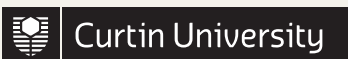


The background features a dark blue field with several overlapping geometric shapes. A large cyan shape is at the top left, a pink shape is in the middle, and another cyan shape is at the bottom left. A thick gold line runs diagonally from the bottom left towards the top right, crossing the pink shape.

# **CURTIN WAYFINDING STRATEGY**



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**aurecon**

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# 1.0 WAYFINDING AT CURTIN

## 1.1 INTRODUCTION

The Curtin University Wayfinding Strategy supports the implementation of the Greater Curtin Master Plan, providing a vision, goals and directions, towards which future projects and developments are able to aspire and measure their wayfinding success.

Curtin's vision for Wayfinding is that by focussing on the richly diverse needs of our customers, we shall provide an integrated and permeable Curtin for students, staff and visitors, creating enticing destinations that offer personalised and intuitive wayfinding experiences.

Importantly, this Wayfinding Strategy is not an audit of wayfinding tools or activities. It does not provide system solutions or technical requirements to achieve these wayfinding desires. Rather, it shares the vision, and provides the goals and directions of Curtin University. Providing strategic information, governance and guidance, empowering project teams to confidently deliver wayfinding initiatives within their projects.

## 1.2 PURPOSE

The Curtin University Wayfinding Strategy will be used to guide and evaluate alignment of existing and future projects against the vision, goals and directions. Recognition and implementation of this Strategy will provide a consistent understanding of wayfinding desires that enhance the end user experience.

### WHAT IS WAYFINDING?

Wayfinding is the self-explanatory, and typically intuitive process, of finding the way to, through or past a destination. It is the cognitive process that people go through to travel through spaces and places.



Figure 2 The Four Phases of Wayfinding

Project teams of all types, will utilise the governance processes outlined within section 3.0 to submit proposals and designs aligned to the vision, goals and directions of the Curtin University Wayfinding Strategy, which are listed in Section 2.0.

## 1.3 STRATEGIC ALIGNMENT

The technical documentation review established the University's vision and strategic goals into the future. This information provides the foundation for strategic direction of the Strategy.

### OVERARCHING VISION



### STRATEGIC DIRECTION AND GOALS

- Transformation from suburban campus to vibrant city and community, achieved by:
  - Bringing together a diverse range of people
  - Establishing industry partnerships
  - Maintaining relevance with the Technological Age
  - Brand positioning to distinguish Curtin from other Universities and promotion of the green star communities rating
  - Increasing the quantity and quality of visitations to the campus
- Provide a great customer experience through:
  - Providing access for all
  - Delivery of a seamless, responsive and innovative digital environment
  - The blending of art and culture through innovation
- Support the economic growth of the campus and region by:
  - Creating a global, collaborative and connected workforce with a focus on – people and culture
  - Facilitating movement patterns that stimulate economic and social exchange

# 2.0 WAYFINDING VISION, GOALS AND DIRECTIONS

## WAYFINDING VISION

To provide an integrated and permeable Curtin for students, staff and visitors, creating enticing destinations that offer a personalised and intuitive wayfinding experience.

The table below outlines the key wayfinding goals which set the strategic direction and focus for the strategy. In order to achieve those goals, and allow the opportunity to evaluate compliance of guidelines, audits and projects against the intent of the Strategy, a number of directions have been generated.

### WG1

Goal 1: Consistent approach to wayfinding systems to reduce wayfinding confusion.

#### Directions

- 1.1 Provide consistent, up to date, clear and simple project wayfinding approaches #16, 22
- 1.2 Provide consistency of approach between temporary and permanent project wayfinding systems
- 1.3 Provide wayfinding approaches that adhere to naming and numbering protocols as approved by Curtin #22, 27, 28
- 1.4 Provide wayfinding approaches with logical sequencing throughout Curtin #16, 22, 27, 28
- 1.5 Provide sequential and consistent labeling of built form, associated structures and infrastructure as approved by Curtin #22

### WG2

Goal 2: Ensure the provision of a wayfinding approach that provides a safe, secure and inclusive journey that is appropriate to all.

#### Directions

- 2.1 Implement CPTED principles across proposed wayfinding approaches #9, 15, 16, 22, 27, 28
- 2.2 Support an integrated emergency response approach to promote 24 hour activity
- 2.3 Enhance the end user experience through wayfinding approaches #16, 22

### WG3

Goal 3: Promotion of sustainable wayfinding systems that maintain relevance in the ever changing environment.

#### Directions

- 3.1 Provide wayfinding approaches that align with Curtin's corporate branding and maintenance policies #22, 26
- 3.2 Promote wayfinding approaches that support healthy active living (walking and physical activity) and the car free heart philosophy #8
- 3.3 Provide wayfinding systems that are adaptable to social and technological change
- 3.4 Integrate wayfinding approaches into the natural landscape system and public spaces #7, 8, 12, 15, 24
- 3.5 Select sustainable materials and products for physical wayfinding approaches that consider low embodied energy, efficient whole-of-life costs, low ongoing maintenance, sustainable sourcing, and sustainable disassembly and disposal #13

## WG4

Goal 4: Clearly defined and legible gateways, thresholds and zones to promote the concept of a permeable Curtin.

