The designer of this \$31 million state-of-the-art facility also designed Progressive Field in Cleveland and Oriole Park at Camden Yards in Baltimore. The Ohio Baseball Hall of Fame and the Ohio Broadcasters Hall of Fame are also part of the stadium's attractions. The location was formerly the site of the Anthony Wayne Hotel, Woolworth's 5 & 10 Lunch Counter, First National Bank of Akron and Prinz Office Supply.

Populous

Populous is the architectural firm that was tasked with creating Canal Park. They constructed the park beginning in 1997, taking around a year to finish the construction of the stadium. Populous took into consideration the style of architecture around the area, using motifs from the other Akron buildings. For this reason, the Canal Park Stadium does not look out of place, and meshes well with the other architecture in Akron.

Some other stadiums built by Populous:

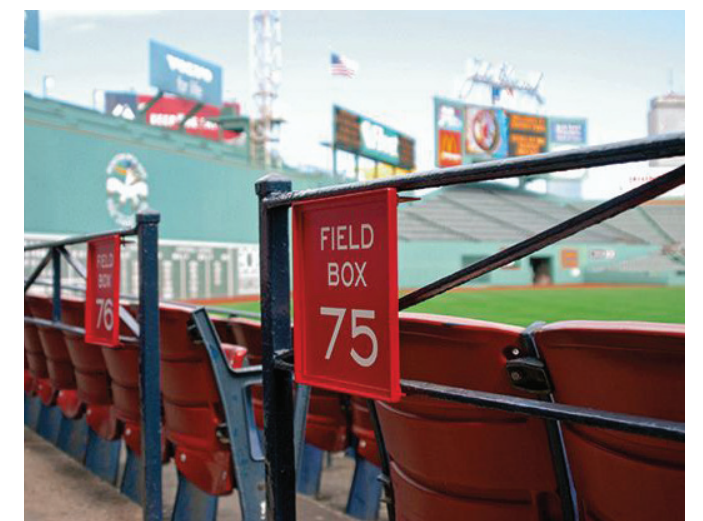
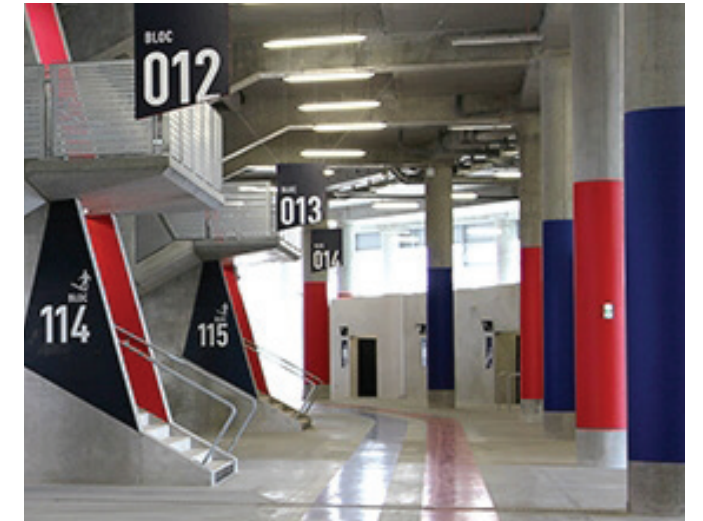
- **TIAA Bank Field**
- **Raymond James Stadium**
- **Hard Rock Stadium**
- **State Farm Stadium**



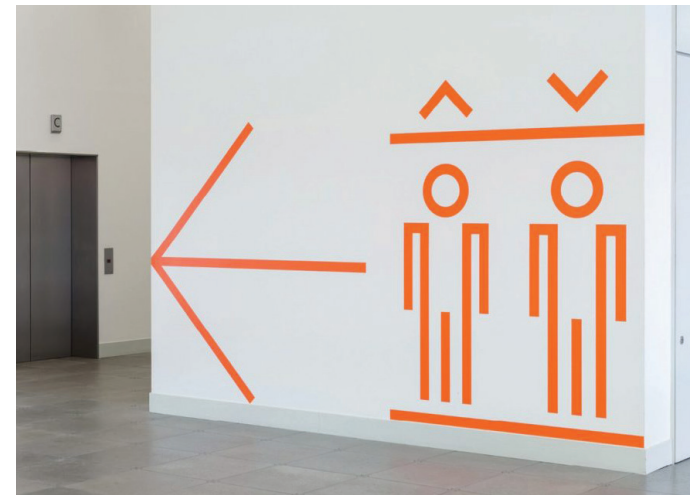
STADIUM SPECIFIC RESEARCH

Overview

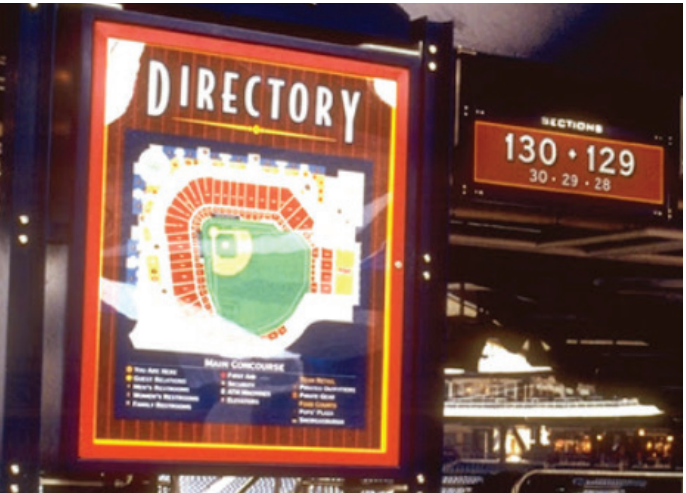
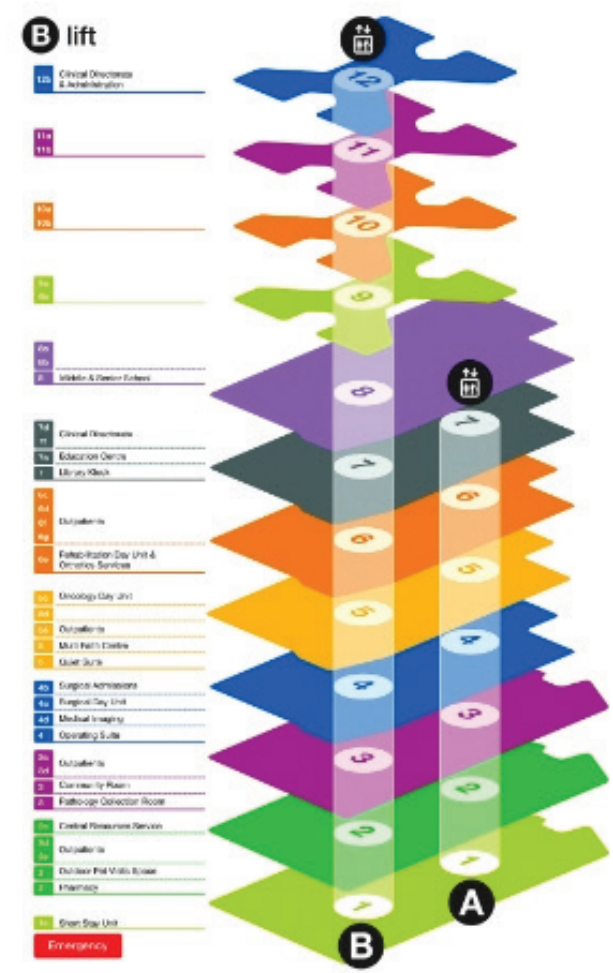
Creating the signage for a stadium comes with difficulties that other areas might not have. Due to the large amount of foot traffic, most of the signage must be incorporated into the structure rather than having free standing wayfinding. In much of the research, signage can be seen incorporated into areas that it would not obstruct the flow of pedestrians. There is also the issue of the sheer volume of signs needed to navigate the areas. Many stadiums have over 100 sections, and that comes with its own problems. Luckily, canal park is a small to medium sized stadium, which frees up some of those issues. The team will still need to find workarounds to allow for sufficient space for the visitors.



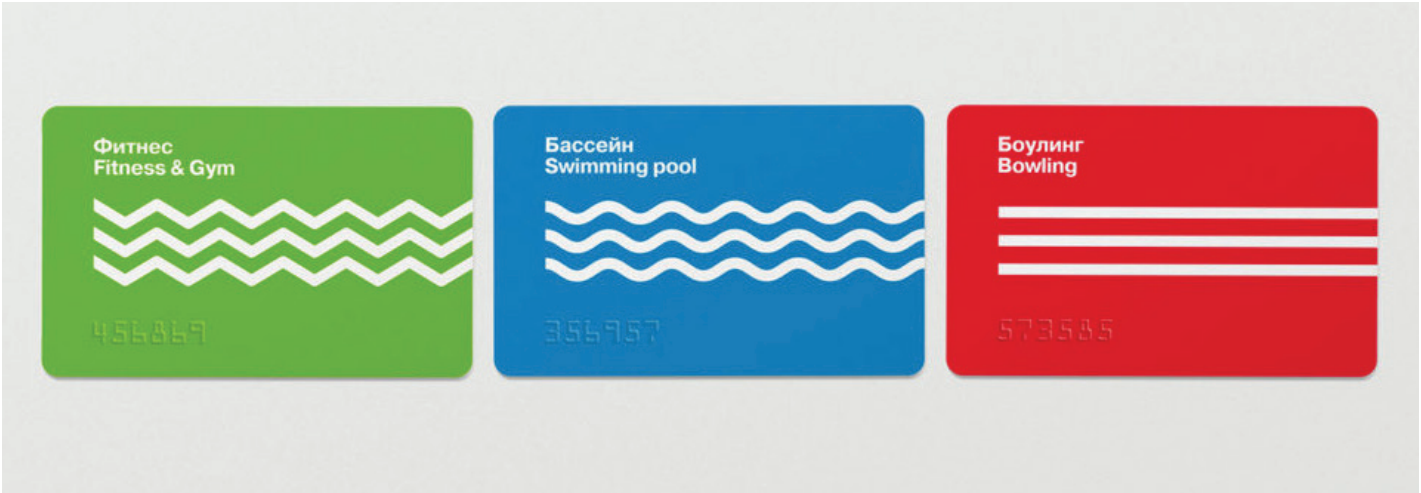
INSPIRATION



INSPIRATION



INSPIRATION



TYPOGRAPHY

Considered

The team mostly considered sans-serif typefaces for the readability, and because the larger numbers are easily seen from a distance. Also, a sans serif typeface relates to the intended minimalist design approach and is less distracting for a reader when they are looking for specific information within a design. This led to the team searching through many different options for sans-serif typefaces.

Final

The team decided to use a larger scale typeface for the headers of the designs and the larger text. This ended in a decision on Octin College. The typeface has a sporty look to it which plays into our design subject, and also holds a strong presence which can be used for the headings of the designs.

Azo Sans was chosen because of it's minimalistic approach and its readability from a distance. Octin college was decided on because of the sporty look and feel as well as the bold capital letters.

Considered

Arial

Sphinx of black quartz, judge my vow

Avenir

Sphinx of black quartz, judge my vow

Aktiv Grotesque

Sphinx of black quartz, judge my vow

Brandon Grotesque

Sphinx of black quartz, judge my vow

Helvetica

Sphinx of black quartz, judge my vow

Final

OCTIN COLLEGE LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

OCTIN COLLEGE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

OCTIN COLLEGE BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

OCTIN COLLEGE HEAVY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Azo Sans Regular

A a B b C c D d E e F f G g H h I i J j K k L l M m N n
O o P p Q q R r S s T t U u V v W w X x Y y Z z

Azo Sans Bold

A a B b C c D d E e F f G g H h I i J j K k L l M m N n
O o P p Q q R r S s T t U u V v W w X x Y y Z z

COLOR

Considered

The team considered using the RubberDucks team colors, as they are already implemented in much of the signage of the stadium. This set of colors would relate to the team and create a cohesive design. The team decided against these colors for a few reasons. The main reason is the possibility of the RubberDucks changing their name. The Akron RubberDucks used to be named The Aeros, and these changes happen frequently among minor league teams. If the team were to change their name again, the signage implemented would most likely be colored differently.

Final

Because of the possibility of a team rebranding, the team decided to use neutral colors for the signage, with accent colors being used for some of the wayfinding. The accent colors were chosen by what would be the most visible, so that pedestrians would know what area they are in based on color alone. The ending color choices are black on white, with accents of the current RubberDucks colors for the helpful wayfinding portions of the project.

Considered



Pantone 109
C= 00 M= 10
Y= 100 K= 00



Pantone 3517
C= 00 M= 100
Y= 96 K= 6



Pantone 151
C= 00 M= 48
Y= 95 K= 00



Pantone 301
C= 100 M= 72
Y= 27 K= 12



Pantone 285
C= 89 M= 43
Y= 00 K= 00



Pantone 3588
C= 00 M= 45
Y= 97 K= 00

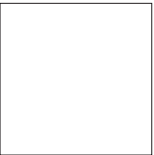


Pantone Process Black
C= 00 M= 00
Y= 00 K= 100

Final



Pantone Process Black
C= 00 M= 00
Y= 00 K= 100



White
C= 00 M= 10
Y= 100 K= 00



Pantone 109
C= 00 M= 10
Y= 100 K= 00



Pantone 151
C= 00 M= 48
Y= 95 K= 00



Pantone 285
C= 89 M= 43
Y= 00 K= 00

BRANDING GUIDELINES

Overview

Throughout our overall design, we began our branding decision by agreeing to simplify the wayfinding system. We chose black as the main color to incorporate throughout our designs, and used the team colors as an accent to it. The colors we had selected were also used not only for aesthetic yet they each serve a purpose to symbolize direction & navigation throughout the stadium as it is presented.

While we agreed to keep the colors simple, we did incorporate a font titled *Octin College* as well as a subtle mesh texture into our corner elements to provide that sport-like style to our modern approach of the brand.

In addition to the brand we had incorporated our own version of a logo for the stadium to feature on our signage & other wayfinding elements, emphasizing Canal Park above the base of the word stadium.

These features were kept consistent throughout our designs to deliver our system cohesively & collectively as a group for an easier navigation, while maintaining a memory retentive look for the stadium’s identity.

