2014 Events Outlook

Sponsorship and Advertising opportunities are available

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SEGD Well is a two-day event focused on current design methodologies and research for environmental graphic design in healthcare, including wellness and healing environments, information design and nomenclature, and the patient experience (service design). The event is designed to bring together an interdisciplinary audience of designers, architects, healthcare professionals, and patients through tours, lectures, and breakout trend discussions on key areas of healthcare design practice.

SEGD Design+Connections is a new one-day education event that will be held on-site at the 2014 ISA International Sign Expo in Orlando. Sessions will focus on placemaking, branded environments, accessibility, technology and media, and other issues specific to design for the built environment. The format will couple lecture-style presentations with panel discussions and breakout trend sessions.

The SEGD Exhibition & Experience Design Workshop is a two-day event with focus on current design methodologies and trends for exhibition and experience design. The event is designed to bring together an interdisciplinary audience of designers, architects, technology, museum and exhibit professionals, through onsite tours, lectures, and breakout trend discussions on key areas of this convergent and incredibly diverse area of contemporary environmental graphic design practice.

The SEGD Airport & Transportation Workshop is a two-day event jointly organized by SEGD and ASMN. This event focuses on the complexities of airport design programs from signage and wayfinding planning and management to customer experience and integrated technology. The workshop will include a tour of DFW’s facilities and sessions covering topics related to airport planning, information and experience design, and management and operations.
Annual Design Conference

The 2014 SEGD Conference with its theme of **Convergence: Crossing Lines**, will use the context and inspiration of Atlanta as a launch point for educating, inspiring and connecting our members with amazing projects, stories, and visions from both a local and global perspective. From its location south of the “grit line” to its place in history crossing the “black-white line” as well as its hosting of the ultimate “finish line,” Atlanta epitomizes how excitement, energy, and change happen at the convergence of disciplines, cultures, and ways of thinking.

Interactive + Experience Design

**Xlab 2014** takes attendees to Brooklyn, the borough many call Silicon Alley. There, a massing of tech-centric firms and studios are developing next-generation platforms and other innovations that are sure to impact future interfaces and experiences. Be part of the continuing conversation about the role of technology in experience design and how it will shape place and the collective practice of environmental graphic design.
eg conversations is SEGD’s education platform for live webcast-moderated dialogues about current issues in environmental graphic design practice, technology, and design process. Each eg conversations consists of a pairing of example case studies that are aligned with a series of targeted questions designed to provide meaningful and practical insights for attendees, and allow them to apply the gained knowledge into their environmental graphic design practice.

Panelists are selected based on their expertise and experience in the focus area for the current series topic. eg conversations are designed as conversations between the moderator, panelists, and participants, much like a chat would occur in the studio. It’s a casual but measured platform for learning, inspiration, and insight. Participants who attend eg conversation are provided with a comprehensive archive summarizing the session’s dialogue and learning outcomes through integrated text and graphics.

**Design Tools: Processing + Grasshopper**
January 30, 2014

**Beyond Screens: Immersive Experiences**
July 31, 2014

**Navigation: Digital Mapping + Mobile Apps**
December 11, 2014

**Metrics for Healthcare Environments**
February 27, 2014

**Location Plans + Messaging Schedules**
April 3, 2014

**Demystified: Specs for EGD**
November 13, 2014