### Directions

4.1 Provide wayfinding approaches that demonstrate the clear hierarchy of gateways (campus entry), thresholds and zones #7, 8, 12, 14, 15, 16

4.2 Prioritise integration with existing and future movement networks spanning Curtin's borders (pedestrian, cyclist and public transport priority) #17, 20

4.3 Promote permeability of Curtin to the adjoining community through place activation initiatives #14, 21, 25

4.4 Demonstrate internal permeability i.e. between and within buildings at Curtin

4.5 Provide the opportunity for end users to interact with wayfinding tools in real time #14

## WG5

Goal 5: Enhance legibility and connectivity for all network users with provision of a strong linkage between Curtin and external wayfinding systems.

### Directions

5.1 Promote the use of indigenous cultural references across Curtin #7, 8, 11, 15, 24

5.2 Adhere to an intuitive, logical and standardised street and path hierarchy using common materials and colour palettes #8, 16

5.3 Provide clearly defined desirelines and view corridors (north-south) and (east-west) transport links #7, 8, 12, 14, 15, 17

5.4 Provide as-built information back to Curtin to support real time information provision to all navigational platforms

## WG6

Goal 6: Intentionally enhance intuitive wayfinding through the clever use of the built environment.

### Directions

6.1 Provide a logical arrangement of rooms and spaces #7, 15, 16, 20

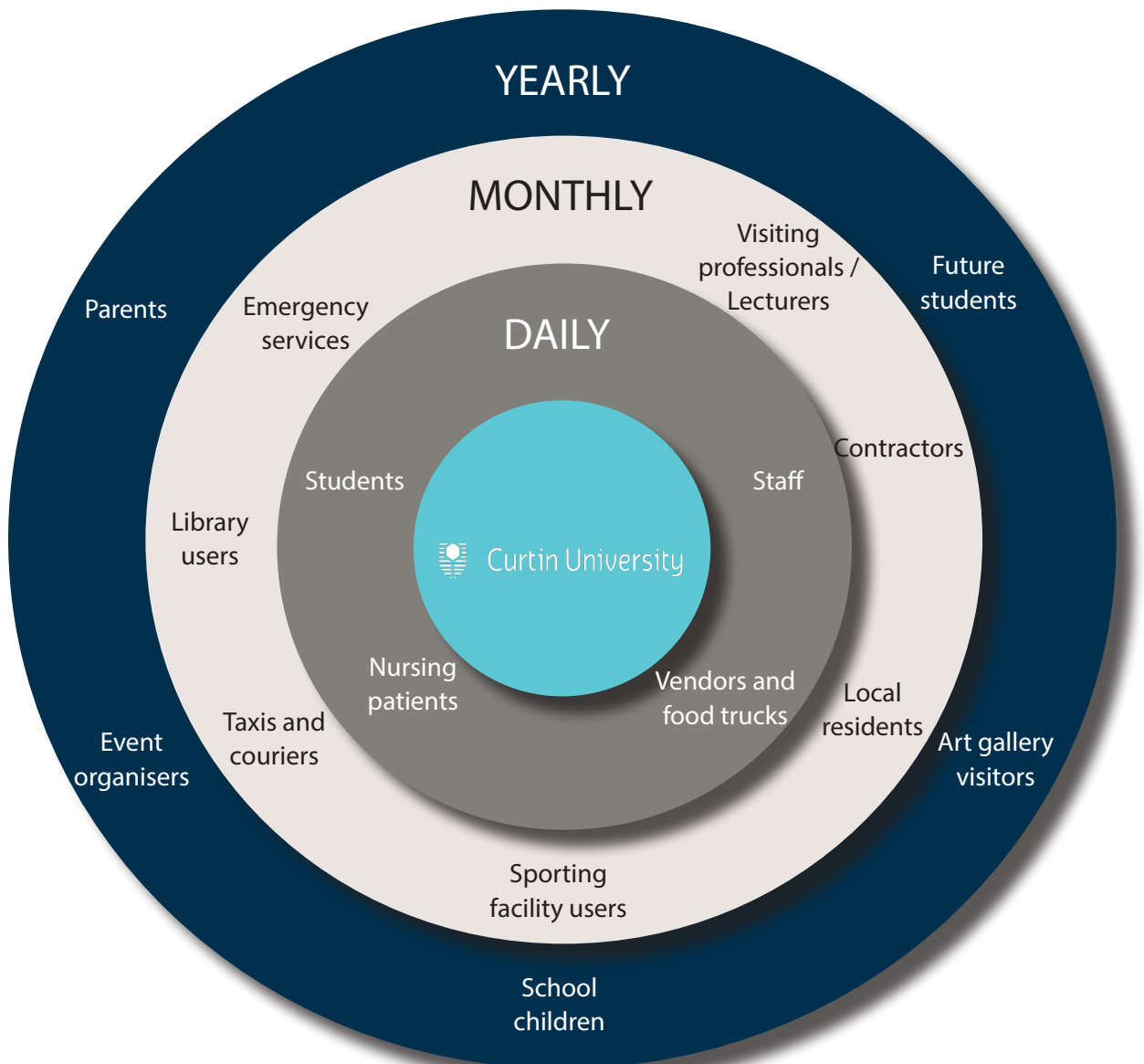
6.2 Integrate landmark / signature buildings, structures and sites as 'urban markers' responding to the site topography

6.3 Promote building heights and setbacks that support nominated desirelines and view corridors #7, 8, 12, 15, 20

6.4 Establish precincts with unique visual character through the use of built form #7, 8, 12, 14, 15

## 2.2 USER EXPERIENCE

This Strategy reflects a wayfinding approach that centres around the Curtin's end user. There is a depth and diversity in both the definition of the Curtin end user and their individual needs which must be acknowledged in the implementation of this Strategy. A selection of Curtin users is outlined in the ecosystem map below. The central thread across the wayfinding goals is consistency and intuition. Consistent approaches to physical, digital and published wayfinding systems and tools will ensure logical and legible wayfinding across Curtin. An intuitive approach to wayfinding will engage users, enhancing their experience on Campus or online, enticing continued interaction with the University.