Octin College Bold

CANAL PARK
STADIUM

Octin College Regular



Pantone Process Black
C= 00 M= 00
Y= 00 K= 100



Pantone 109
C= 00 M= 10
Y= 100 K= 00



Pantone 151
C= 00 M= 48
Y= 95 K= 00



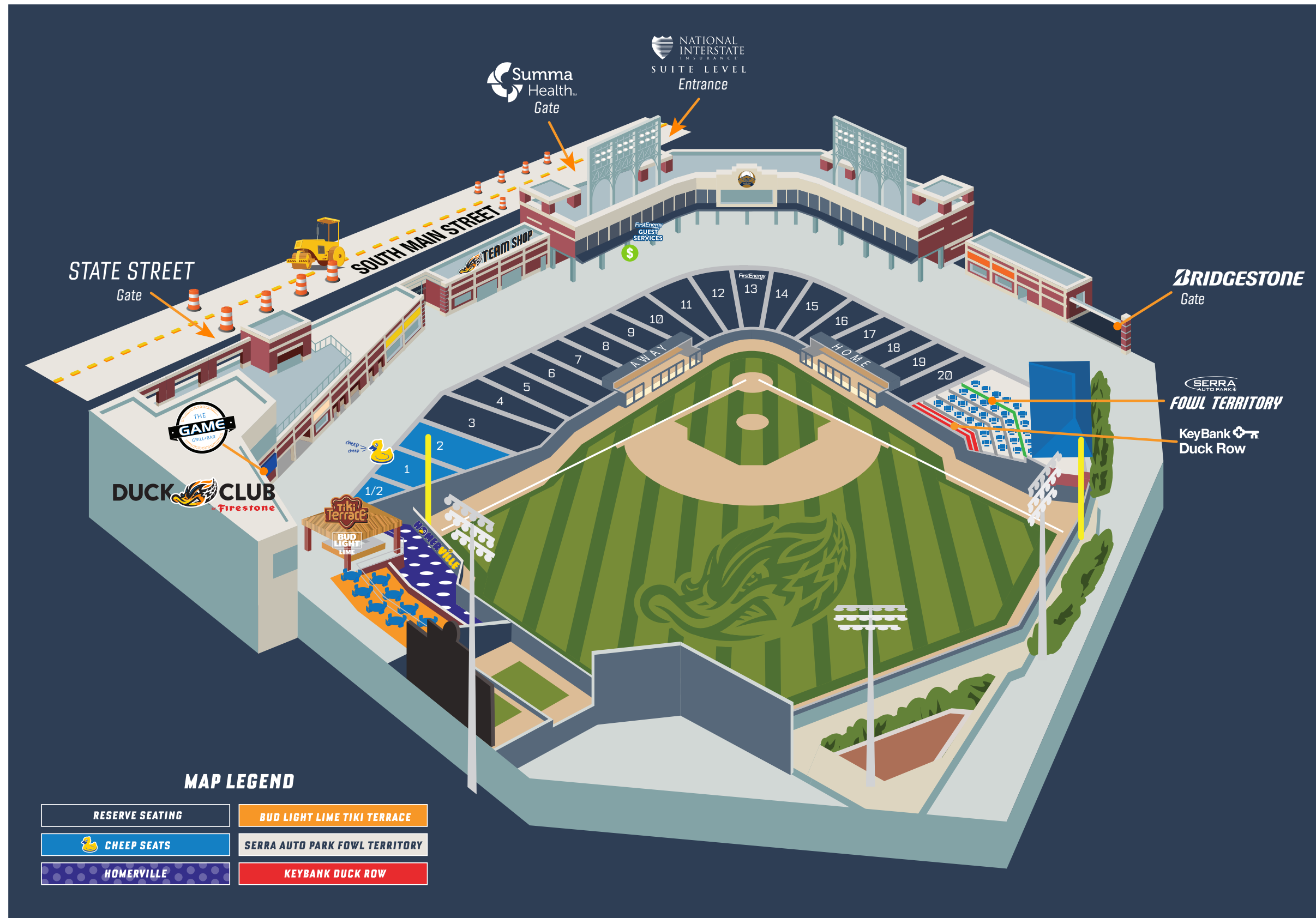
Pantone 285
C= 89 M= 43
Y= 00 K= 00



White
C= 00 M= 10
Y= 100 K= 00

CURRENT STADIUM

CURRENT STADIUM MAP



CURRENT TEAM BRANDING

Akron RubberDucks



Eastern League
Class Double-A



PRIMARY CLUB LOGO



Reproduce in blue or black only
PRIMARY CLUB LOGO – ONE COLOR



OFFICIAL HOME JERSEY LETTERING



OFFICIAL HOME JERSEY LETTERING – ONE COLOR

CLUB COLORS	Or Use Solid Color	Process Simulation	Thread Color*
Akron RubberDucks Yellow	PANTONE® 109	c 00 m 10 y 100 k 00	RA-2462 or MD-1069
Akron RubberDucks Orange	PANTONE 151	c 00 m 48 y 95 k 00	RA-2328 or MD-1278
Akron RubberDucks Blue	PANTONE 285	c 89 m 43 y 00 k 00	RA-2529 or MD-1177
Akron RubberDucks Black	PANTONE Process Black	c 00 m 00 y 00 k 100	RA-2296 or MD-1000

In lieu of the Logo Colors shown, you may use the Club Colors or the PANTONE® Colors listed above. The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Color Publications for accurate color. The CMYK values shown may not be equivalent to the ones cited in the current PANTONE Publications. PANTONE® is the property of Pantone, Inc.

*Robison-Anton (RA) thread color information: 800-932-0250 Madeira (MD) thread color information: 800-225-3001

- White body and sleeves.
- Set-in sleeves.
- Button down front placket with braid of 1/8" black, 1/8" blue, 1/8" black around neck and down front.
- Sleeve braid of 1/8" black, 1/8" blue, 1/8" black.
- Jersey Lettering "RubberDucks" ascending left to right. Black letters with blue highlights and orange drop shadows, black tread with orange drop shadow, all on a white plate.
- Road cap logo Sleeve Emblem on left sleeve.
- Black numbers with blue highlights and orange drop shadows, 4" high on the front and 10" high on the back



ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234
56789

OFFICIAL HOME JERSEY

ALPHABET & NUMBERS



LOGO: 2-1/4" high



LOGO: 2-3/8" high



LOGO: 2-1/2" high



LOGO: 2-3/8" high



Common colors all caps



HOME CAP



ROAD CAP



ALTERNATE CAP 1



ALTERNATE CAP 2 / DIAMOND ERA

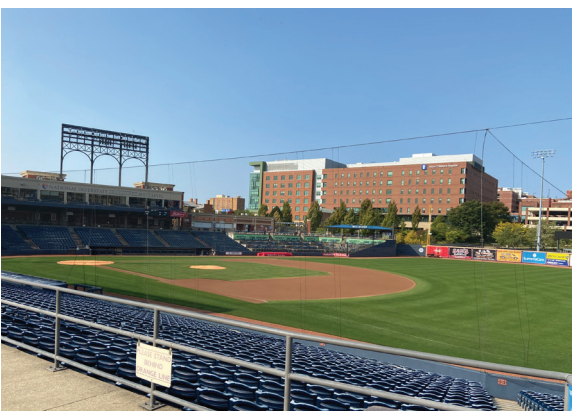
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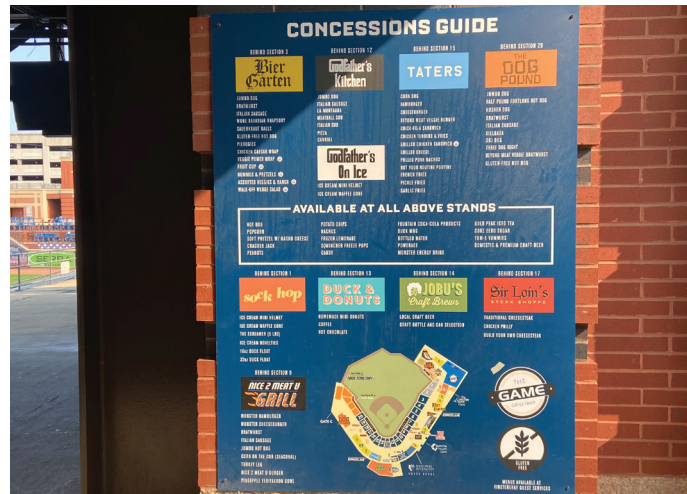


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CURRENT STADIUM IMAGES



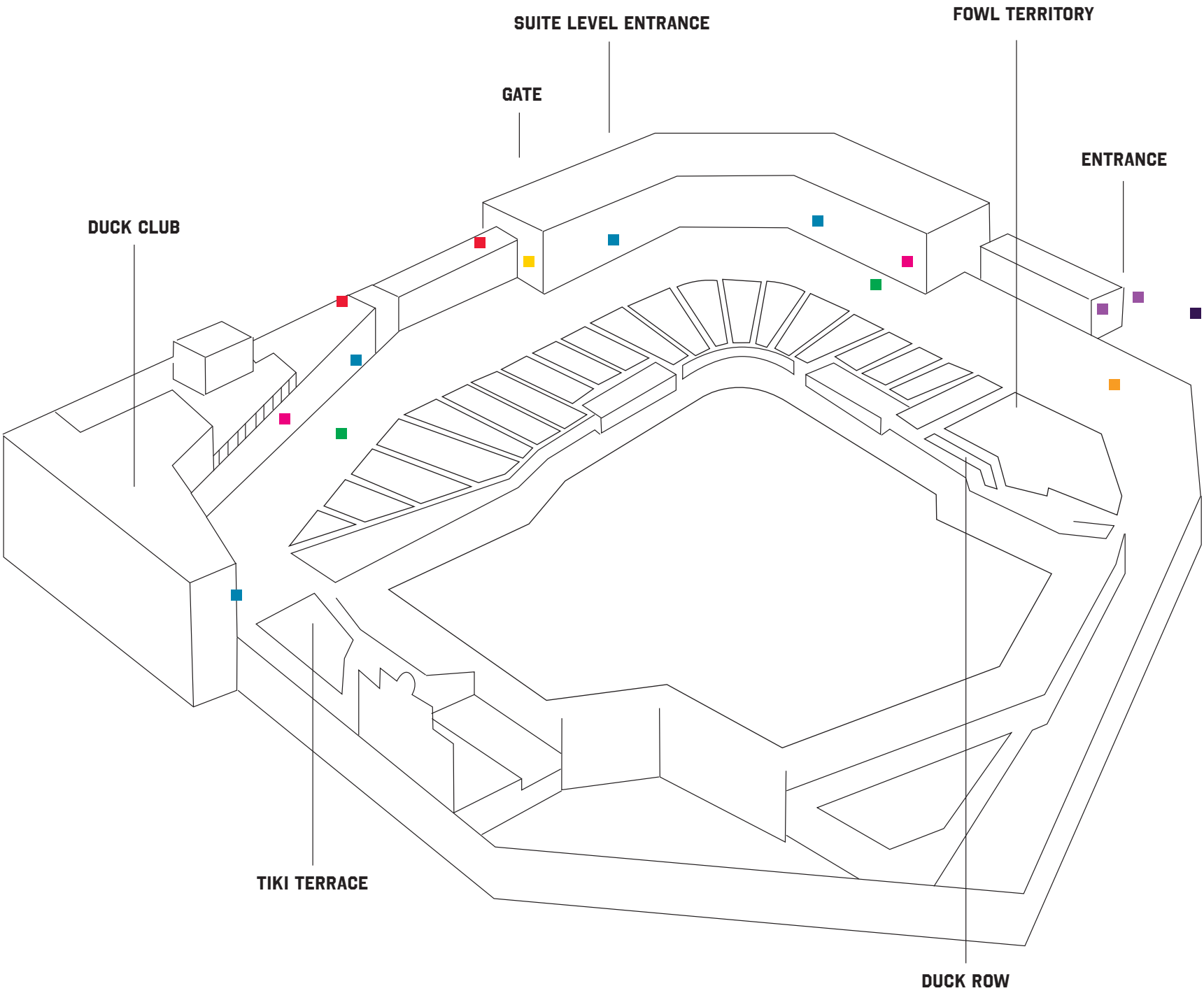
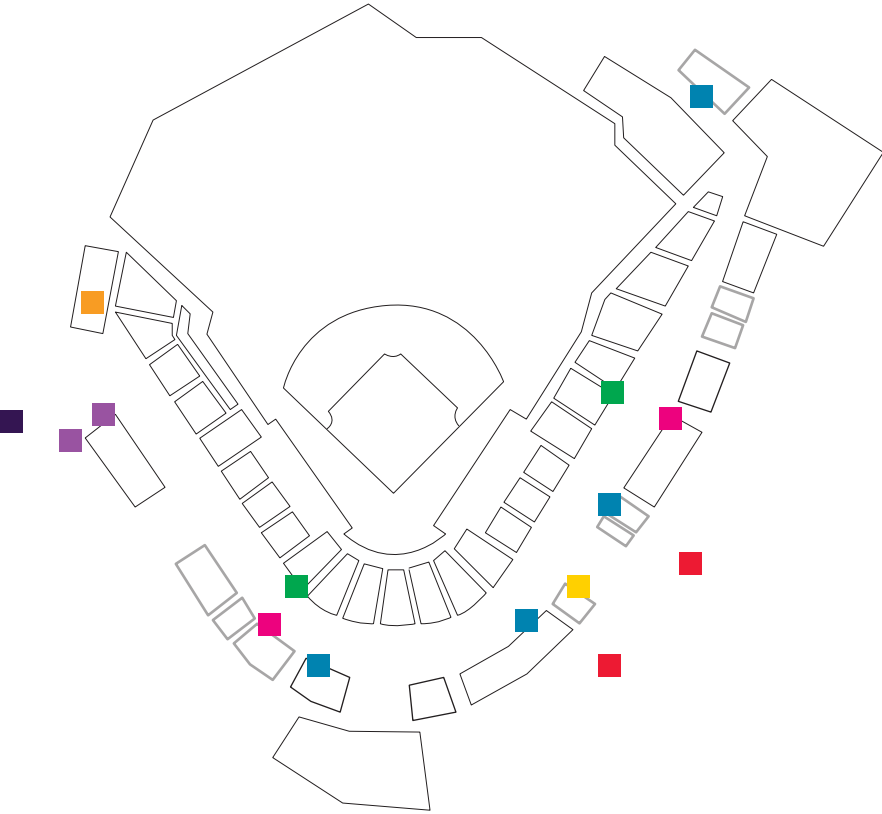
CURRENT STADIUM WAYFINDING



PROPOSED MODIFICATIONS

SIGNAGE LOCATIONS

- Historical Markers
- Photo Opportunity
- Entry Signage
- Player Banners
- Restroom Signage
- Digital Kiosk
- Lamppost Banners
- Player History Markers



EXTERIOR SIGNAGE

BILLBOARD BANNER

Overview

This banner will be placed behind the stadium lights above the area to be seen by a great distance to draw people to the stadium. This banner lets the viewers know what it is and what team it represents. Renaming the Rubberducks stadium to Canal Park stadium gives more recognition to the location and allows for any future team changes.



STREET POLE BANNERS

Overview

These street pole banners are for cars driving by and people walking the street to promote the stadium. The boardwalk provides a glimpse into the stadium and allows people to explore Canal Park. With these banners, they provide more attention to that area.



LIGHT BANNERS

Overview

The light banners are placed in the curve along the light in the boardwalk. They are different players that played at the stadium. It gives people more insight to the sponsored team and players.



3.5 ft



HISTORICAL MARKERS


Overview

These markers would be placed on the exterior of Canal Park on the sides of the buildings to give people an overview of the history that occurred before the park was built. They could feature buildings, people, and any other elements of the interesting history about the area. In addition to the reading on the markers, there would be a QR code that the viewer could scan to be brought to the Canal Park web application, for further reading about the stadium.



3 ft

CANAL PARK STADIUM




READ MORE ON OUR WEBSITE

ANTHONY WAYNE HOTEL

A BRIEF HISTORY

Canal Park is situated in the heart of Downtown Akron along the historic Ohio & Erie Canal, Canal Park was home to the Akron Aeros, Class AA affiliate of the Cleveland Indians. The designer of this \$31 million state-of-the-art facility also designed Progressive Field in Cleveland and Oriole Park at Camden Yards in Baltimore. The Ohio Baseball Hall of Fame and the Ohio Broadcasters Hall of Fame are also part of the stadium's attractions. The location was formerly the site of the Anthony Wayne Hotel, Woolworth's 5 & 10 Lunch Counter, First National Bank of Akron and Prinz Office Supply.

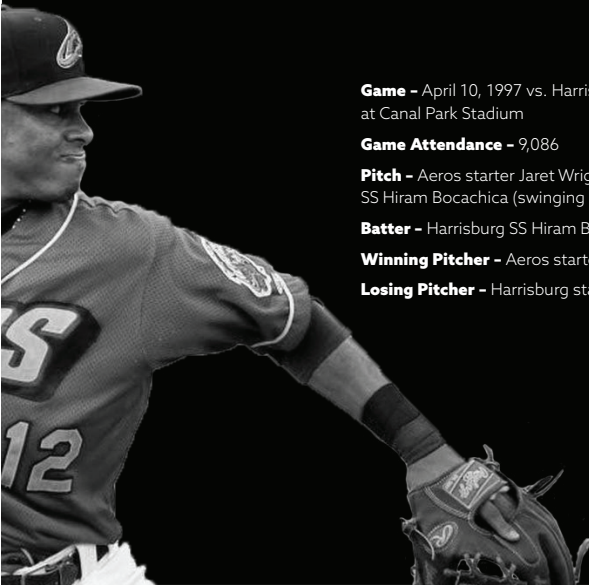
Before Canal Park was constructed in 1997, Anthony Wayne Hotel was the building that stood in its location. The hotel was also home to the First National Bank of Akron, and an office supply store. These buildings were essential pieces of the center of Akron's community. Unfortunately, the buildings became worn over time and were deemed no longer safe for occupancy. This led to the demolition of the buildings, and the construction of the Canal Park Stadium.



