



## **Project Management Methodology**

### **OUR PHILOSOPHY AND APPROACH TO CREATION OF A COMPREHENSIVE CAMPUS WAYFINDING/GRAPHICS PROGRAM**

**IMAGE GROUP's staff of environmental graphic design/wayfinding professionals is dedicated to exceeding client expectations. They do this by following a project methodology that guarantees results:**

#### **Step 1 - Fact Finding/Project Planning**

- A. Extended kick-off visit (2 -5 days). Visit to include meeting with a focus group of client representatives/department heads to discuss observations, concerns, expectations and ideas. This trip will also be used for gathering tools such as plans, photography and current graphics standards. From this meeting we will:
  - Set timelines/schedule for all project deliverables
  - Establish need for project phasing and budget preparation
  - Confirm client expectations
  - Request needed information (site plans, graphic standards, elevations, etc.)
  - Assess multi-lingual signage needs
- B. Conduct a thorough survey of the facility with the client representatives. Surveys will allow us to determine traffic flow in and around the facility, what are considered to be "key decision points" and review all current signage and existing site conditions. We will assess future plans for physical improvements and changes to the facility, evaluate all existing signage/graphics and discuss current form and function. Detailed survey data will include:
  - Wayfinding/Care Sequence
    - Department Head Interviews
    - Wayfinding Survey
  - Survey and review of multiple parking/entry relationships
  - Digital photos of existing and potential exterior signage/graphic locations
- C. We will also observe existing pedestrian and vehicular traffic circulation patterns within the facility/campus and research city zoning , signage code and DOT regulations.

#### **Step 2 - Design Development: (includes documentation and on-site presentation)**

- A. Develop a written report of fact finding results. This report will outline potential aesthetic avenues, discuss relationship of wayfinding components to overall corporate branding effort, propose sign type vocabulary and include a first of the "facility/campus destination" list.

- B. Based on the fact finding documentation, we will develop an initial conceptual approach. This will include potential sign types and graphics for all signage which will be designed with access panels for easy maintenance and can incorporate changeable panels.
- C. Develop entire vocabulary of exterior sign types (sign type hierarchy) using report results and presentation feedback as the guide.
- D. Create an initial budget for each phase of the project (if needed).

**Step 3 - Wayfinding Documentation: (includes documentation and on-site presentation)**

- A. Develop first draft of the wayfinding program. To include:
  - Detailed drawings of each proposed sign type including material and construction details
  - Message schedule showing proposed copy for each sign location
  - Site plans showing sign locations and types
  - Photo imaging of critical areas within the facility/campus
  - Recommendations for revised nomenclature, entrance naming and entry designations
  - Plan for directing pedestrian traffic between connected buildings
- B. Review recommendations for wayfinding/informational handouts and collateral material.
- C. Revise and final draft of wayfinding program. Based on feedback from the wayfinding presentation, we will make revisions and prepare the program for final draft and presentation.

**Step 4 - Conclusion/Final Draft:**

- A. Final recommendations will be presented to the client representatives with a complete project implementation plan (Gantt chart). This includes site plans, digital imaging, and detailed drawings of every planned sign.
- B. As part of the final draft, Image Group will create a detailed signage/graphic standards manual. This manual will include all information for the facility to maintain and order signage as needed.

**Step 5 - Project Management:**

- A. Image Group's professional project managers will work to ensure successful implementation of all project components. This includes:
  - Supervision and coordination of signage construction and installation
  - Assistance in local zoning approval process
  - Post installation walk-through and punch-list creation
  - Punch-list follow up and ongoing sign maintenance



## **Image Group – Project Approach Summary**

The main contact for your project will be Rebecca Redmon, Senior Account Representative who has been focused on branding medical facilities within the custom sign industry for over 20 years. Your project lead is supported by professionals throughout our offices ranging from our hands on team of designers, project managers, fabricators, field engineers and operations management with a depth and breadth of industry knowledge that is highly regarded.

Your project will be fully supported by professionals throughout our offices with a group of dedicated Image Group team members that are committed to providing their expertise to facilitate the timely and professional completion of your project. Each of our team members is committed to providing their expertise and the necessary support staff to facilitate the timely and professional completion of your project. Quality does not have to be expensive but it does have to be well orchestrated.