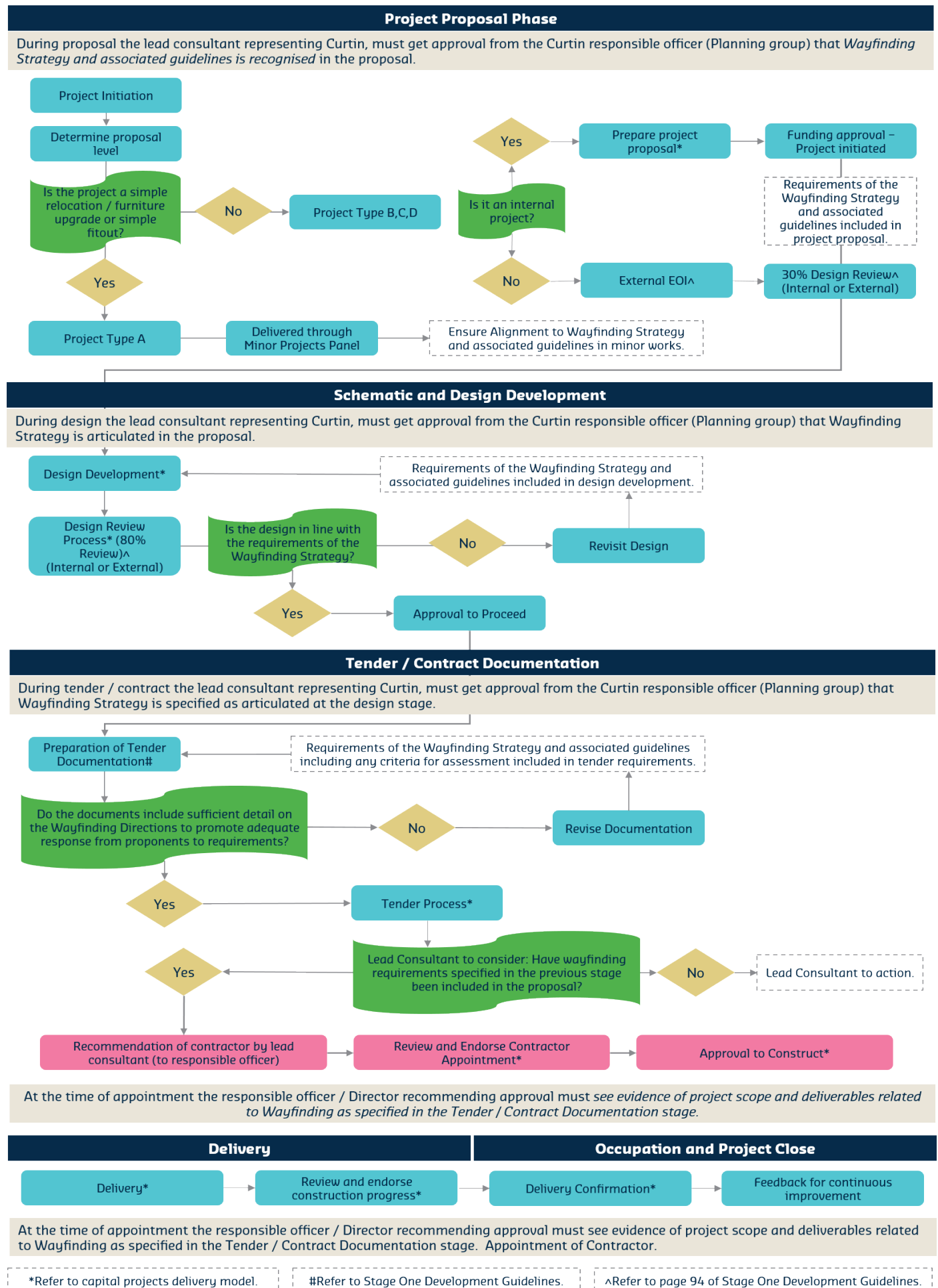


This Strategy shall inform the creation and update of a range of technical guidelines, to ensure that projects at all levels align and support this Strategy. Data management, ownership and updating of wayfinding systems and tools is integral to maintaining the users trust required to enhance the end user experience.