Photos of Anthony Wayne Hotel and its neighboring buildings before its demolition


2.5 ft

CANAL PARK STADIUM



CANAL PARK FIRSTS

APRIL 10, 1997



Game - April 10, 1997 vs. Harrisburg Senators at Canal Park Stadium

Game Attendance - 9,086

Pitch - Aeros starter Jaret Wright to Senators SS Hiram Bocachica (swinging strike)

Batter - Harrisburg SS Hiram Bocachica

Winning Pitcher - Aeros starter Jaret Wright

Losing Pitcher - Harrisburg starter Phelps

Save - Aeros reliever Tony Dougherty

Hit - Harrisburg DH Rob Lukachyk (2nd inning single hit to left field)

Aeros Hit - 1B Greg Thomas (2nd inning)

Run - Aeros DH Chan Perry (2nd inning)

RBI - Aeros 1B Greg Thomas (2nd inning)

Single - Harrisburg DH Rob Lukachyk (2nd inning single hit to left field)

Double - Aeros 1B Greg Thomas (2nd inning)

Triple - Aeros 1B Greg Thomas (7th inning)

Home Run - Aeros 3B Todd Betts (5th inning) solo home run off Senators starter

Grand Slam - Aeros C Mike Moyle off Trenton starter Jim Farrell in 5th inning

Putout - 1B Greg Thomas catches lineout by Harrisburg 2B David Post in 1st inning

Error - Harrisburg SS Hiram Bocachica in the 6th inning off the bat of LF David Miller


Stolen Base - Aeros LF Miller (2nd inning)

Caught Stealing - Aeros LF Miller (6th)

Strikeout - Aeros starter Jaret Wright strikes out Harrisburg SS Hiram Bocachica (1st batter of the game)

Walk - Aeros 2B Kevin Riggs (1st inning)

READ MORE ON OUR WEBSITE



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INTERIOR SIGNAGE

ENTRY SIGNAGE

Overview

At the outer entry gate, there are two entry signs that would welcome the guest & provide them with stadium guidelines & ticket information. In addition, this approach would allow our overall wayfinding design to be introduced prior to entry.



TICKETS

SINGLE GAME TICKETS

HOMERVILLE

\$ 25

DUCK ROW

\$ 17

ADULTS

\$ 11

YOUTH

AGES 4-12

\$ 10

GENERAL ADMISSION

SECTIONS 1/2, 1 & 2

\$ 5

MILITARY

ID REQUIRED

\$ 5

Children 3 & under are complimentary

Gates open one hour prior to first pitch

Game times & promotions are subject to change

NO REFUNDS, NO EXCHANGES.

CANAL PARK

STADIUM

3 ft

WELCOME

To help ensure everyone's enjoyment, the following items may **not** be brought into Canal Park

Food, Beverages, Bottles, Cans, Coolers, Containers, Backpacks, Large Bags or Packages & Umbrellas

Small Bags, purses, & diaper bags will be inspected prior to entry

WARNING

Balls, bats, bat fragments and other items may enter the seating area from the playing field aisle Jumping is **prohibited**.

THANK YOU FOR YOUR ASSISTANCE

Akron Rubberducks, Eastern League and Minor League Baseball

CANAL PARK

STADIUM

7 ft

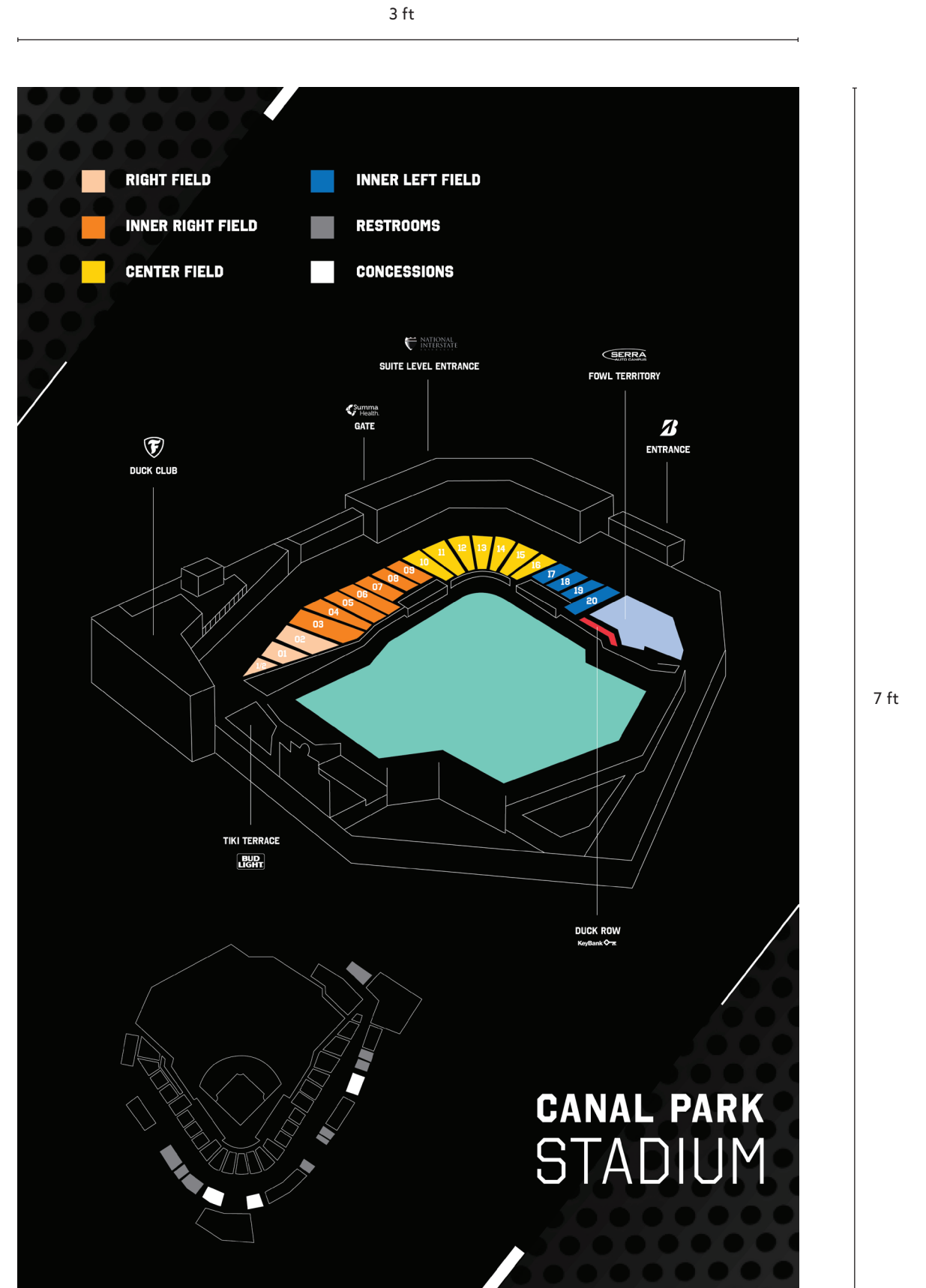
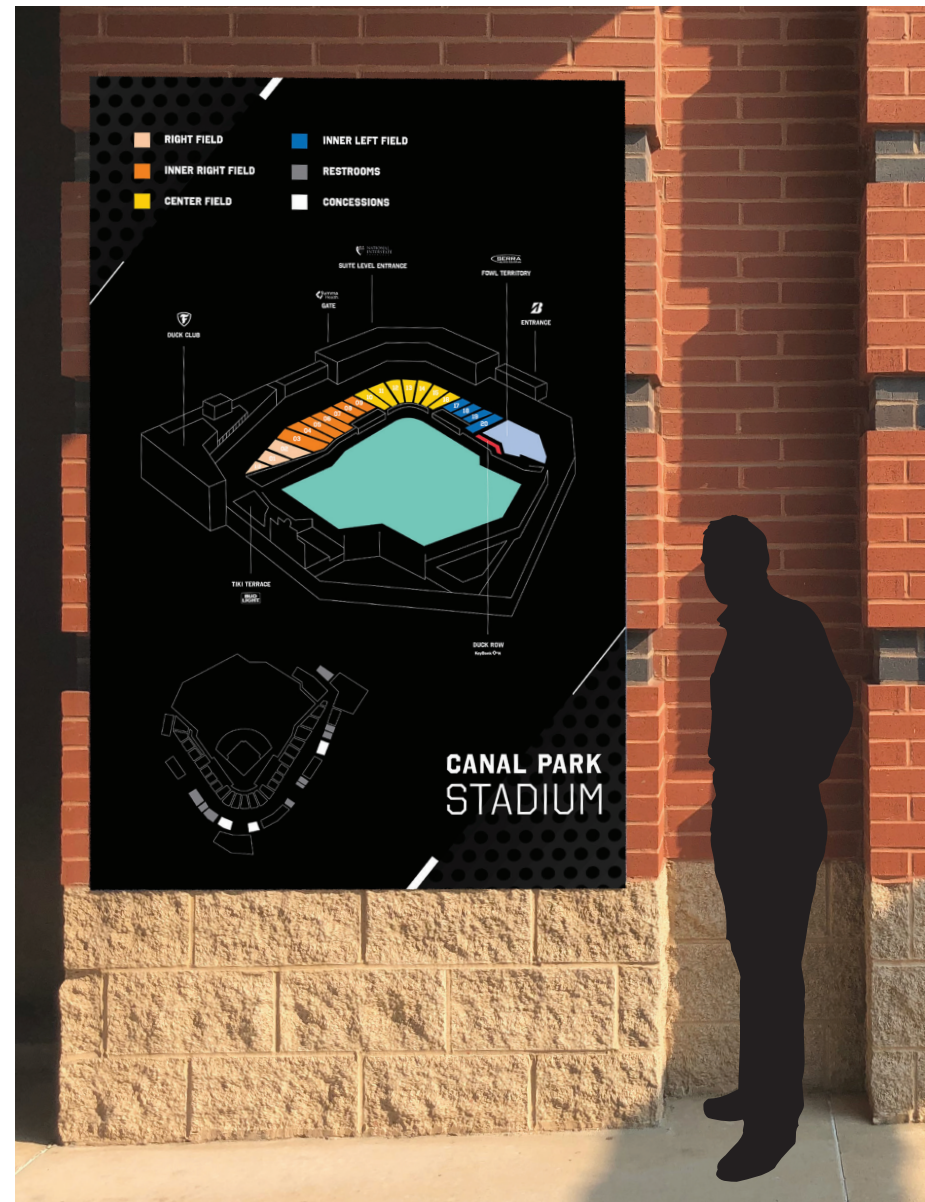
26

LARGE SCALE MAP

Overview

This large scale map would be placed on the wall upon entry into the stadium gate, where it assists the guest in navigating their way throughout the stadium and allows a clear direction towards their seating arrangement.

This approach introduces a color coded key that corresponds to each section which associates to further wayfinding approaches throughout the project.

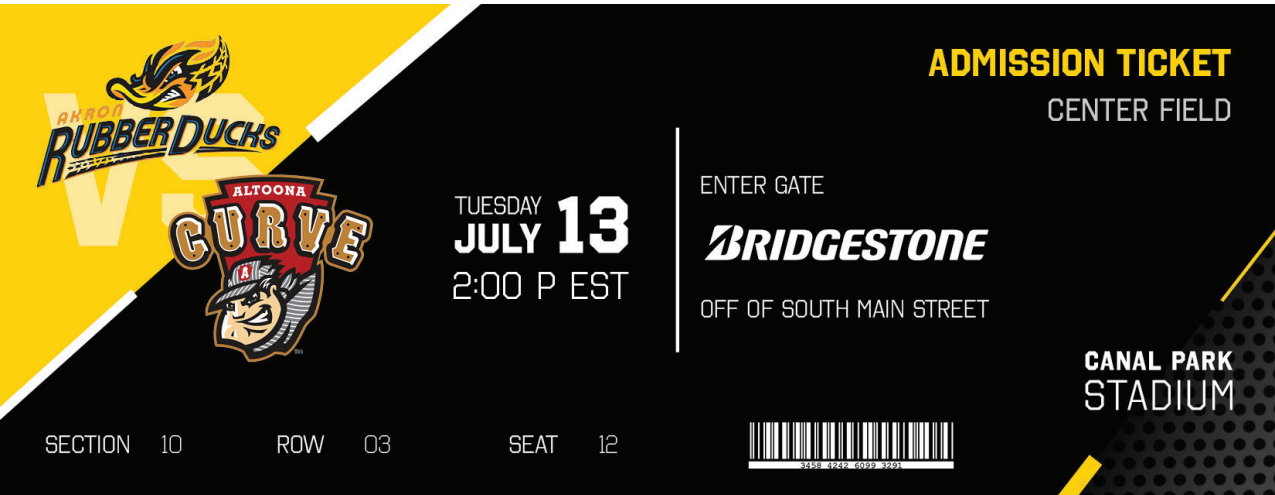
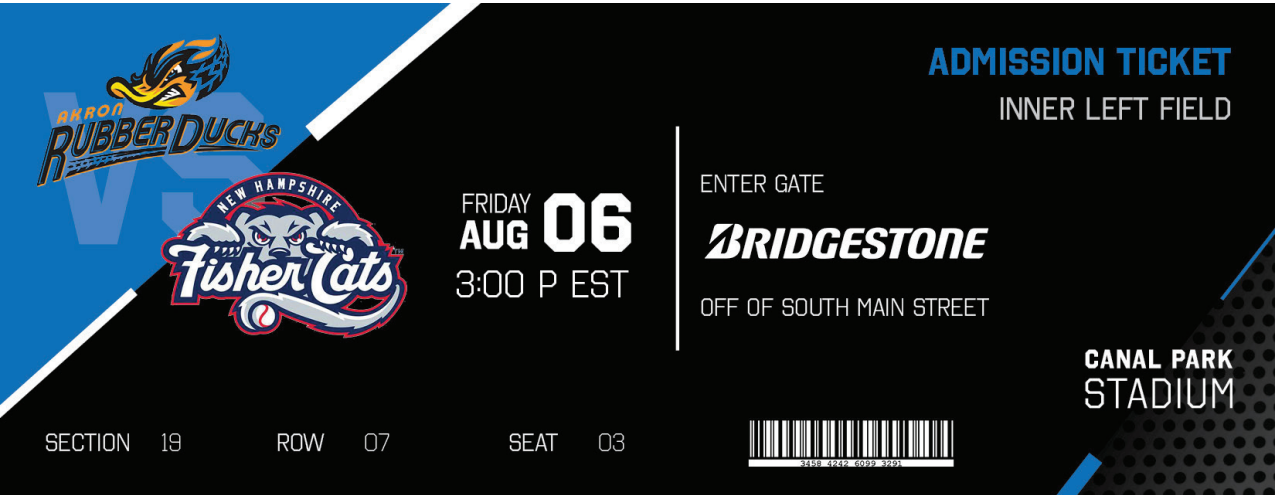


TICKETS

Overview

I have introduced the idea of color coded tickets into the wayfinding design to assist in the guest’s navigation. Each ticket provides information including the date & time, appropriate entry gate, section, row, & seating numbers, as well as an additional area description depicted at the top right hand corner of the ticket.

The color of the ticket corresponds with the provided maps at the entry gates, so when the guest arrives with their ticket they may associate their color to the colors on the map to efficiently navigate their way to their seating arrangement.



PLAYER HISTORY PLAQUES

Overview

These posters would be placed on the inside of the stadium to give some insight on what professional players have played at Canal Park. Many of the professional players from Canal Park went on to play for the Indians, so these signs would give some more information to the viewer about the players past in Akron. the sign would display their years played at Canal Park, their current baseball stats, and their old jersey number.

2010-2011

JASON KIPNIS

The Akron Aeros honored second baseman Jason Kipnis as the recipient of the Akron Aeros Player of the Week award for the second time in a single season in 2010. The recognition covered the week of July 12th through July 18th where the Aeros played only five contests because of the Eastern League All-Star Break. All five games were against the last-place Erie SeaWolves and Kipnis was instrumental in helping Akron sweep the Wolves in four games rather than playing a full series.

BA

HR

RBI

.260

126

545

7

2012-2014

FRANCISCO LINDOR

Lindor had made an immediate splash in his first 13 games with the Akron Aeros and has adjusted to the Double-A level quickly and seamlessly. He reached base in his first nine games and has shown good discipline at the plate, earning 10 walks and posting a .474 on-base percentage. For Lindor, success is all about maintaining the same approach he's taken throughout his career. "I've been trying to do since day one what I've been doing since I came into pro baseball. I can't change my game every level I go to. I just do the same thing every day and try to be consistent with it," Lindor said.

