

Signage project are among the most interesting and challenging type of work that design embark on. It is a field that crossed multiple design disciplines. A signage working meeting usually involves other creative teams from the field of architecture, environment, landscape and lightning. Signage cannot be develop in isolation. A well implement sign system involves tight integration and input from experts in these field. Sign designer have work closely with them and have good knowledge across all disciplines.

In recent years, new method and technique af design and production and new work strategies that have been developed by the industry permit us to evolve into even greater complexities of design. Tools such as the CAD/CAM (Computer Aided Design and Computer Aided Manufacturing)give us an exautive control of each product and its design before it is carried out, especially when beginning the actual construction process. We can optimize the form and time of production, and consequently are able to facilitate price reductionand improve the placement of each meeage within the space.

In this book, you can find the great variety of magnificent architectural example that demonstrate the essential characteristics of a good signage: excellent design, integration within the space and function communication.