# 3.0 PROJECT WAYFINDING GUIDANCE

## 3.1 GOVERNANCE FLOW CHART



## 3.2 WAYFINDING PROJECT RESPONSE MATRIX

Wayfinding Strategy Vision	To provide an integrated and permeable Curtin for students,	
Lower level vision objectives	Logical and inclusive, for use by a diverse range of users	Personalised experience, based connections and
WG1 Wayfinding Goal 1	Consistent approach to proposed	
1.1 Provide consistent, up to date, clear and simple project wayfinding approaches #16, 22	<p>Does the project wayfinding approach allow users with disabilities</p> <p>Does the project wayfinding approach allow users from varied cultural and navigate? (e.g. symbolism, simple numbering)</p> <p>Does the project wayfinding approach allow for automation of</p> <p>Does the project wayfinding approach allow for an element</p> <p>Does the project wayfinding approach support the update of existing</p>	
1.2 Provide consistency of approach between temporary and permanent project wayfinding systems	<p>Does the project wayfinding approach allow users with disabilities</p> <p>Does the project wayfinding approach allow users from varied cultural and navigate? (e.g. symbolism, simple numbering)</p> <p>Does the project wayfinding approach allow for automation of</p> <p>Does the project account for an update to existing wayfinding</p>	
1.3 Provide wayfinding approaches that adhere to naming and numbering protocols as approved by Curtin #22, 27, 28	Does the project wayfinding	
1.4 Provide wayfinding approaches with logical sequencing throughout Curtin #16, 22, 27, 28	Does the project wayfinding approach provide logical sequencing?	Does the project achieve a positive
1.5 Provide sequential and consistent labelling of built form, associated structures and infrastructure as approved by Curtin #22	<p>Does the project wayfinding approach allow users with disabilities</p> <p>Does the project wayfinding approach allow users from varied cultural and navigate? (e.g. symbolism, simple numbering)</p>	
WG2 Wayfinding Goal 2	Ensure the provision of a wayfinding	
2.1 Implement CPTED principles across proposed wayfinding approaches #9, 15, 16, 22, 27, 28	<p>Does the project wayfinding approach implement inclusive design a safe and crime free environment for all users?</p> <p>Does the project wayfinding approach allow users with disabilities navigate i.e. use Universal Design cues - visual, tactile, olfactory</p> <p>Does the physical placement, installation and illumination of the project create a safe wayfinding experience for the end user?</p>	
2.2 Support an integrated emergency response approach to promote 24 hour activity	Does the project wayfinding approach link with existing onsite	
2.3 Enhance the end user experience through wayfinding approaches #16, 22	<p>Does the project wayfinding approach allow enhancement of the end Curtin for those with disabilities?</p> <p>Does the project wayfinding approach allow users from varied cultural their experience of Curtin on and offsite?</p>	

staff and visitors, creating enticing destinations that offer a personalised and intuitive wayfinding experience.

to enhance the user on the need to build meaning for the end user

Integrated to ensure consistency across plans, projects, digital and physical platforms, and Curtin and third party systems

Promote the concept of a permeable Curtin

wayfinding systems to reduce wayfinding confusion.

to easily navigate? backgrounds to understand the update process? of personalisation? wayfinding systems?

Does the project wayfinding approach align to Curtin University Branding Requirements?  
Is the project wayfinding approach consistently branded between digital and physical?  
Is the project wayfinding approach simple to update and does it allow for automation?

Does the project wayfinding approach provide a consistent approach to any external signage leading into Curtin?  
Does the project wayfinding approach entice visitors to Curtin?  
Does the project wayfinding approach allow visitors to recognise their arrival at Curtin?  
Does the project wayfinding approach support the Curtin Identity?

to easily navigate? backgrounds to understand the update process? systems?

Does the project wayfinding approach provide consistency between temporary and permanent initiatives?

Is the temporary project wayfinding approach external to Curtin consistent with the permanent system?  
Does the temporary project wayfinding approach entice visitors to Curtin?

approach adhere to Curtin naming and numbering protocols?

wayfinding approach user experience

Does the project wayfinding approach provide logical sequencing and consistency across both digital and physical initiatives?

Does the project wayfinding approach provide logical sequencing which entices visitors?  
Does the project consider the potential to adjust sequencing of adjacent assets?

to easily navigate? backgrounds to understand

Is labelling aligned to Curtin University Branding and Signage Requirements?

Does the provision of labelling provide logical sequencing which entices visitors?

approach that provides a safe, secure and inclusive journey that is appropriate to all.

principles that promote

to logically and easily or auditory cues? wayfinding approach to

Does the project wayfinding approach promote CPTED principles that are consistent across Curtin?

Does the project wayfinding approach promote a safe environment which entices visitors to Curtin?

emergency response systems, allowing users to feel safe and promote increased and longer term visitation on site?

user experience at backgrounds to enhance

Does the project wayfinding approach enhance the end user experience consistently across Curtin?

Does the project wayfinding approach entice the end user through the promise of an enhanced experience on site?

Lower level vision objectives

Logical and inclusive, for use by a diverse range of users

Personalised experience, based connections and

## WG3 Wayfinding Goal 3

Promotion of sustainable wayfinding

3.1 Provide wayfinding approaches that align with Curtin's corporate branding and maintenance policies #22, 26

Does the project wayfinding

3.2 Promote wayfinding approaches that support healthy active living (walking and physical activity) and the car free heart philosophy #8

Does the project wayfinding approach encourage the user with consideration for diverse end user needs?

3.3 Provide wayfinding systems that are adaptable to social and technological change

Is the project wayfinding approach set up so as to allow support changing preferences of all users

3.4 Integrate wayfinding approaches into the natural landscape and public spaces #7, 8, 12, 15, 24

Does the project wayfinding approach integrate consistently into the  
Does the project wayfinding approach enhance the end user

3.5 Select sustainable materials and products for physical wayfinding approaches that consider low embodied energy, efficient whole-of-life costs, low ongoing maintenance, sustainable sourcing, and sustainable disassembly and disposal #13

Does the selection of sustainable materials and products for approaches provide meaning to the end user, enhancing their deeper understanding of Curtin's commitment to sustainability  
Does the project wayfinding approach provide an indirect to the user regarding Curtin's commitment to

## WG4 Wayfinding Goal 4

Clearly defined and legible

4.1 Provide wayfinding approaches that demonstrate the clear hierarchy of gateways (campus entry), thresholds and zones #7, 8, 12, 14, 15, 16

Does the project wayfinding approach create a logical hierarchy?  
Is the hierarchy of the wayfinding approach appropriate to a diverse range of users?

