EXPERIENCE
SHARING

Designing Environmental Graphics for Social Media

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Humans are attracted to experiences.

Gensler’s 2017 Experience Index indicates five main manners in which people experience a space. These “modes of experience,” or intentions with which people interact with a space, include:

- Task
- Social
- Discovery
- Entertainment
- Aspiration
Environmental Graphic Design: Connecting Brand and Culture in the Physical Space

- In these findings, they found that “people are 10 times more likely to share their experience on social media” when a branded space has unique design features and include dynamic environmental graphic design.

- These brand spaces use graphic elements or design to create brand stories through messaging, color, imagery and typography that align with your organization.

- Ultimately, spaces should be a strategic extension of your brand.
Types of Environmental Graphic Design

- **Branded Environments**
  - Bringing day-to-day spaces to life through storytelling
  - Creating immediate brand awareness
  - “It’s a mood”

- **Signage & wayfinding**
  - How people navigate through your space

- **Walls & glass graphics**
  - Create flow and cohesion

- **Interactive media: combining video, audio & imagery**
  - Virtual reality, video, gaming, sensory evoking

- **Social Media**
  - Real time interaction
  - Creates stronger identifiable connections between people, brands and value
Creating On-Campus Connections
Tradition, Spirit, Affinity... **Spartans for Life**

- Live On Experience
- Spartan Traditions
- School Pride
- “Instagrammable” Moments
Positives

- Creates a **positive atmosphere** to help people be productive and engaged.
- Promotes **creative thinking**. Use graphics to stimulate minds.
- Authentic spaces reinforce brand recognition and creates **brand loyalists** and **advocates**.
- Encourages **social sharing** and tagging.
- Becomes part of the culture and **brand story** by curating destinations and memory captures.
- Celebrates **mission**, **vision**, and **values**.
EXAMPLES
MSU Union Garden Level

East Neighborhood Elevator Wraps
ON DECK
Brody Hall Stairs
East McDonel
Wall Installation & Floor Sticker
Wilson Hall Breezeway
THANK YOU