BA

HR

RBI

.285

138

411

21

2010-2012

ROBERTO PÉREZ

On defense, Pérez led all American League fielders with 1,082 putouts. With 20 of 49 runners thrown out on attempted stolen bases, he led AL catchers in caught stealing percentage (40.9); he also led AL catchers with 12 double plays turned, and accumulated a 29 Defensive Runs Saved rating to lead all major leagues catchers. Following the season, Pérez received his first each of the Fielding Bible Award, Rawlings Gold Glove Award, and the Wilson Defensive Player of the Year for all fielders and at catcher.

BA

HR

RBI

.212

46

167

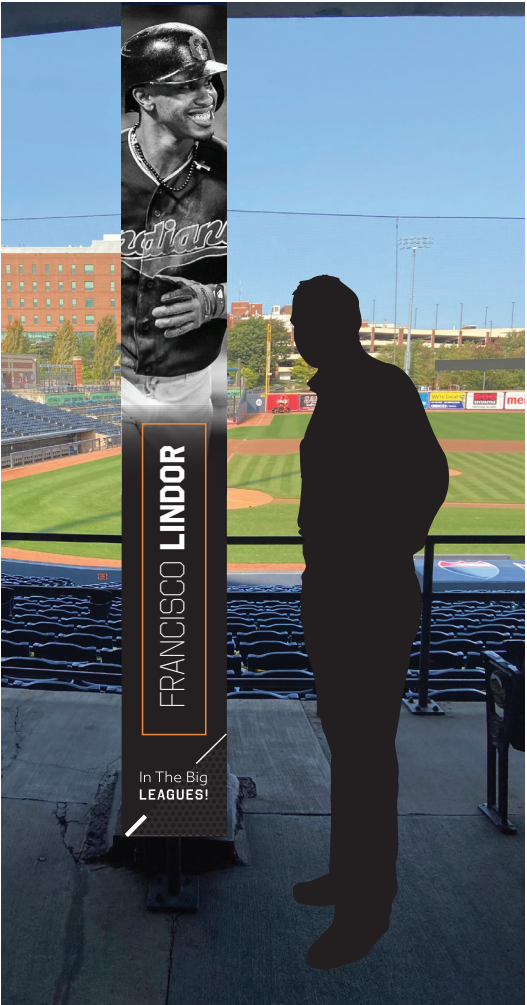
55



PLAYER HISTORY MARKERS

Overview

The purpose of these markers are to highlight athletes who once played at the Rubberducks and have now made it to the big Leagues. These players include Francisco Lindor, Jason Kipnis, and Roberto Perez. All three players went on to play for the connected major league, The Cleveland Indians. These markers will be partnered with the player history plaques, sitting directly across.



NIGHTLY PROMOTIONS GUIDE

Overview

This is a sign representing a guide to the Rubberducks nightly promotions. Fans are encouraged to walk up and see what the stadium is celebrating/offering to each fan regardless of what section they are in. The sign will be placed near every entrance so every fan has an opportunity to see what the stadium has to offer daily and weekly for different events.



2 ft

AKRON RUBBER DUCKS

NIGHTLY

PROMOTIONS

ALL SEASON LONG

2022

MONDAYS

Charity Begins at Home – Each Monday is a Charity Begins at Home night. The Rubberducks team up with a local non-profit organization to raise funds and awareness for its cause.

TUESDAYS

T-shirt Tuesdays – Every Tuesday features a new T-shirt giveaway to the first 1,000 fans.

WEDNESDAYS

Wellness Wednesday – Every Wednesday home game will be filled with fun ways to get active and stay healthy!
Craft Beer Night – Every Wednesday a local craft brewery will feature their product at canal park.

THURSDAYS

Thirsty Thursday – Enjoy \$1 cold draft beer and soft drink specials at every Thursday home game.

FRIDAYS

Firework Friday – Enjoy post-game fireworks after every Friday home game.
Electric Blue Fridays – Every Friday home game, the Rubberducks will wear their Electric Blue Jerseys.

SATURDAYS

Giveaway Saturday – Every Saturday features a premium giveaway to the first 1,000 fans! Saturdays also include celebrity appearances, and post-game fireworks starting in May through September.

SUNDAYS

Family FUNday – Fans can come early to play catch on the field and all kids 12 and under can run the bases after the game.

AKRONRUBBERDUCKS.COM

855.97.QUACK

CANAL PARK STADIUM

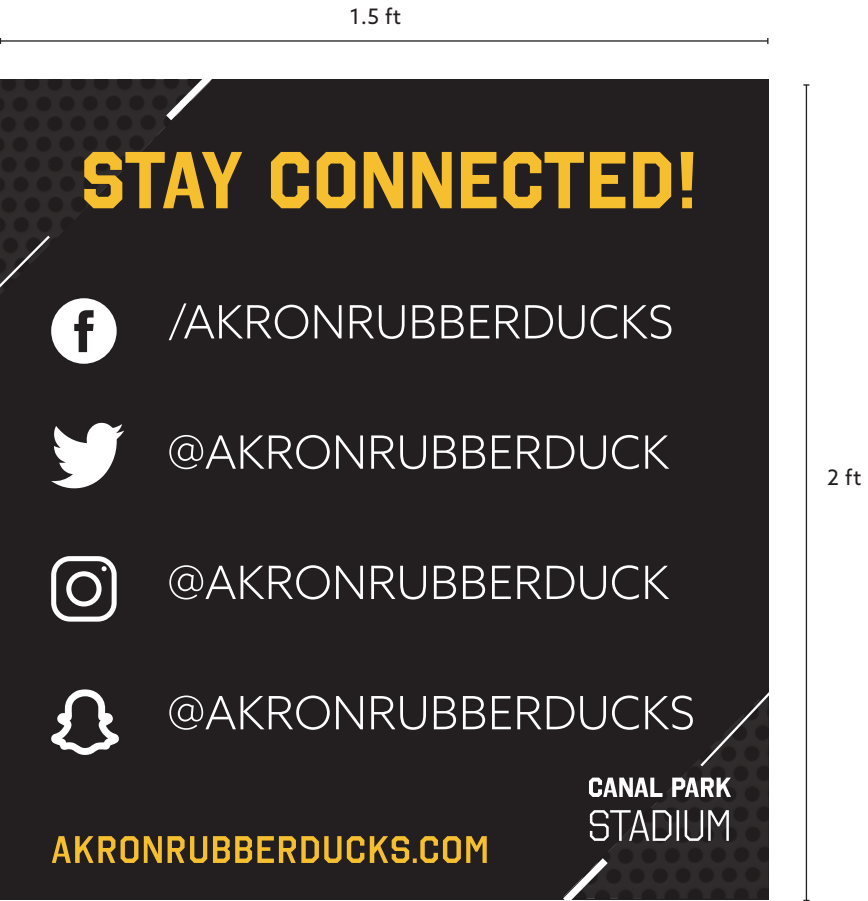
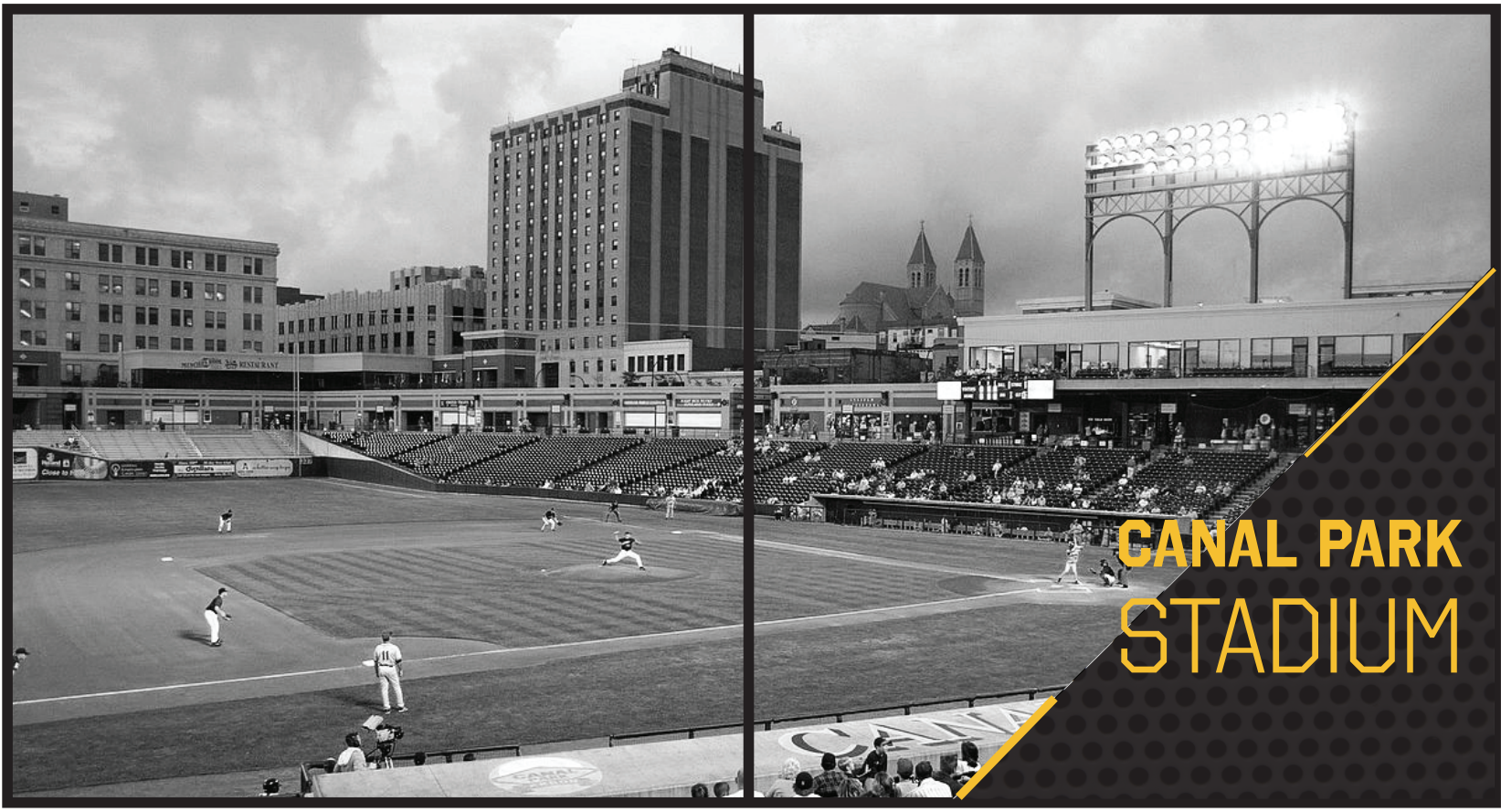
7 ft

31

WINDOW TREATMENTS

Overview

These are two window treatments that will sit in place so fans cannot see directly into offices and areas where fans are prohibited. The first will act as a social media outlet where fans can find the stadiums's taglines to keep updated with the Rubberducks. The second is a simple photograph of the team playing here in downtown Akron with the newly rebranded Canal Park logo in the corner.



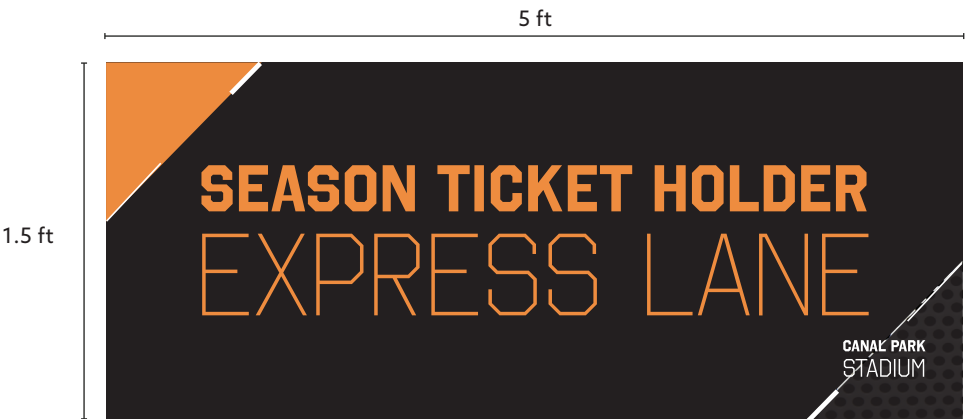
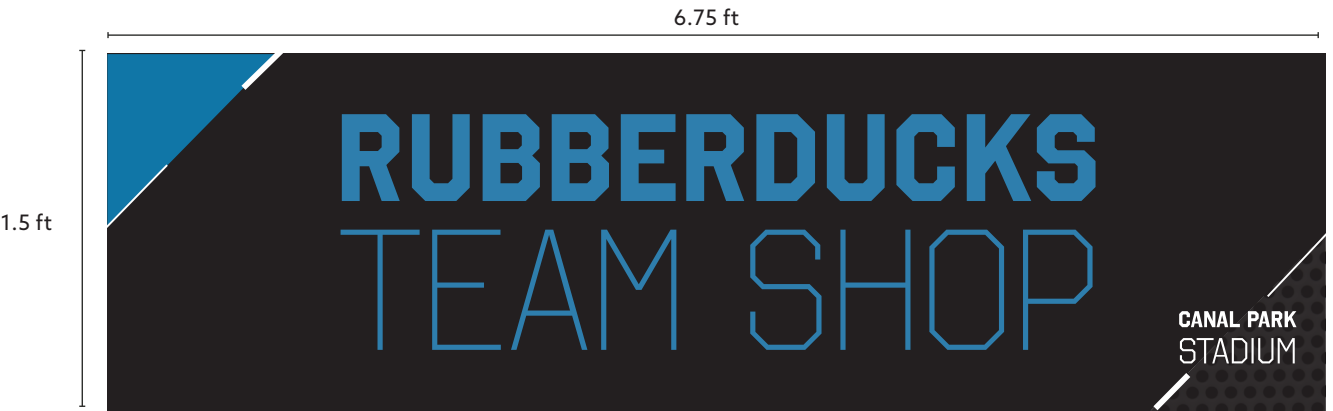
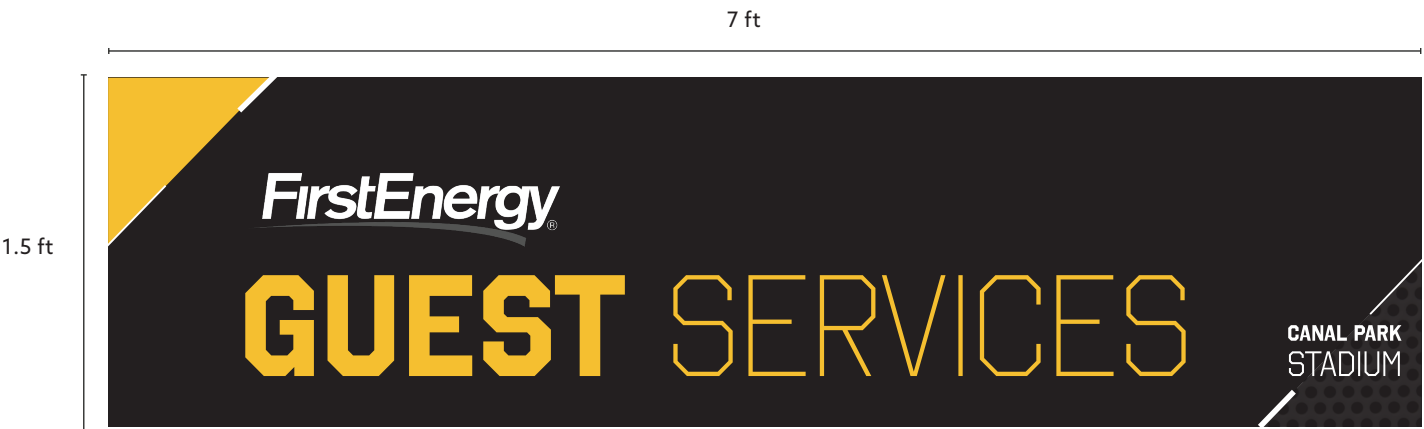
3 ft