Does the project enhance the user application of

4.2 Prioritise integration with existing and future movement networks spanning Curtin's borders (pedestrian, cyclist and public transport priority) #17, 20

Does the project wayfinding approach prioritise logical integration of movement networks suitable to the diverse range of users?

Does the project enhance the user with external

4.3 Promote permeability of Curtin to the adjoining community through place activation initiatives #14, 21, 25

Does the project wayfinding approach make use of place activation initiatives in an logical way that is suitable to a diverse range of users?

Does the project enhance the user place activation

4.4 Demonstrate internal permeability i.e. between and within buildings at Curtin

Where the project wayfinding approach includes internal applications and logical.

to enhance the user on the need to build meaning for the end user

Integrated to ensure consistency across plans, projects, digital and physical platforms, and Curtin and third party systems

Promote the concept of a permeable Curtin

systems that maintain relevance in the ever changing environment.

approach adhere to Curtin's Corporate Branding and Maintenance Policies?

healthy active living

Does the project wayfinding approach encourage healthy, active activity consistently across Curtin?

Does the project wayfinding approach integrate with other active transport systems external to the campus, enticing visitors to continue their journey through Curtin?

efficient updates to on site?

Is the method by which the project wayfinding approach is updated, consistent with other project wayfinding approaches?

Is the project wayfinding approach easy to update, consistently accurate and therefore enticing to the end user?

natural landscape to promote intuitive wayfinding that is appropriate to all? experience through use of the natural landscape and public space design?

Does the project wayfinding approach connect with the natural landscape and public spaces beyond the campus boundaries?  
Does the project wayfinding approach respect the land use, flora and fauna surrounding Curtin?  
Does the project wayfinding approach respect the indigenous environment on site and surrounding Curtin?

physical project wayfinding experience through a on site? educational experience sustainability on site?

Is the use of sustainable materials for physical wayfinding approaches consistent where applicable across Curtin?

Does the wayfinding approach provide an opportunity to inform and/or influence the community external to Curtin regarding the selection of sustainable materials?

gateways, thresholds and zones to promote the concept of a permeable Curtin

wayfinding approach experience through the a logical hierarchy?

Does the project wayfinding approach maintain consistency of hierarchy across Curtin?

Does the project wayfinding approach support the hierarchy of gateways thresholds and zones, enticing users to and through Curtin?

wayfinding approach experience by integrating movement networks?

Does the project wayfinding approach support the integration of movement networks consistently through the campus and beyond the campus boundaries?  
Does the project wayfinding approach improve the permeability through Curtin by integration with external movement networks?

wayfinding approach experience through initiatives?

Does the project wayfinding approach consider integration with existing place activation initiatives?

Does the project wayfinding approach promote permeability of Curtin through place activation initiatives?

it must be inclusive

Is the project wayfinding approach, internal and between buildings, consistent across Curtin?

Does the project wayfinding approach, internal and between buildings, entice users to Curtin?

Lower level vision objectives

Logical and inclusive, for use by a diverse range of users

Personalised experience, based connections and

4.5 Provide the opportunity for end users to interact with wayfinding tools in real time #14

Does the project wayfinding approach enhance the end user all end users to interact with the system in real

## WG5 Wayfinding Goal 5

Enhance legibility and connectivity for all network users

5.1 Promote the use of indigenous cultural references across Curtin #7, 8, 11, 15, 24

Does the project wayfinding approach support the use of cultural references in a logical way for all users?  
Are the use of cultural references within the project wayfinding approach appropriate to all users?

Does the use of the project meaning for end users more positive  
Does the project provide an indirect the user regarding references?

5.2 Adhere to an intuitive, logical and standardised street and path hierarchy using common materials and colour palettes #8, 16

Does the project wayfinding approach adhere enhance the user  
Does the project wayfinding approach link beyond Curtin's

5.3 Provide clearly defined desirelines and view corridors (north-south) and (east-west) transport links #7, 8, 12, 14, 15, 17

Does the project wayfinding approach support the logical set out of desirelines, view corridors and transport links to promote intuitive wayfinding for all users?

Where applicable, and transport links user experience.

5.4 Provide as-built information back to Curtin to support real time information provision to all navigational platforms

All project 'As-Constructed' information shall be provided back to

6.1 Provide a logical arrangement of rooms and spaces #7, 15, 16, 20

Does the project provide logical application and arrangement

## WG6 Wayfinding Goal 6

Intentionally enhance intuitive

6.2 Integrate landmark / signature buildings, structures and sites as 'urban markers' responding to the site topography

Does the project utilise physical elements to create recognisable logical wayfinding to assist in creating a positive user

6.3 Promote building heights and setbacks that support nominated desirelines and view corridors #7, 8, 12, 15, 20

Do the desirelines and view corridors support logical and intuitive more positive experience for all end

6.4 Establish precincts with unique visual character through the use of built form

Does the project support and enhance the unique visual character for logical and intuitive  
Does the project allow identity to be derived at each location, as guidelines, supporting a more positive and meaningful

to enhance the user on the need to build meaning for the end user

Integrated to ensure consistency across plans, projects, digital and physical platforms, and Curtin and third party systems

Promote the concept of a permeable Curtin

experience by allowing time?

Is the method by which users are able to interact in real time with the project wayfinding approach consistently applied across Curtin?

Is the way in which users interact with real time wayfinding information attractive to visitors and users of Curtin?

with provision of a strong linkage between Curtin and external wayfinding systems.

cultural references as part wayfinding approach create and therefore support a experience? wayfinding approach educational experience to indigenous cultural

Is the use of cultural references as part of the project wayfinding approach consistent?

