CREATIVE BRIEF

NAME OF PROJECT: DC Metrorail Map and Signage Redesign

CLIENT: Inherent Design by Sela Lewis

PROJECT TEAM/ROLE:
Sela Lewis/Researcher
Sela Lewis/Designer
Sela Lewis/Writer
Sela Lewis/Illustrator

OVERVIEW
Provide a subway map variation of the Washington Metropolitan Area Transit Authority (WMATA) System Map. Redesign select Metro station signage and wayfinding as it correlates to the map redesign. Make the map and underground systems clearly communicate where riders are located within the city.

GOALS
Concepts should help an individual better understand their location to the region and city they visit, live, work, and thrive in.

CHALLENGES
Washington DC is changing. A city that used to see itself as a quiet southern town has boomed into a major metropolitan and the city's main vain -- the Metro -- has not kept up. It's struggling phyiscally and financially. Though improvements are being made, there is still more work to do.

I have lived in Washington DC for almost 20 years. One of my major concerns with the DC Metro signage and map is that I have no idea where I am located the Washington Metro region. Washington, DC is set up in quadrants, and an alphabetical/numerical grid, but I would never know that based on the Metro map. The Metrorail extends into neighboring states Maryland and Virginia. I can see the borders on the map, but if I'm in L'Enfant Plaza, Gallery Place/ Chinatown, or Anacostia stations, I have no idea where Virginia is located. Because the Metro was designed as a commuter rail, it was never intended to communicate clearly to city residents.

KEY DATES
There is no end date for this project. Work will be done on it when time is available.

BUDGET
Because there is no end date for the project, I will calculate the budget based on long-term resources.
Wifi maintenance: $48/mnth
Software: $88/mnth
3-year domain/subdomain ownership: $350

MANDATORY DELIVERABLES
ONE METRO MAP REDESIGN

DC name changes, no name changes to suburbs, name change to final train stop, add lines to MARC and VRE

CREATIVE BRIEF

NAME OF PROJECT: DC Metrorail Map and Signage Redesign

CLIENT: Inherent Design by Sela Lewis

PROJECT TEAM/ROLE: Sela Lewis/Researcher
Sela Lewis/Designer
Sela Lewis/Writer
Sela Lewis/Illustrator

METRO STATION ILLUSTRATIONS

Illustrations of the six selected Metro stations, with new signage and wayfinding.

SELECT STATIONS TO ILLUSTRATE

Three transfer stations, three single stations

TRANSFER STATIONS

Gallery Place/Chinatown (NW tranfer station)
L'Enfant Plaza (SW tranfer station)
Metro Center (NW tranfer station)

SINGLE STATIONS

Anacostia (SE station)
Deanwood (NE station)
Dupont Circle (NW station)

BLOG POST

on the history of the Metrorail map, the class and race history in DC, and your map as a new communication tool.

OPTIONAL DELIVERABLES

A microsite to promote and receive rider feedback
A more detailed video animation of the redesigned map