2 ft

SIGNAGE

Overview

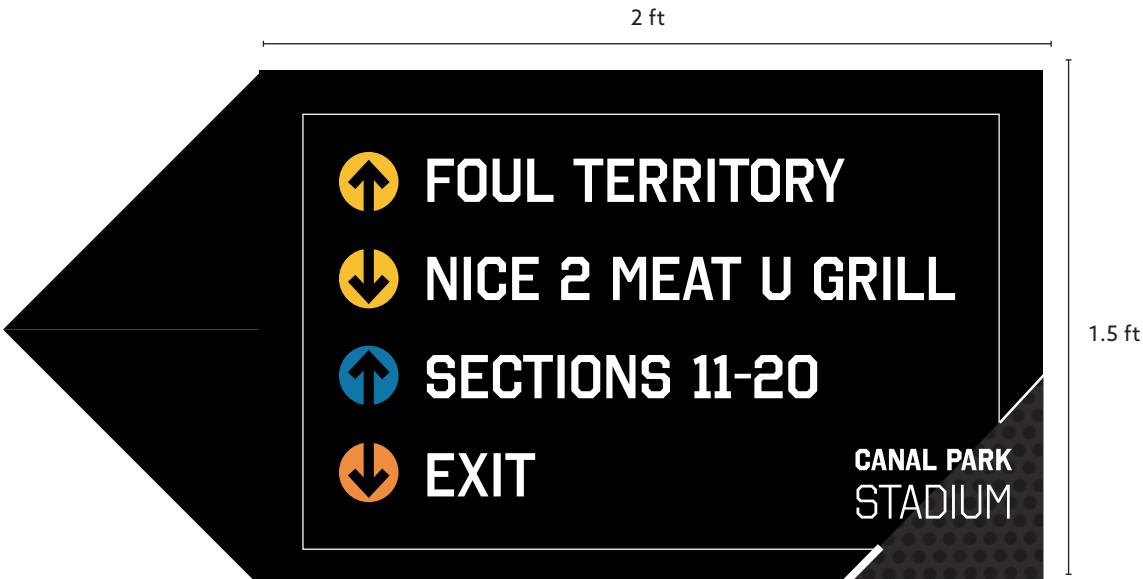
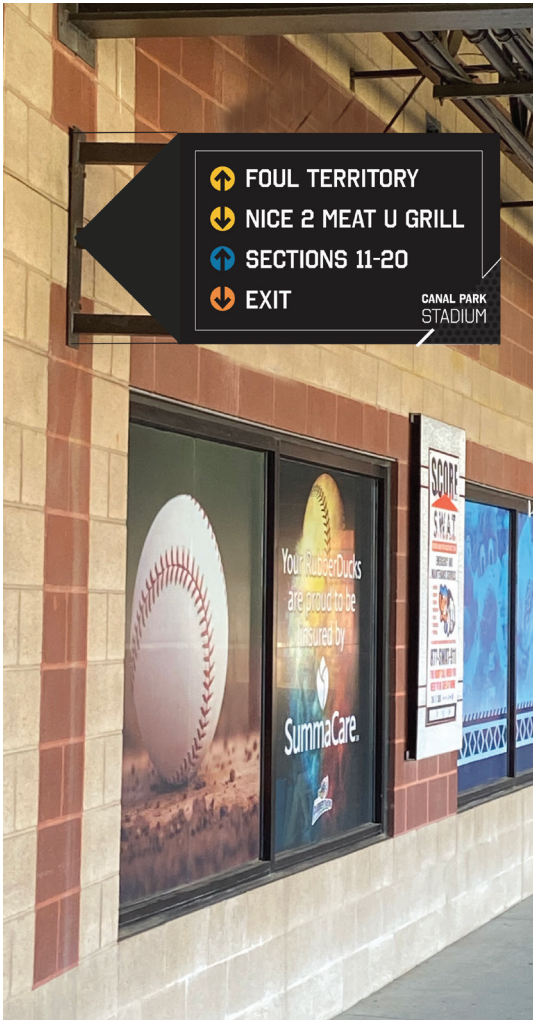
These are newly rebranded signs for the Rubberduck's team shop, guest services, and the season ticket holder express lane. These signs carry the same elements with variation of color to keep the signage looking more cohesive and following the new brand's structure. The bottom images represent how they would look in their designated areas in and around the stadium.



OVERHEAD WAYFINDING SIGNAGE

Overview

This is a redesign of the original diamond shaped overhead wayfinding system. The rectangular shape is more functional for fitting more information and it allows the typography to be larger to be easily read. The arrow's color differences go along with the coding system that runs on the ground. Each sign will be fastened onto the walls with metal brackets.



SECTION SEATING CARDS

Overview

As the guest approaches their seat, I have introduced the idea of allowing the section seating cards to color correspond with the maps & tickets to ensure that they have successfully made their way into their seating arrangement. In addition, this allows the wayfinding design to further brand the stadium to its identity.



SECTION 1/2	SECTION 01	SECTION 02	SECTION 03	SECTION 04
SECTION 05	SECTION 06	SECTION 07	SECTION 08	SECTION 09
SECTION 10	SECTION 11	SECTION 12	SECTION 13	SECTION 14
SECTION 15	SECTION 16	SECTION 17	SECTION 18	SECTION 19
SECTION 20				

PHOTO OP

Overview

This area needed an attraction and the stadium need an area for people to capture their memories. The solution is to provide the perfect photo opportunity to post on social media. The props on the side make more fun and interactive. The frame promotes the location and gives the family a fun photo frame.



INFIELD BANNER

Overview

The infield banner uses empty space in the stadium. It promotes the team like the other advertisements with it but using Canal Park branding. Reminding people to take an interest in the stadium history along with Canal Park.



RESTROOM SIGNAGE

RESTROOM SIGNAGE

Overview

These designs would be wrapped around the restroom entrance walls to help fans find restrooms in times of crowded walkways. The design is large and made to fit the theme we have created for the stadium rebranding. As stated by managers of the stadium, fans tend to have a hard time locating the restrooms. How can they be missed now with these large wall graphics, in addition to the floor path system.



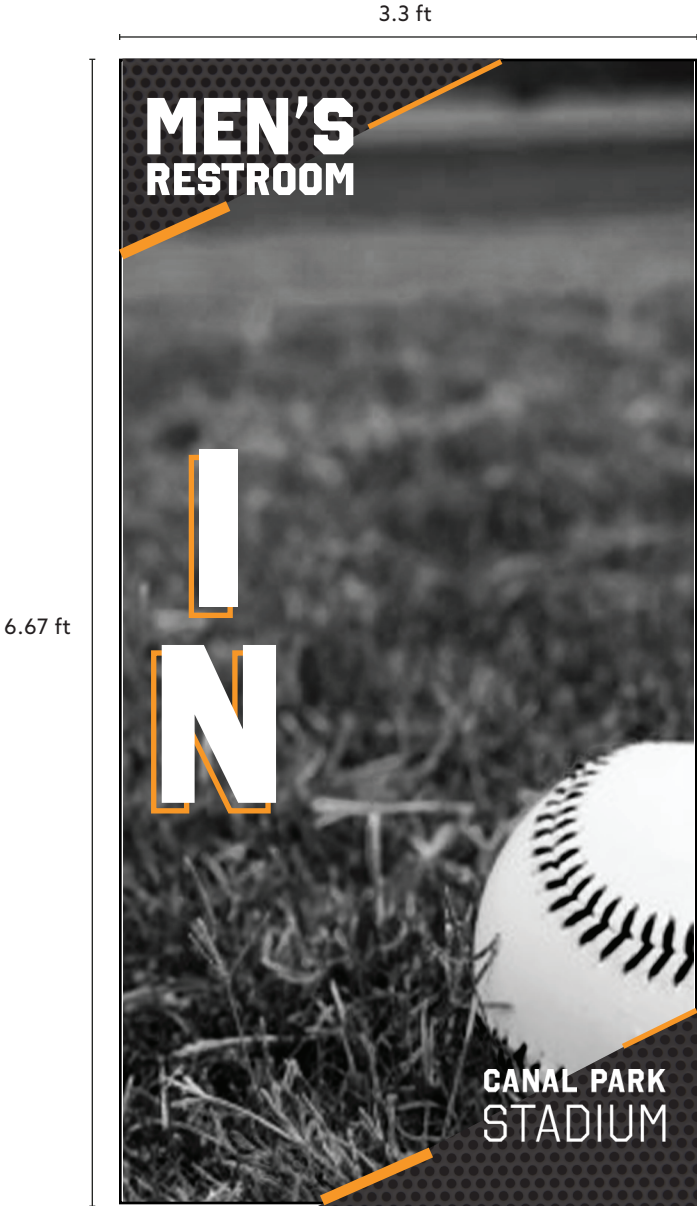
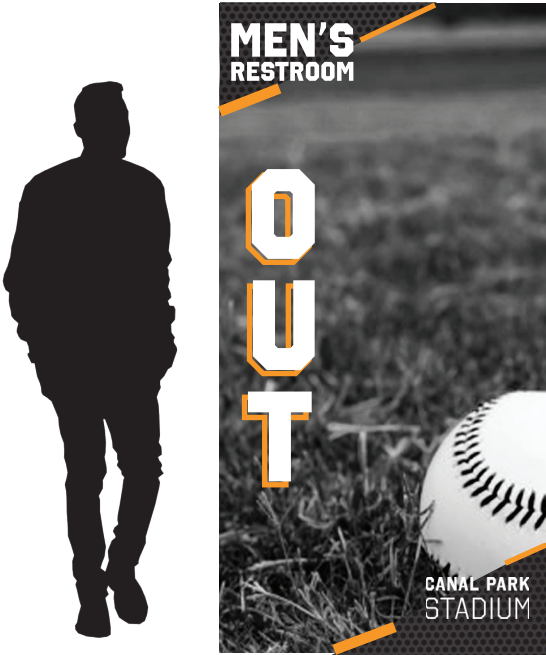
RESTROOM SIGNAGE



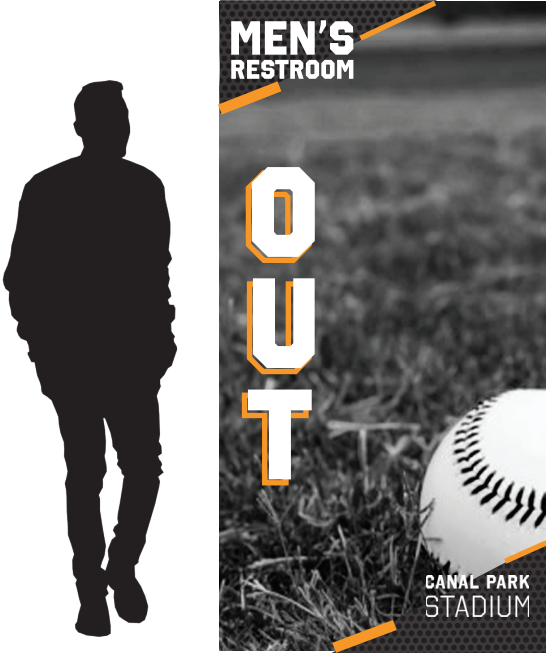
RESTROOM SIGNAGE

Overview

Along with patrons having a difficult time locating restrooms, there also are issues with the flow of traffic in and out of the restrooms. Each one has an in and out door, however, that isn't clearly enough presented. There were already large graphics on it, so heres the perfect chance to add more graphics that match the new brand.



RESTROOM SIGNAGE

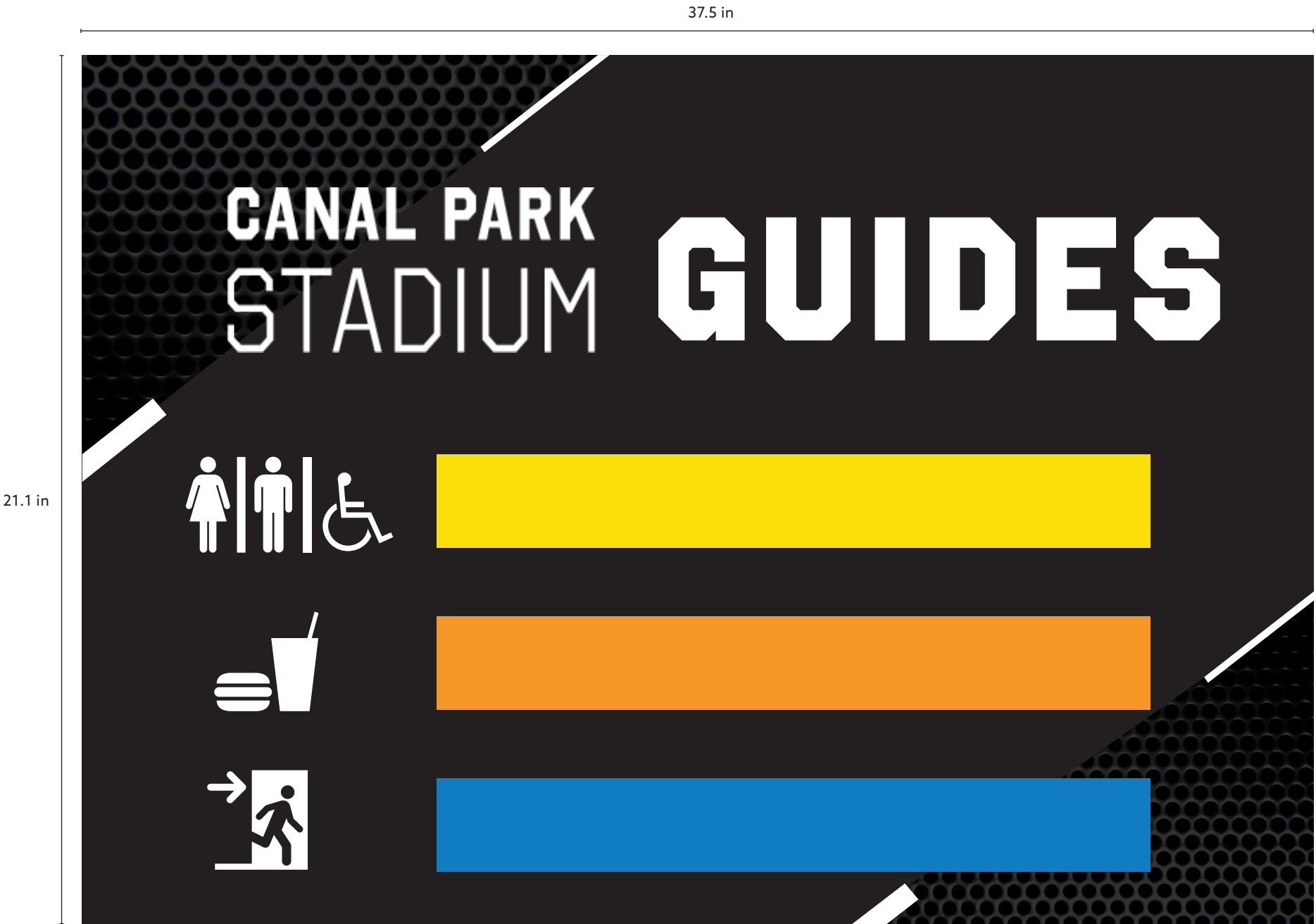


WAYFINDING SYSTEM

WAYFINDING SYSTEM

Overview

When it comes to stadium wayfinding, the teams may switch up, the events may be anything from baseball games to community fireworks or movie nights, however one thing that wont change in Canal Park Stadium are the locations of the concessions, restrooms, and exits. We have decided to work on a color coordinated pathfinding system to guide foot traffic. Restrooms? Yellow? Follow the path. Concessions? Orange? Follow the path. Our goal was to make it nearly impossible to get lost.