Does the project wayfinding approach connect with the natural landscape and public spaces beyond the boundaries of Curtin?  
Does the project wayfinding approach respect the land use, flora and fauna on site and surrounding Curtin?  
Does the navigational system respect the indigenous environment on site and surrounding Curtin?

to Curtin's standardised street and path hierarchy? experience by integrating boundaries in its colour and materials treatment of streets and pathways?

desire lines, view corridors must enhance the

Does the project wayfinding approach make linkages across Curtin to ensure consistency of treatment?  
Does the project wayfinding approach create strong view corridors and transport network connectivity and thereby entice visitors to their destination?

Curtin Properties Facilities and Development supporting the update of existing wayfinding systems and real time accuracy of information.

of rooms and spaces in accordance with the numbering requirements of Curtin?

Does the navigational system support the sourcing of rooms and spaces by first time visitors to the site, enticing increased visitation?

wayfinding through the clever use of the built environment.

urban markers, supporting experience?

Is the use of buildings and structures as 'urban markers' consistent and complimentary to applications of other 'urban markers' across the campus, supporting intuitive wayfinding?  
Is the use of urban markers graphically reflected in the digital/physical wayfinding tools and systems?

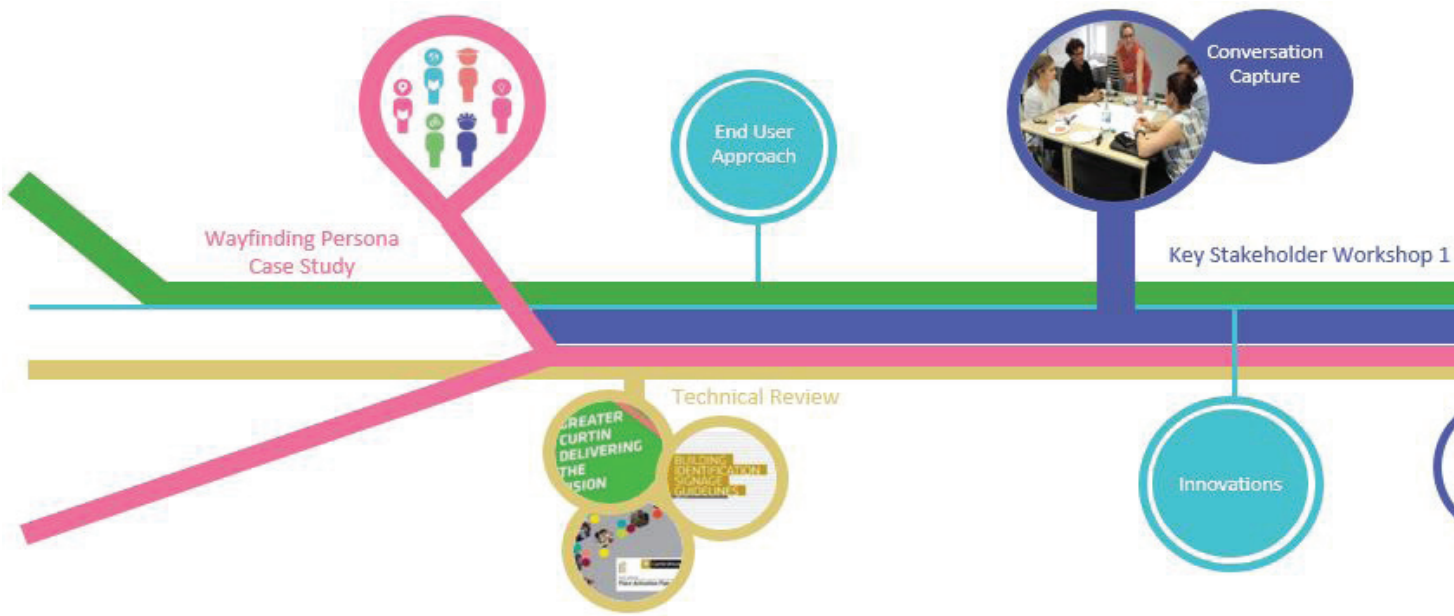
Does the project utilise 'urban markers' to entice people to Curtin?

wayfinding to create a users?

Is the treatment of building heights and setbacks aligned to the requirements of Curtin design guidelines and requirements?

of the precinct allowing wayfinding? outlined in the design user experience?

Does the project maintain consistency with the surrounds of the area in accordance with the Curtin design guidelines and requirements?



## 4.0 REFERENCES

### 4.1 APPROACH

Working closely with key University and external stakeholders, the development of this strategy seeks to understand who the users are, their needs, their pain points and frustrations, providing a focus for the Strategy on the areas that matter the most to the end users.

The Wayfinding Strategy will ensure a consistent approach to wayfinding across Curtin. It will also respond to the key stakeholder aspirations of a wayfinding approach that is logical, personalised, integrated, easy to update, and connected to place.

A number of supporting processes and documents have contributed to the development of this strategy, including a Technical Review, Persona Case Study, Stakeholder Conversation Captures (Workshop 1 and 2) and End User Testing (Narrative). The Technical Review ensured consistency between Wayfinding and other existing planning and strategic documents and outcomes.

This supporting information, held by Curtin Properties Facilities and Development, will be made available where appropriate and will support the future update and development of the Strategy as the Curtin user preferences and requirements change over time.

One specific key element of the Wayfinding Strategy development is Curtin University’s Seven Universal Design Principles, based on the Universal Design Principles and Guidelines. Fundamental to these principles is the acknowledgement of the diversity of society and the corresponding variety of need, applicable to Curtin’s many and varied physical assets.

