

Streszczenie EN

The aim of this project was to design a visual information system for the Kraków department of the Marie Skłodowska-Curie National Oncology Institute, which is part of the State Research Institute. The project was created in cooperation with the National Oncology Institute. The project was intended to allow users to determine where they are and to find their way to their destination. The wayfinding signage was meant to improve the comfort of patients and institute staff. With proper signage, patients would feel more independent, empowered, and less dependent on others. This would also instil more confidence in them, resulting in less burden on the staff from constant directional inquiries.

In the first part of the dissertation, I describe wayfinding in the context of healthcare facilities. I present strategies for navigation and common issues encountered in medical institutions. In this section, I also analyse 13 hospitals in Kraków in terms of architectural structure and its complexity, functional structure, and the signage or lack thereof. Based on the analysis, I draw conclusions, that were crucial in the project's development, and then provide a detailed description of them.

In the second part, I discuss the Kraków branch of the Institute. Firstly, I provide an overview of its history and analyse its structure and the way in which it is organised. I then conduct an analysis and observation of the existing situation. I describe all the signage and communication used inside and outside the building. The discussed topics highlight the scale of the problem, including the misinformation, chaos and lack of logic. In this section, I indicate the relevant legal regulations and specific guidelines of the law on ensuring accessibility for people with special needs. Furthermore, I present how stress can affect oncology patients' perception and explore possible solutions for visually impaired individuals. An important part of the project was conducting research, which I describe in this section, whilst stating the objectives and results. The entire

analytics and research section allowed for the identification of personas, understanding their behaviour, and specifying the issues faced by patients and institute personnel.

In the third part, I describe the process of developing signage and the visual identity for the National Institute of Oncology. I analyse the chosen typography, and the construction of letters, and examine the readability in relation to the text size and viewing distance. I also describe the colour scheme used.

In the fourth part, I present the resulting design solutions for the visual information system. Based on the conducted research, I establish design aims. I then present various project elements, such as changes in nomenclature, the new numbering of levels and rooms, division into functional sections, and examples of information carriers. Subsequently, I describe the process of prototyping the system at the National Institute of Oncology, which formed the basis for implementing changes in the project. All these elements are further elaborated on in the essay attached to the doctoral dissertation as part 02.

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