WAYFINDING SYSTEM



DIGITAL APPLICATIONS

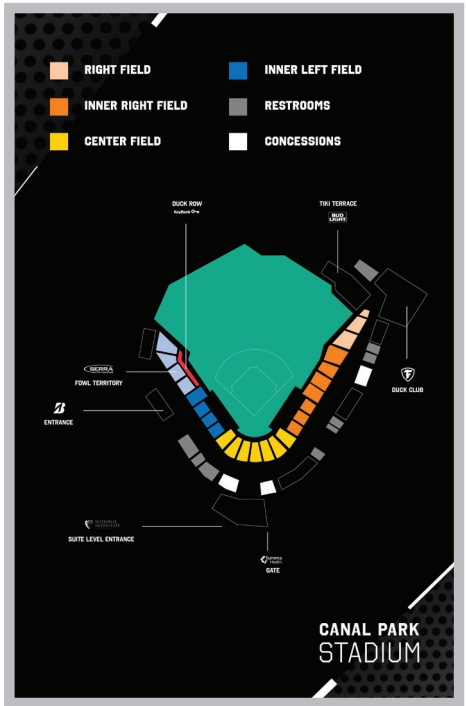
SMALL SCALE MAP | DIGITAL KIOSK

Overview

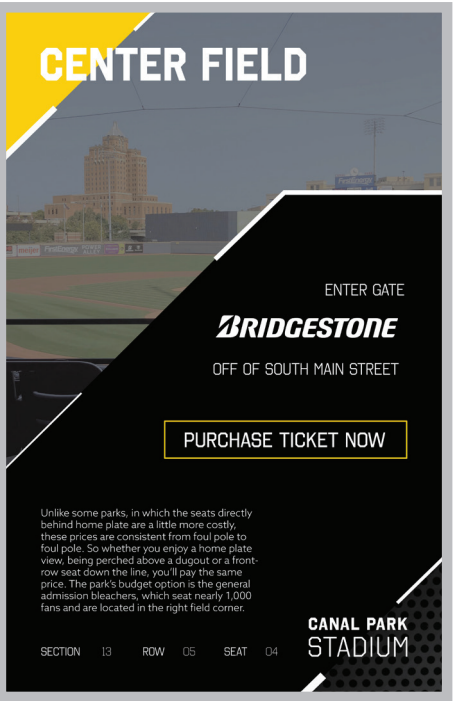
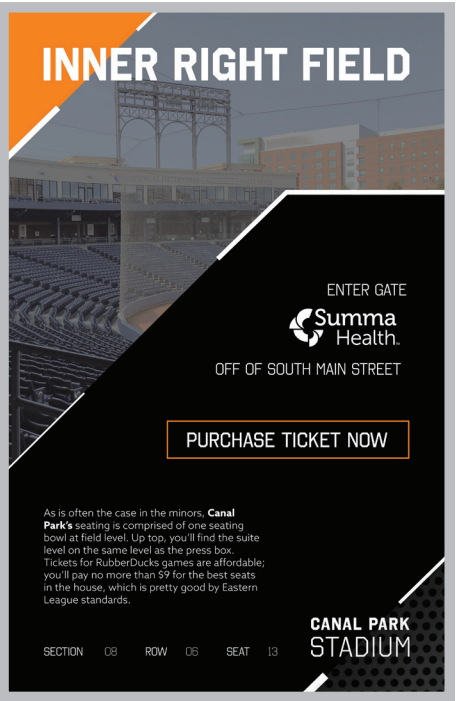
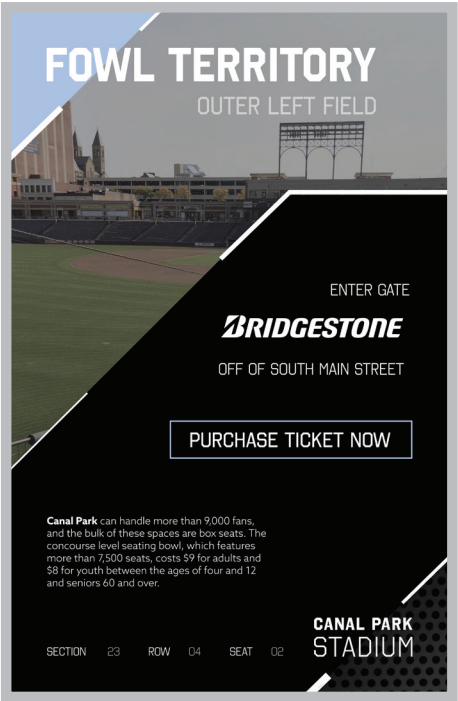
In addition to the outer entry gate, I had developed the idea of a digital kiosk that would be available for guests to purchase their tickets & view seating arrangements. The screen includes a small scale map of the stadium where the guest may tap a specific section to view the available options for purchase, which would also allow for an easier convenience and a faster experience.



41 in



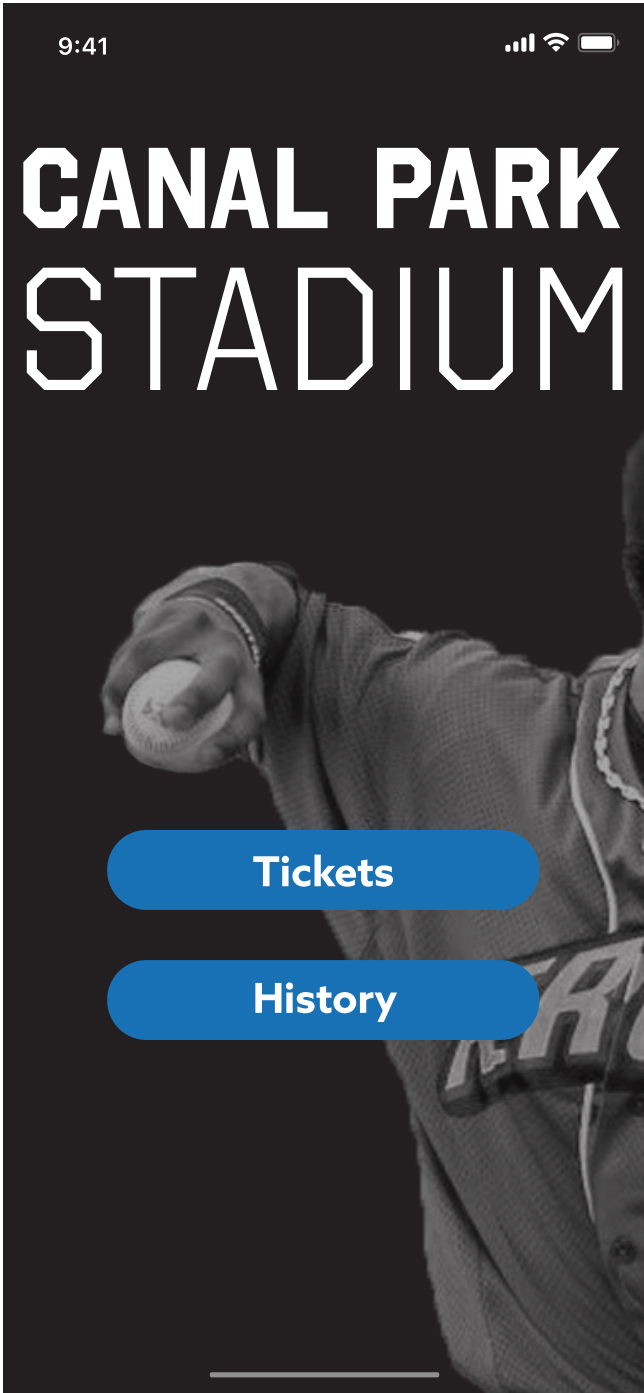
23 in



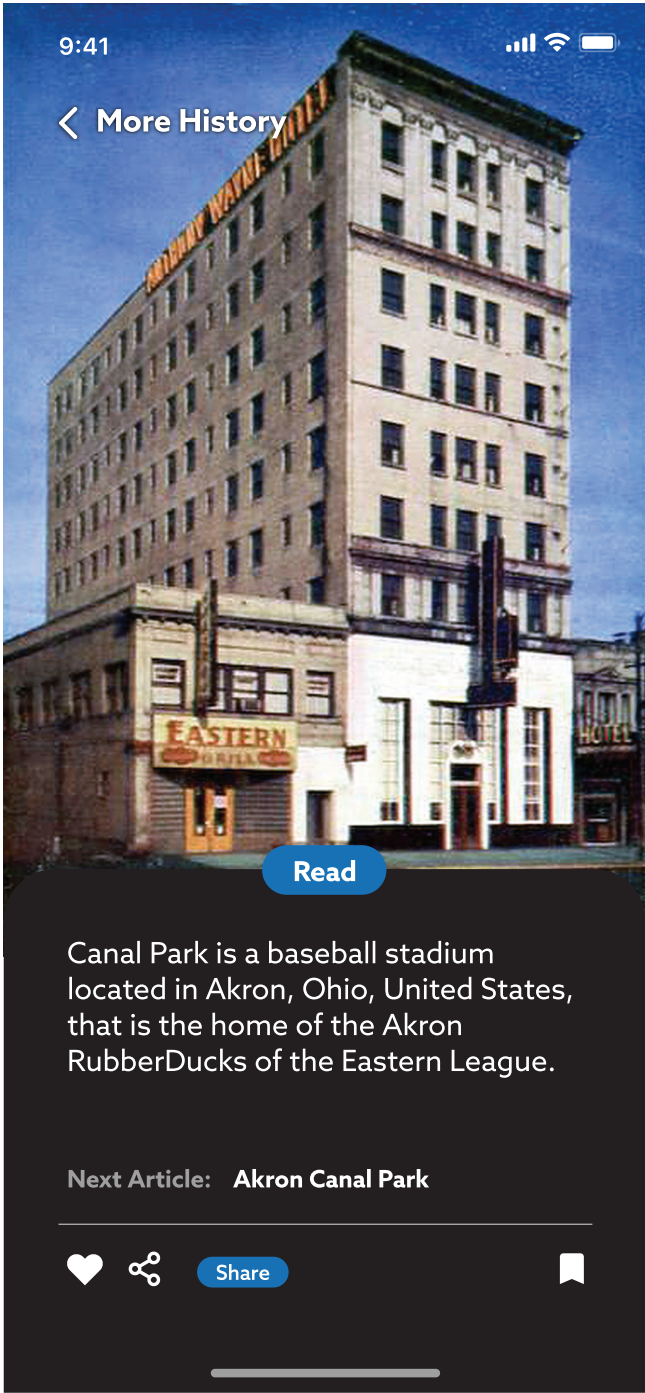
MOBILE APP / WEB APP

Overview

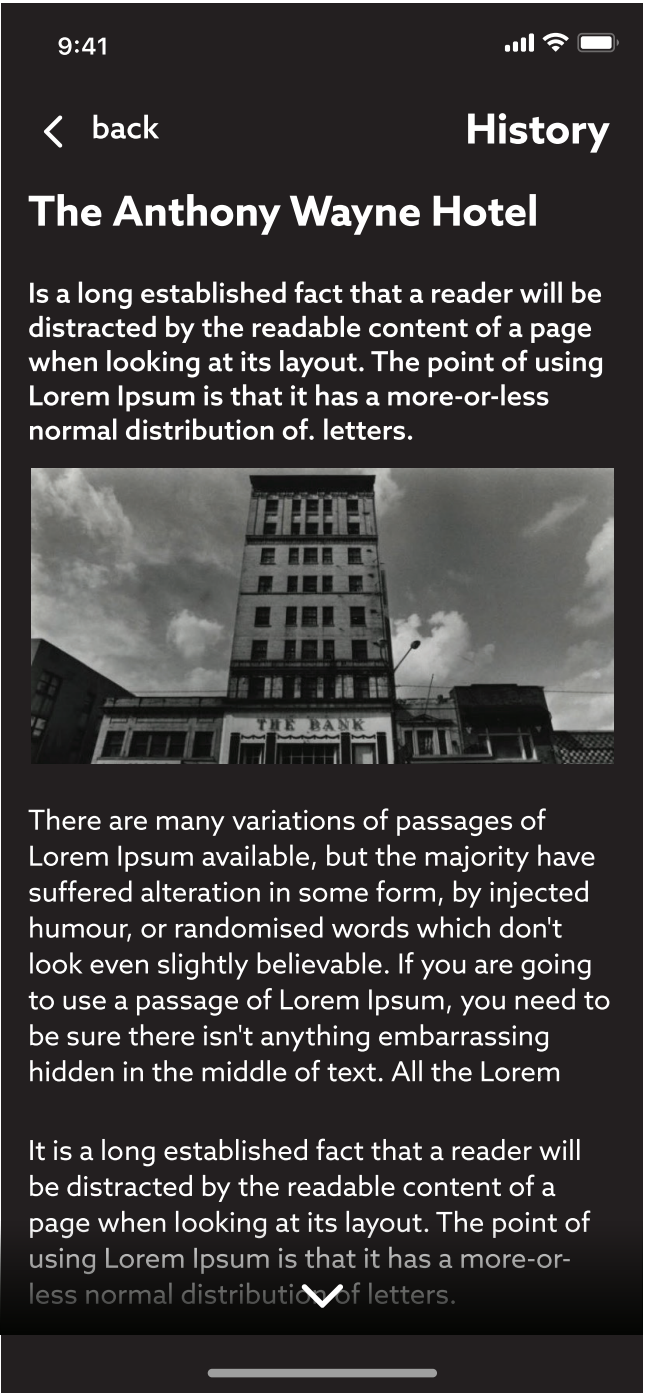
The mobile application would be either a downloadable app for visitors smart phones, or a web application that would be hosted by Canal Park. The application would allow users to purchase tickets for games. The application would serve as a ticket as well, that could be scanned upon entry to the stadium. The secondary feature of the application would be giving visitors some supplemental reading about the park while waiting. The reading material would feature history of the park and famous players that had played there.