The recommendations set out in the form of goals and directions as part of this Strategy will inform, create and shape the development of technical guidelines. These technical guidelines will provide the detailed level guidance that will aim to standardise the wayfinding approach across Curtin.

In considering the end to end journey for a Curtin user, as it applies to wayfinding and promoting a permeable Curtin, a concept termed the **five “E’s” of the user experience** provides a sound foundation on which to build an improved wayfinding experience for all those in the user ecosystem. The ‘five E’s’ are outlined adjacent and for each an analogy is provided as to how that ‘E’ might apply to wayfinding.

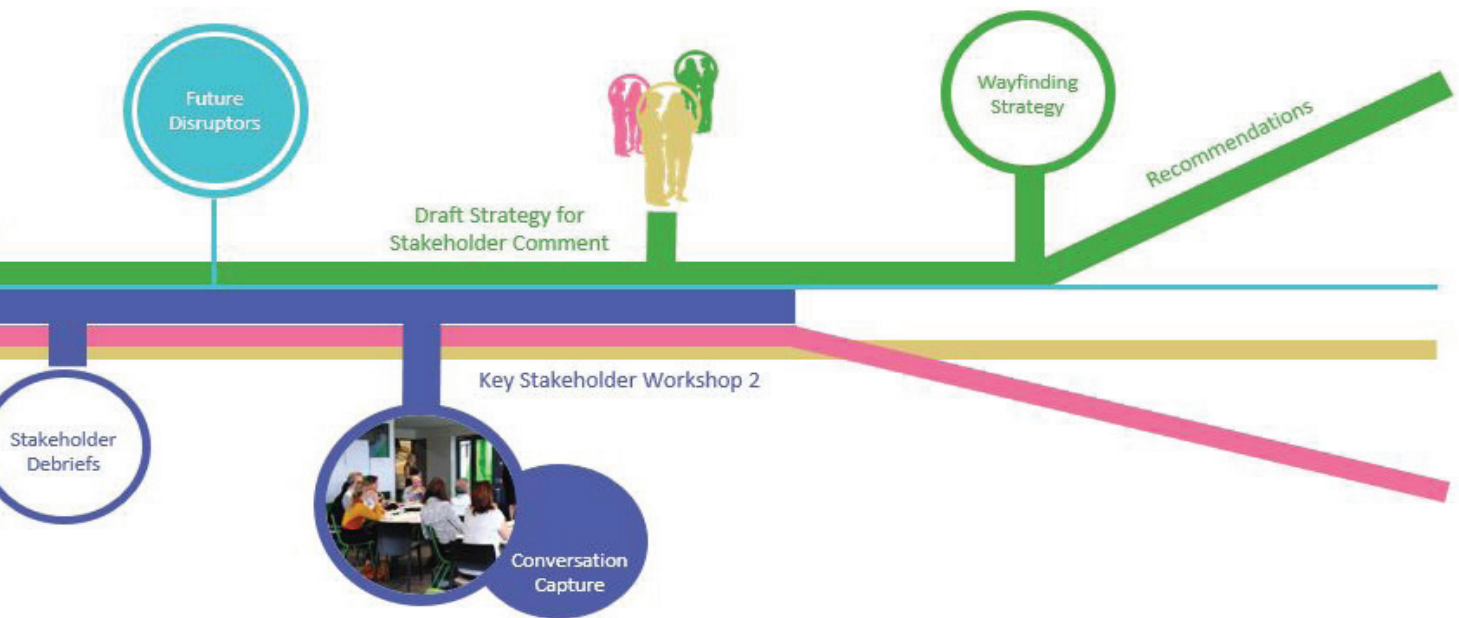
#### ★ ENTICE

Implement strong CPTED principles promoting safety, wayfinding platforms that are integrated and up to date, and universal accessibility

#### 📍 ENTER

Use recognisable gateways and arrival points





## 4.2 INFLUENCES

Current issues, challenges and opportunities, including global trends and disruptions, inform the direction for this Strategy. In order for the Strategy to remain relevant it must respond to these influences and continue to consider the changing environment in which Curtin University operates. A key part of this process is acknowledgement of the diverse range of users and understanding of the user ecosystem (see Figure 3).

Working with Curtin stakeholders to understand the current state of wayfinding, drawing on the current and future issues and opportunities has allowed a direct response into the development of the goals and directions of the Strategy. Some of those elements included; inconsistency, understanding and application of digital solutions, external reference points and permeability, the emergence of the 24/7 economy and the need for safety and security at all times.



Figure 3 Trends and Disruptions

**ENGAGE**

Enforce a strong street and path hierarchy, signature buildings and urban markers, as well as digital beaconing to position the user

**EXIT**

Provide navigation icons, and strong linkages between internal and external networks

**EXTEND**

Create the ability to provide updates and real time information on a user wayfinding experience through 'hackable' layers in the strategy

