

Abstract

Evaluating the semantic designs of building locations to enhance the experience of spatial inference for students and employees of Al-Zaytoonah University of Jordan

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Abstract

Spatial reasoning experience is an important process in which individuals perform in indoor or outdoor environments to reach their desired destinations . For example, in complex environments, the process of spatial inference is more difficult and complex, and to facilitate this process for individuals, designers and those interested in the world of path-setting and semantic designs must join hands to alleviate the difficulty and anxiety associated with the process of determining the path in different environments and rely on, among other things, Graphic Means and symbols that facilitate the .experience of individuals and enhance their spatial inference experience

And in this study the researcher has taken several steps in order to achieve the objectives of the study, namely, analyzing the existing symbols and graphic elements of semantic designs on the university campus, developing these elements and designs (indicative signs), submitting

distinctive design proposals, studying age and cognitive impact in taking advantage of indicative signs and inventing modern technologies that help in the process of finding the path.

She used the applied descriptive analytical approach, where the researcher made a proposal to design the guidance signs for many facilities and faculties of Al-Zaytuna University in Jordan, and reached several conclusions, including that the current guidance signs within the university, their performance level was average with the need to provide developments and improvements to make them more amenable to directing individuals, and showed a high degree of agreement on the importance of semantic designs in spatial inference facilities and .reaching the required destinations within the campus

She also recommended the need to develop the visual and graphic design of directional signs to enhance the spatial inference of users, and the need to keep up with the semantic designs of developments at the University

. Keywords: spatial reasoning, graphic design, semantic designs, directional signage