Home Page

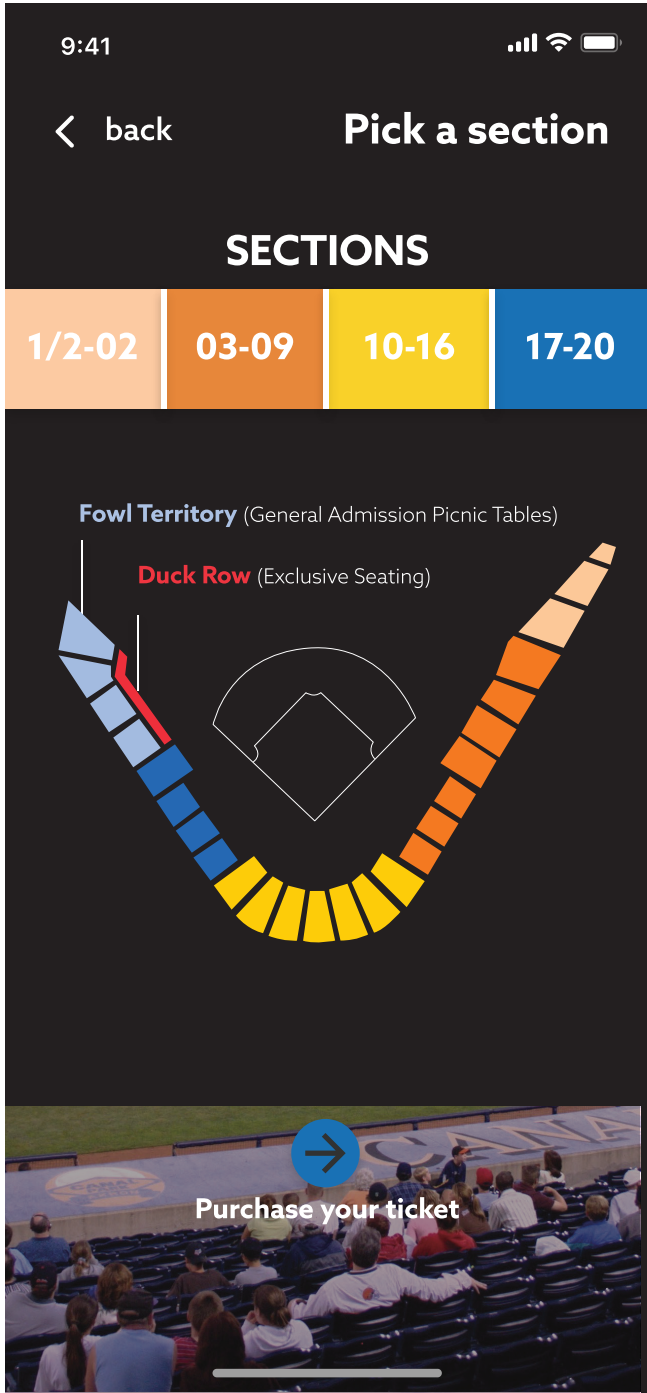


Historical Reading

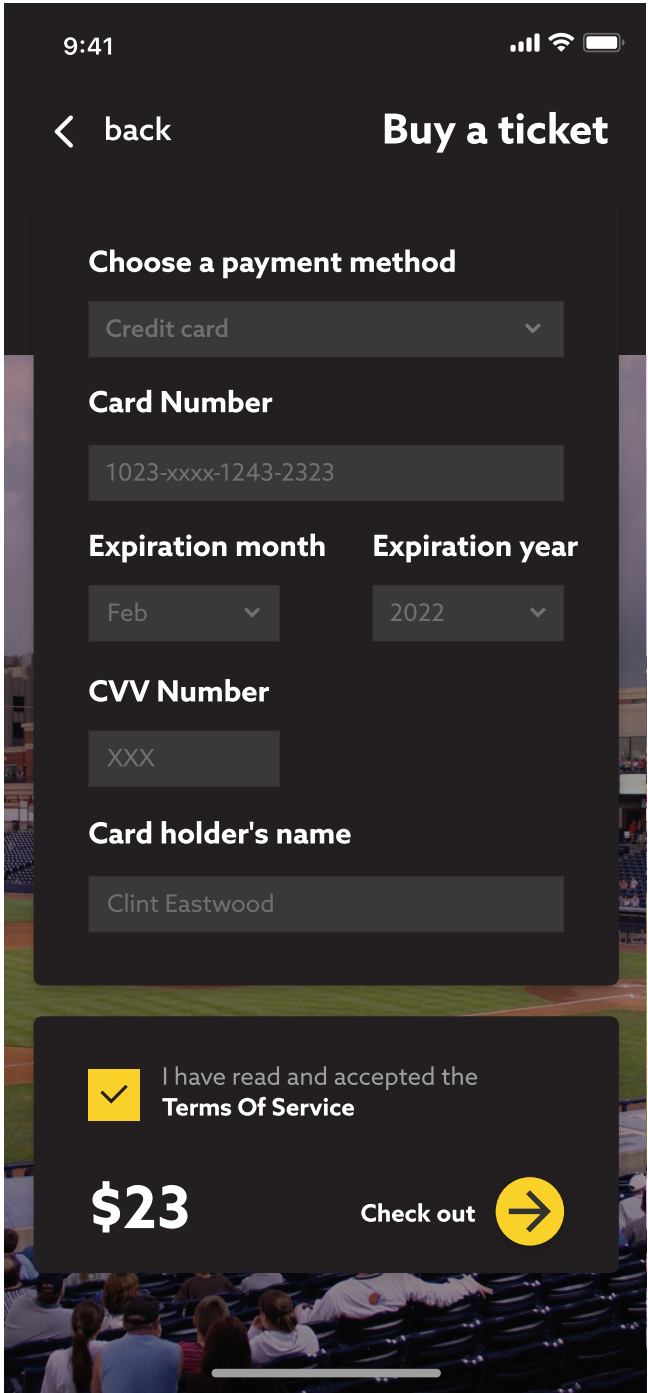


Historical Reading 2

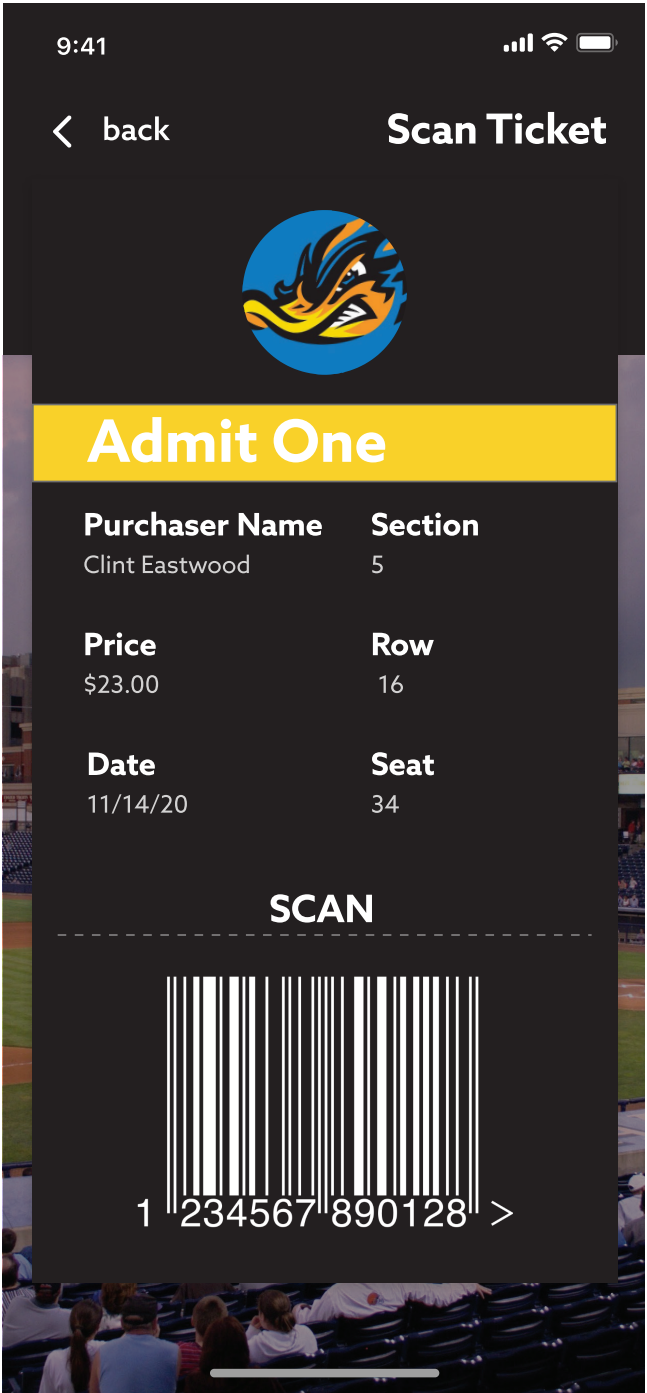
MOBILE APP / WEB APP



Section Choice 1

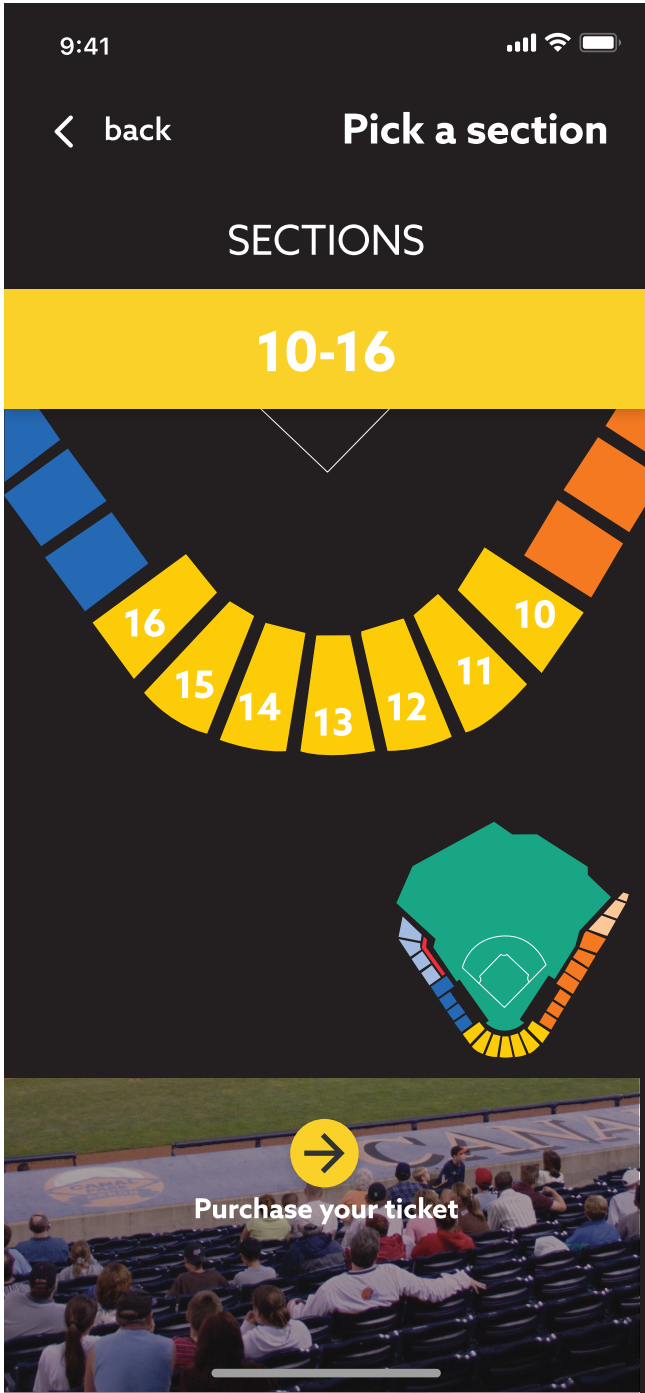


Checkout



Ticket Scan

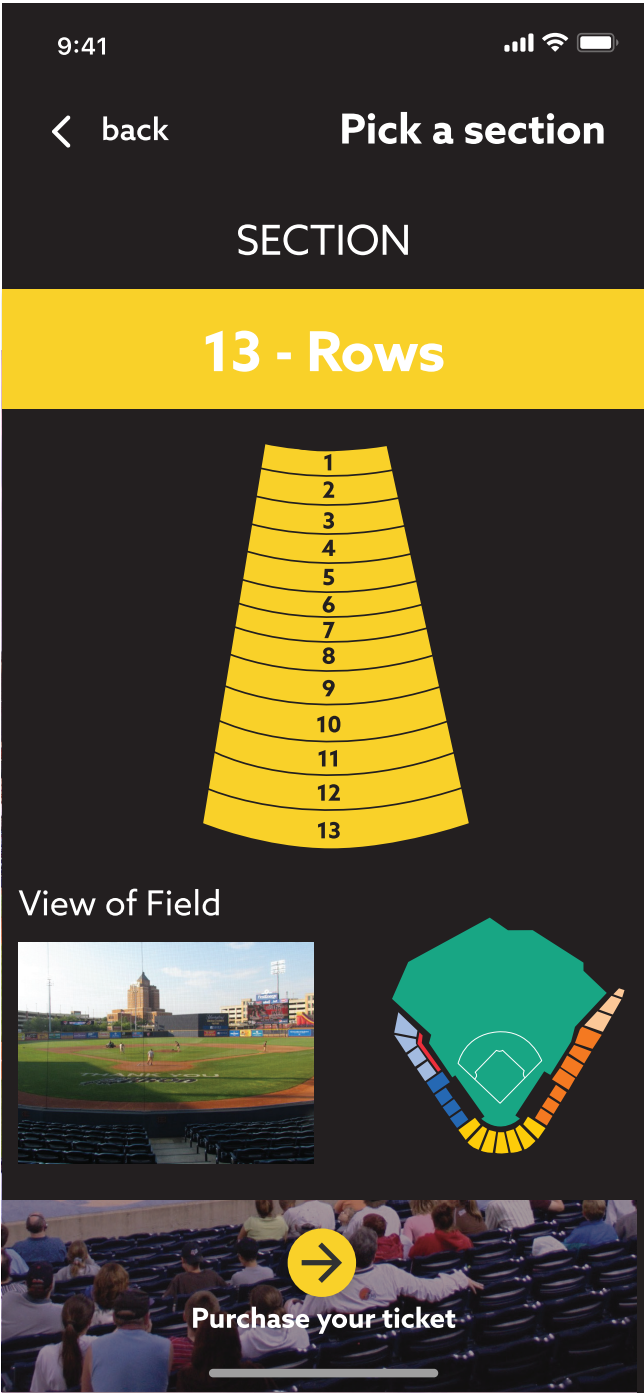
MOBILE APP / WEB APP



Section Choice

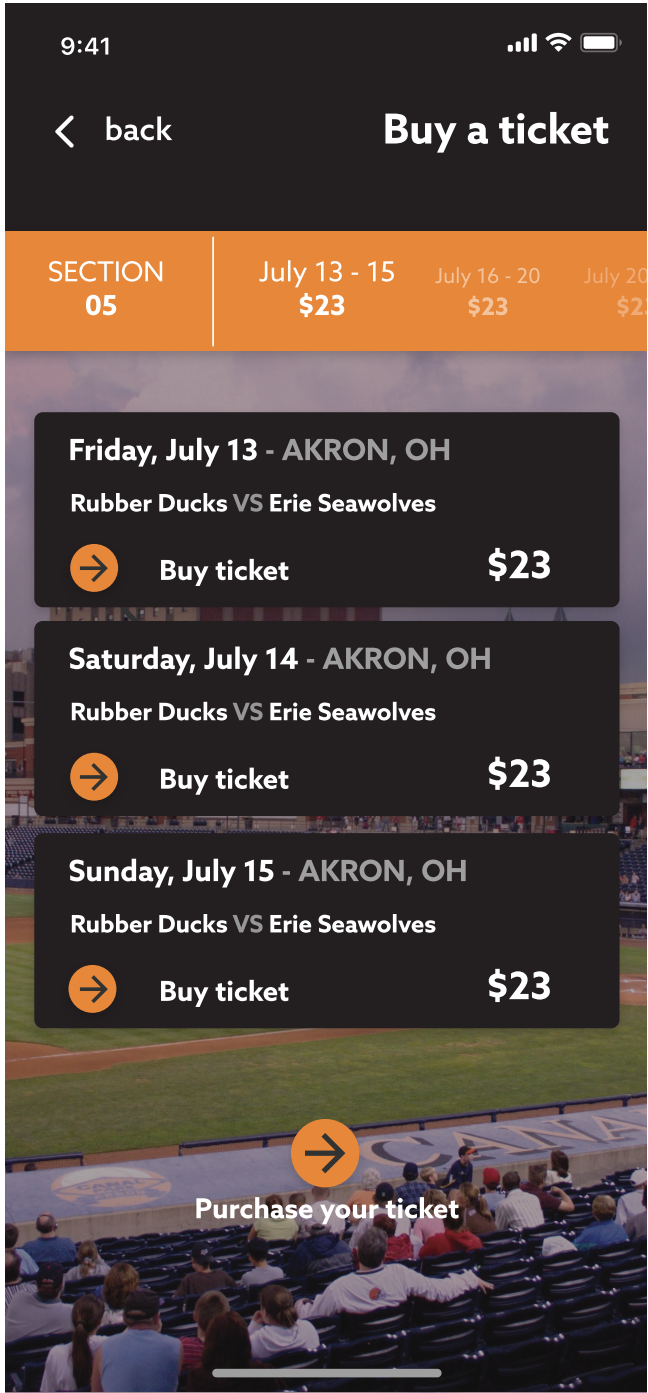


Section Choice 2

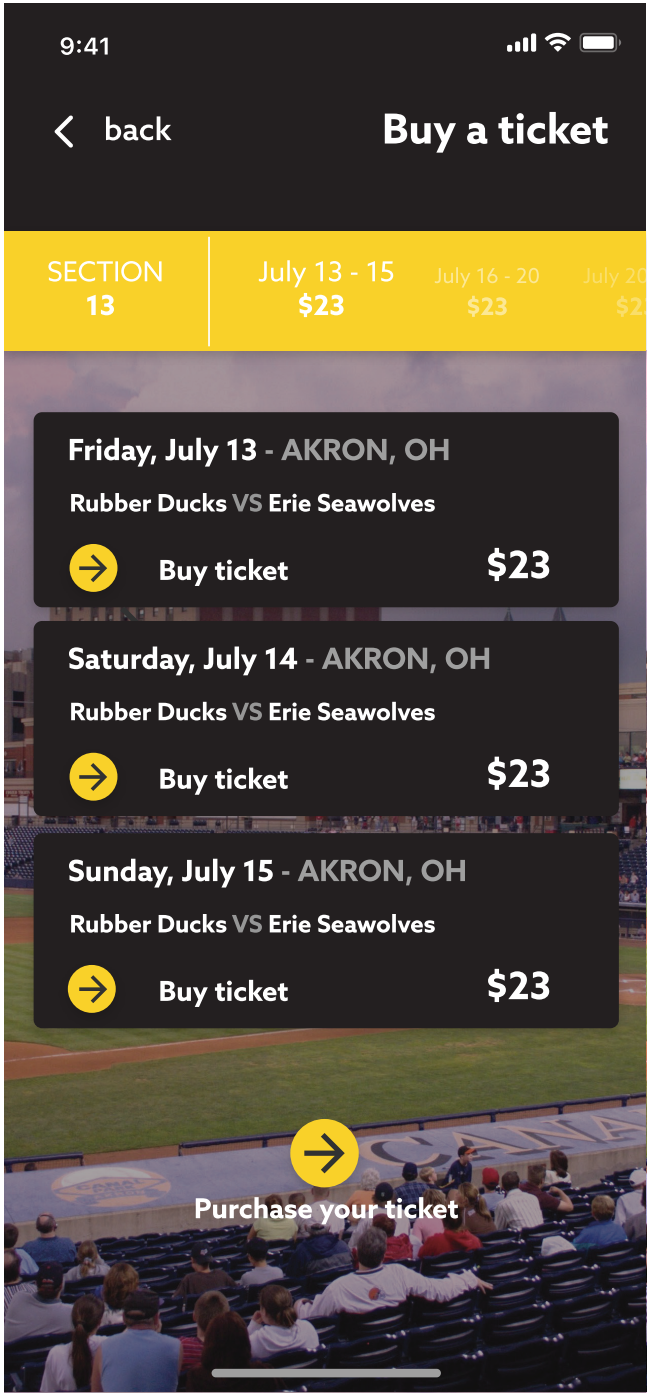


Section Choice 3

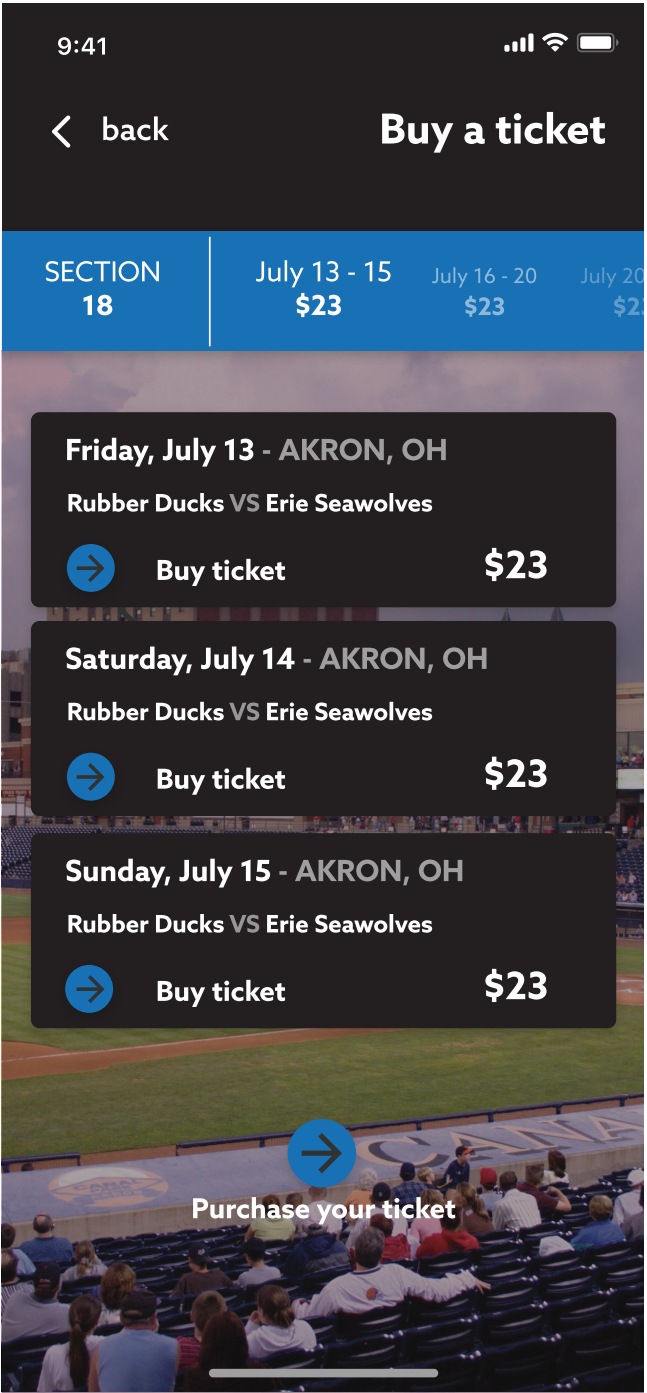
MOBILE APP / WEB APP



Ticket Choice
Sections 03 - 09



Ticket Choice
Sections 10 - 16



Ticket Choice
Sections 17 - 20

ICONOGRAPHY

ICONOGRAPHY

Restaurants



Restrooms



Team Shop



Duck Row



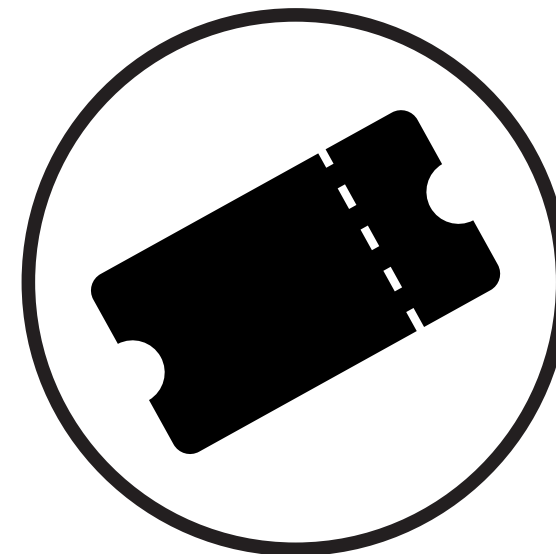
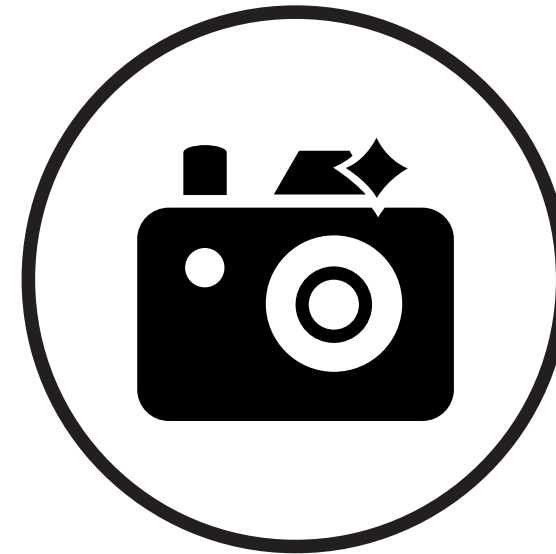
The Dog Pound



The Fun Zone



ICONOGRAPHY



ICONOGRAPHY

Concessions



Restrooms



Team Shop



Caution: Ball Landing



Tickets



Fun Zone



ICONOGRAPHY



ICONOGRAPHY





CANAL PARK STADIUM



REVIEW

The Rebranding of the rubberducks stadium went nicely. Our typography flows together and colors work. The new name and logo fits in perfectly. At first, I wasn't sure on the triangle corner dots; however, I do believe it blends well. But there still needs to be more unity with it, whether the different size and color dots are noticeable in some of the pieces. Similar to someone kerning the logo, someone need to brand the triangle.

My contributions to the project was most of the advertisements and the photo area. Furthermore, I assisted in kerning the stadium logo and organizing material during communications. Both of the big banners were branded to fit along the group design; however, the layout and how the color was manipulated is my design. I did many variations on the banners as well as the pole banner. I have another interpretation of the logo with a corner line instead of the diagonal cut it is usually seen with. The light pole banners are similar to the inside player banners, but are different enough to provide insight to people walking the boardwalk. The photo op stand is to encourage guest to take pictures and post on social media to tag the stadium as promotion.