## 4.3 REFERENCES CHART

WAYFINDING STRATEGY REFERENCE #	CURTIN	NAME	DATE / REVISION	AUTHOR / OWNER
1	None - PFD Website	Creating the City of Innovation – A vision for Greater Curtin <a href="https://properties.curtin.edu.au/local/docs/CurtinMasterPlan_theVision.pdf">https://properties.curtin.edu.au/local/docs/CurtinMasterPlan_theVision.pdf</a>	2013	Curtin University
2		The Vision webdata	20 January 2015	Curtin University
3		Curtin Strategic Plan 2017-2020- 4 Pillars	2016	Curtin University
4	000199 Knowledge - PF&D Strategic Directions & Vision (full document)	PF&D Strategy- 2017 to 2020	2016	Properties Facilities & Development / Curtin University
5		Curtin Masterplan webdata	20 January 2015	Curtin University
6	None - PFD Website	Greater Curtin Drivers for Change – Part A <a href="https://properties.curtin.edu.au/local/docs/CurtinMasterPlan_PartA.pdf">https://properties.curtin.edu.au/local/docs/CurtinMasterPlan_PartA.pdf</a>	19 March 2014 / Second Edition	Curtin City Project Group / Curtin University
7	None - PFD Website	Greater Curtin Master Plan – Part B <a href="https://properties.curtin.edu.au/local/docs/CurtinMasterPlan_PartB.pdf">https://properties.curtin.edu.au/local/docs/CurtinMasterPlan_PartB.pdf</a>	19 March 2014/ Second Edition	Curtin City Project Group / Curtin University
8		Curtin Academic Heart Planning Framework – Part D	2 September 2015/ First Final Draft	Urban Enquiry, Meter Design, Donaldson + Warn and AECOM / Curtin University
9	None - CU Website	Disability Access and Inclusion Plan 2012-2017 <a href="http://life.curtin.edu.au/local/docs/UL_HW_DAIP_2012-2017_Summary.pdf">http://life.curtin.edu.au/local/docs/UL_HW_DAIP_2012-2017_Summary.pdf</a>	2012	E-QUAL Disability Consultants / Curtin University
10		Curtin Wayfinding Persona Case Study	25 January 2017 / Third Revision	Aurecon / Curtin University
11	None - CU Website	Curtin Reconciliation Action Plan <a href="https://karda.curtin.edu.au/local/docs/RAP2014Brochure.pdf">https://karda.curtin.edu.au/local/docs/RAP2014Brochure.pdf</a>	2014	RAP Working Group / Curtin University
12	None - PFD Website	Greater Curtin Delivering the Vision – Part C <a href="https://properties.curtin.edu.au/local/docs/CurtinMasterPlan_PartC.pdf">https://properties.curtin.edu.au/local/docs/CurtinMasterPlan_PartC.pdf</a>	19 March 2014/ Second Edition	Curtin City Project Group / Curtin University
13		Curtin Sustainability and GreenStar Connected Initiatives	8 September 2016	Curtin University
14	None - PFD Website	Curtin Place Activation Plan <a href="https://properties.curtin.edu.au/ourprojects/placeactivedocs.cfm">https://properties.curtin.edu.au/ourprojects/placeactivedocs.cfm</a>	October 2012	Curtin University
15	None - PFD Website	Greater Curtin Stage One Development Guidelines – Stage 1 Part A <a href="https://properties.curtin.edu.au/local/docs/StageOneDevelopmentGuidelines.pdf">https://properties.curtin.edu.au/local/docs/StageOneDevelopmentGuidelines.pdf</a>	8 April 2016/ Revision F	ARM Architecture and Taylor Burrell Barnett / Curtin University
16	000203 Knowledge - Curtin Universal Design Guideline	Curtin University Universal Design Guideline - Built Form <a href="https://properties.curtin.edu.au/local/docs/guidelines/DesignGuideBuiltForm.pdf">https://properties.curtin.edu.au/local/docs/guidelines/DesignGuideBuiltForm.pdf</a>	2016	HASSELL / Curtin University

WAYFINDING STRATEGY REFERENCE #	CURTIN UNIVERSITY REFERENCE	NAME	DATE / REVISION	AUTHOR / OWNER
17	None - PFD Website	Integrated Transport and Movement Plan <a href="https://properties.curtin.edu.au/local/docs/guidelines/IntegratedTransportPlan.pdf">https://properties.curtin.edu.au/local/docs/guidelines/IntegratedTransportPlan.pdf</a>	15 January 2017/ Revision A	Arup / Curtin University
18		Bentley Curtin Transport Assessment	26 February 2016/ Second Revision	AECOM
19		Other planning publications (Videos)	2014 to 2016	Andy Sharp / Curtin University
20		Bentley-Curtin Draft Activity Centre Structure Plan	24 November 2016	Department of Planning / Western Australian Planning Commission
21		Draft PF&D Communications & Community Engagement Strategy	Received 17 March 2017/ Draft	PF&D / Curtin University
22		Curtin University Signage Guidelines	April 2011	Curtin University
23		Final Bus interchange design review session	August 2015/ First Revision	Curtin University
24		Living knowledge and stream guidance	March 2017	sync7 and SYRINX / Curtin University
25		Place Activation Initiatives	2016	PF&D / Curtin University
26		Campus Logistics Design Brief	November 2013/ Second Issue	Curtin University
27		Sign Construction and Implementation Principles	August 2015/ Third Revision	Curtin University
28		Internal Signage Guidelines	August 2015/ First Revision	Curtin University
29		Naming Rights Procedures	1 April 2016	Curtin University
30		Department of Sport and Recreation Trails Strategy 2009-15	2008	Department of Sport and Recreation
31		Curtin University Persona Case Study	2017	Aurecon / Curtin University

## 4.4 GLOSSARY OF TERMS

TERM	DEFINITION
Legibility	The quality of being and able to be clearly interpreted
Hierarchy	A system in which it's elements are ranked or ordered, which defines it's function
Connectivity	The quality of the connection between the origin and destination of a destination
Node	Key locations within the network that are assigned particular functions (such as a courtyard for activity)
Gateways	A point of access to a network
GBCA	Green Building Council of Australia
Precinct	The area within the perceived boundaries of a particular building or place, often designated a specific use
Threshold Point	Clearly defined points of arrival to a zone or precinct



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