Our in-house design staff is incomparable in their ability to both create conceptual layouts for client approval and to subsequently provide engineering and production shop drawings. This provides clarity in our construction methods and the integrity of our products. We have a strong history of working with municipalities nationwide to ensure that our products are permitted and subsequently built to the proper specifications. Each display is fully code compliant while maintaining with the aesthetic design intent of the project.

Collectively our team at Image Group has worked together over the years to complete some of the most comprehensive signage programs in the country. We have collaborated with leading architectural firms while coordinating with the required governing bodies in securing the necessary approvals to facilitate custom signage programs ranging from elaborate interiors to full campus branding.

Engineering is provided by a select group of certified engineers that we have worked with over the years to provide all necessary calculations for both load and wind shear requirements. This enables us to validate all required structural requirements. We have an open dialogue between our design staff and our team of engineers to ensure the viability of our construction detailing as we progress through the design phase.

The electrical specifications are detailed on our shop drawings thus depicting the required power supply and method of lighting. We create our displays based on the latest technology using LED, neon and fluorescent lighting systems. Each application provides a unique set of circumstances which dictates the desired application to maximize exposure while minimizing energy and maintenance expense. The target is to increase exposure at the lowest possible cost by weighing out the initial manufacturing investment versus the long term electrical costs.

Our experienced team has provided their expertise in many locations ranging from regional medical centers, hospitals, emergency rooms, retail facilities, shopping malls, convention centers, government offices, theme parks to casinos all focused on consistent branding.



## **Outline of Healthcare Signage Implementation**

### **Establishing strong visual communication in a complex environment:**

Navigating through a healthcare environment requires the knowledge, planning and experience of our dedicated healthcare signage team to make sure your signage functions first and foremost as clear communication and secondly as an attractive part of your healthcare campus. To achieve this goal our team goes over your expectations, surveys your property, takes into account the specified codes and regulations required of healthcare signage and works closely with your team to ensure that all signs are delivered on time, are properly installed and meet all legal requirement and visual expectations. In essence, we provide a specialized team to bring the most important visual communication tool to life.

### **Detailed below is our typical Work Plan / Project Flow strategy:**

#### **I. Programming:**

- A. Initial owner/designer/fabrication team meetings to establish design direction, and objectives.
  - 1. Discuss timeframe of project, milestones, scheduling and coordination issues.
  - 2. Discuss and establish review process for project schedule and approval.

#### **II. Design Development:**

- A. Coordinate with ownership team.
  - 1. Availability of adequate backing support for signage components.
  - 2. Verify footings and supports for signage.
- B. Review of local sign codes to determine restrictions.

#### **III. Conceptual Shop Drawings:**

- A. Conceptual Shop Drawings compiled from approved design concepts.

Drawings to include:

- 1. Elevations and dimensioned layouts for each sign type.
  - 2. Section details.
  - 3. Colors and materials specifications
  - 4. Mounting/ installation requirements.
  - 5. Sign location plans.
  - 6. Sign face layouts.
- B. Document provided in hard copy as well as electronic format (PDF).
- C. Fabrication shop drawings to be provided by Image Group as part of the manufacturing process. These shop drawings are for the review and approval prior to production of signs.

**IV. Construction Administration/Submittal:**

- A. Review shop drawings and full size patterns for compliance.
- B. Review samples of materials, colors, and finishes for workmanship and compliance.
- C. Pre-install conference and walk through with owner and installer.
- D. Resolve installation conflicts.
- E. Prepare contractors final punch list.

**Typical Project Milestones:**

Project milestones schedule has several steps that are required to ensure success. The following identifies this process and the order that they will be addressed.

- Kick-Off meeting with ownership team.
- Prepare & deliver all shop drawings.
- Ownership review and comments.
- Prepare & deliver all required material samples, etc. (from approved shop drawings).
- Ownership review and comments.
- Secure all necessary signage permits (concurrently with material procurement of long lead time items).
- Complete shop fabrication.
- Delivery and Installation of all signage in the field.
- Final walk-thru and punch list items addressed and corrected.