Overall, This project for me turned out way better than the first group project. However, I had hit a few snags in the beginning working with my group. I was forgotten a few times and ignored at the start of the process. And as we moved into digital roughs, everyone had their decided pieces to work on. But, someone made a sudden change to start working on things that I was. I do not mind this, just they way it was brought about. Instead, I would have rather received feedback on anything I was doing wrong. The main issue I had working on this was never really receiving feedback from my group unless someone from another group said it first.

BILLBOARD BANNER

Overview

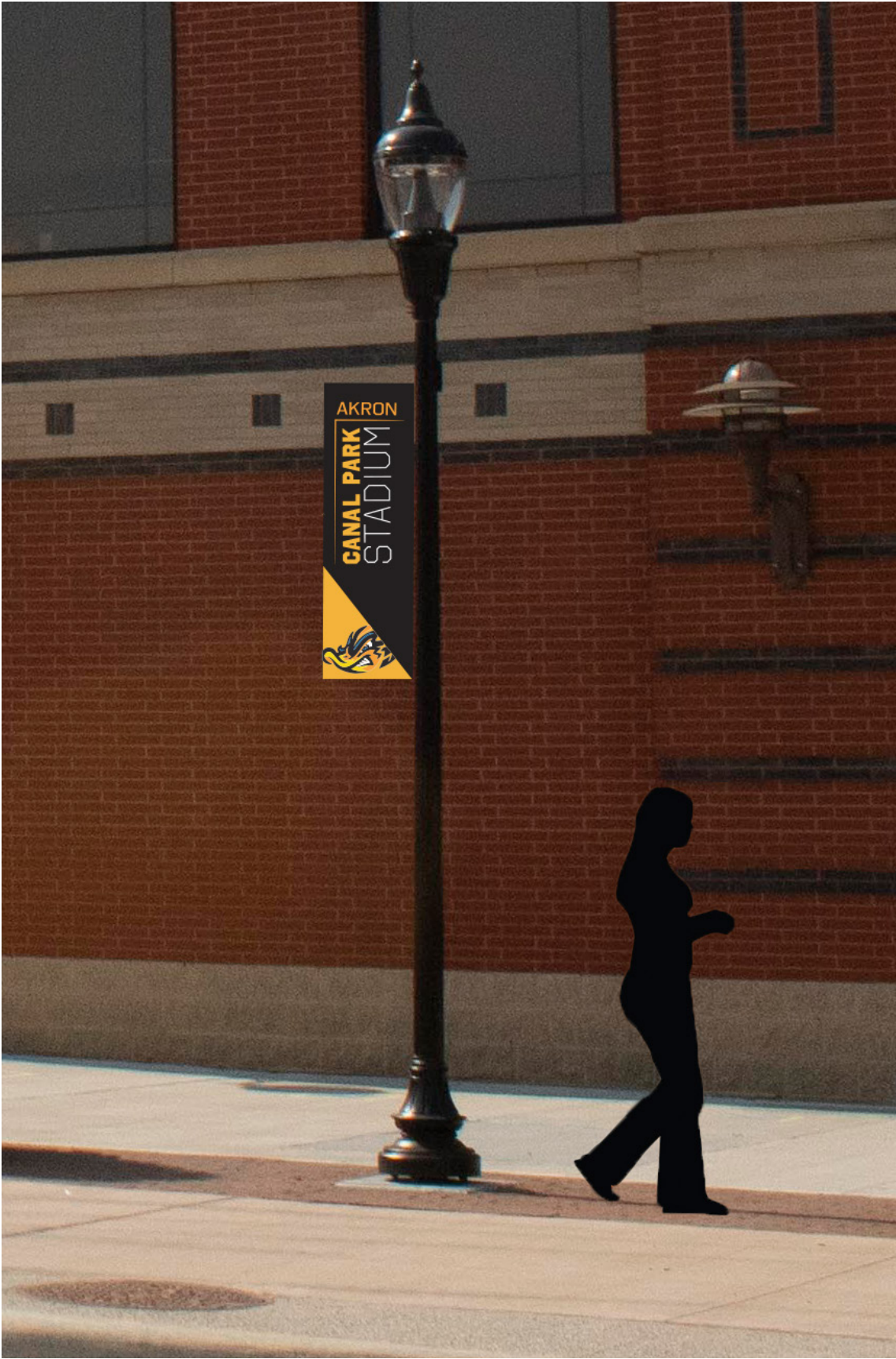
This banner will be placed behind the stadium lights above the area to be seen by a great distance to draw people to the stadium. This banner lets the viewers know what it is and what team it represents. Renaming the Rubberducks stadium to Canal Park stadium gives more recognition to the location and allows for any future team changes.



STREET POLE BANNERS

Overview

These street pole banners are for cars driving by and people walking the street to promote the stadium. The boardwalk provides a glimpse into the stadium and allows people to explore Canal Park . With these banners, they provide more attention to that area.



LIGHT BANNERS

Overview

The light banners are placed in the curve along the light in the boardwalk. They are different players that played at the stadium. It gives people more insight to the sponsored team and players.



INFIELD BANNER

Overview

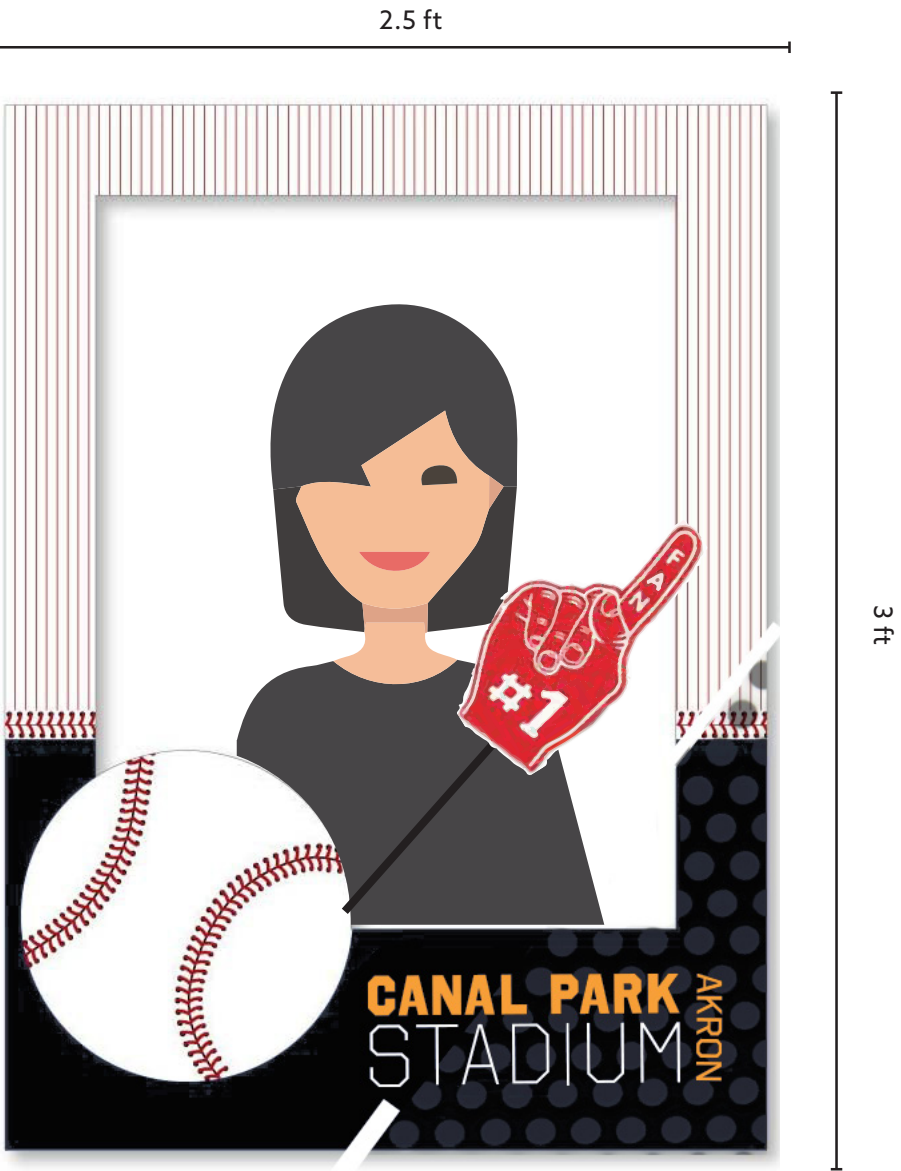
The infield banner uses empty space in the stadium. It promotes the team like the other advertisements with it but using Canal Park branding. Reminding people to take an interest in the stadium history along with Canal Park.



PHOTO OP

Overview

This area needed an attraction and the stadium need an area for people to capture their memories. The solution is to provide the perfect photo opportunity to post on social media. The props on the side make more fun and interactive. The frame promotes the location and gives the family a fun photo frame.



ICONS