**Process & Capabilities (Image Group turnkey procedures):**

- Survey / analysis to identify challenges.
- Planning and Solutions.
- Create and Design.
- Present findings and work with our clients as a collaborative team.
- Manufacturing oversight.
- Installation oversight.
- Educating staff and volunteers.
- Maintenance and Service for an ongoing successful signage program.

**Our approach to wayfinding:**

Complex healthcare campus environments implementing an effective wayfinding program is a critical component of the patient and visitor experience. We have the ability to transform a hospital campus into a patient friendly environment capable of providing services to an increasingly complex patient population. Important to recognize is the myriad of cultures and existing language barriers with all visitors that are simultaneously experiencing a wide range of emotions when visiting a hospital.

- Simplicity - Most visitors can only retain two pieces of information at a time.
- Identifying - Defining borders of a campus, identifying entrances (primary vs. secondary).
- Studying the realistic traffic flow.
- The use of color, symbols and graphics. Determining if another language is needed.
- Consistent use of terminology and messaging throughout the campus and facility.
- Directing to departments and then directing them back out of the facility.
- Understanding healing environments and what type of audience we are navigating.

**Scheduling and Manufacturing:**

Whether it is a brand new hospital or an expanding Healthcare facility, scheduling and deadlines are critical to any successful project. With ongoing construction and renovations, it is critical to maintain the effectiveness of the wayfinding system.

- Phasing Implementation – temporary signage to be in place as permanent signs are being completed.

- Lead-time management – meeting tough construction deadlines through careful scheduling and planning.
- Inspections and code signs.
- Complying with all local codes and the regulatory requirements of: OSHA, JCACHO, ADA, and OSHPD.

**Installation:**

- Comprehensive Project Management support and coordination.
- Permit procurement and approval.
- Professional installation teams.
- Post-installation support.
- Sign & Lighting Maintenance Plans.



**Innovative Thinking : Constantly focused on our people, our clients and our product delivery.**

**CRAZY FOR COLLABORATION:**

The staff at Image Group has helped hundreds of clients over the years. We make every effort to remove the invisible walls that often separate businesses from their clients and replace them with a total commitment to collaboration. When we work with a client, we join their team... and they join ours. Their challenges become our challenges. And through questions and answers, give and take, and thorough discussions of what's possible, we arrive at solutions together. Not just short term solutions, but for the life of the project.

**ANSWERS FOR EVERY CLIENT NEED:**

Image Group's methodology creates a continuum of expertise and assistance that our clients can access at any point. And because each action is related to the others, the entire process is strengthened with every project, as new insights, knowledge, and data lead to increasingly positive outcomes.

Our staff is cross-trained across multiple disciplines in our series of required actions and services. We are always ready with the appropriate expertise despite how the economy or our clients needs may change.

**ONE-STOP SOLUTIONS:**

We know that in order to help our clients achieve maximum success, we need to provide full service signage solutions. To meet that goal, we offer expertise in all areas of design/build/install/maintain - including engineering, fabrication, maintenance, and management. By excelling in every aspect of vertically integrated delivery, Image Group is able to drive waste, cost, time, and redundancy out of the design/build process.

**BETTER EMPLOYEES BY DESIGN:**

Image Group believes that fulfilled employees are productive employees. We strive to create a workplace that helps every worker achieve their goals, both professionally and personally. Our work style is respectful and collaborative, giving everyone the chance to contribute. It all results in a culture that attracts great people who build great lives.

**PUTTING IT ALL TOGETHER:**

In an industry where expertise is in increasing demand, our craftspeople and technologies are unsurpassed. So is the innovative way we deliver what we create.

**IMAGE GROUP PROVIDES:**

Our network of fabrication facilities and field offices combine to create seamless implementation from the initial phase of design and budget to the long term maintenance of your brand identity. With decades of fabrication cost/value feedback, our staff constantly optimizes situations to provide innovative VE solutions.

**FOR THE LONG HAUL:**

The signage industry is built around contracts and dealings that come to an end. But at Image Group, we believe that our initial engagement with clients is just the beginning of a long-term relationship. Since our goal is to service every client for the life of their brand, our efforts are always outcome focused. No quick fixes. No trading short-term savings for future added costs. We take responsibility for the long-term branding success of our clients.