



AACSRE

Academic Advisory Council for
Signage Research and Education

Innovation at the Crossroads: Building Thought Leadership for Signage Research and Education

Please consider joining the movement as the Academic Advisory Council for Signage Research and Education (AACSRE) labors to provide **independent thought Leadership** in an exciting interdisciplinary space.

Our intent is to **advance the study of the science, technology, art/advertising and regulation of on-premise signage**. Faculty from thirteen universities along with thought leaders from the sign industry are driving the AACSRE initiatives.

Perhaps you will **support** one or more of the following areas where AACSRE is making an impact:

- Identifying research, educational needs and opportunities within academia and professional settings commensurate with prioritizing research and education initiatives that embrace emerging topics/trends for signage applicability.
- Generating benchmarking exercises.
- Measuring the impact of generated work products.
- Providing assessment and guidance to current and future peer-review processes.
- Identifying new funding opportunities.
- Identifying a comprehensive network of subject-matter experts.
- Identifying a multi-disciplinary component within each university and implementing immersion and integration efforts that build and advance innovative strategies from each member university.
- Expanding AACSRE involvement to additional universities.
- Identifying and aligning with professional associations and related organizations.
- Participating in the peer-review research process to provide assessment and guidance to current and future peer-reviewed processes.
- Providing technical expertise on how signage is addressed within each academic discipline to create cross-disciplinary dialogue on signage research needs.

Interdisciplinary Journal of Signage and Wayfinding

Research related to on premise signs and wayfinding is not a new topic. In fact, scholars from the fields of engineering, business, marketing, art, architecture, planning, and law, have long produced scholarship in this area. However, this research has often been difficult to find because of its dispersal in publications across the interdisciplinary array of fields.

The Interdisciplinary Journal of Signage and Wayfinding seeks to fill that gap.

Sponsored by the Academic Advisory Council for Signage Research and Education (AACCSRE), this on-line, open source journal seeks to be the home for scholarship in the field of signage and wayfinding.

The first publication will be made available, at no charge, on December 31, 2016.

AACCSRE Board Representation



AACCSRE Emerging Fellows Program

The Academic Advisory Council for Signage Research and Education (AACCSRE), through its Emerging Fellows program, provides research support for projects related to the societal benefits of on-premise signs. The research support stimulates and extends research projects by scholars from public and private universities in the United States who have demonstrated promise and/or success in conducting research related to signage. The scope of proposals may vary widely across disciplines and methodologies. Topics may include, but are not limited to:

- Scholarship of legal issues related to signs and wayfinding
- Creative activity related to the design of new signs or the reuse of existing signs
- Engineering studies related to signs and traffic safety and mobility
- Economic analysis related to the value of signs
- Marketing or other business research on the value of a brand or logo as depicted on a sign

Fellowships will be awarded to support the development and dissemination of signage research. Applications and/or questions should be directed to Patty Herbin at patty@aaccsre.org or telephone 336-260-3197.

On-Line Instruction on Signage Topics

A team of AACCSRE thought leaders are developing on-line courses to focus on wayfinding and communication. The on-line instruction will engage diverse disciplines such as architecture, planning, marketing, wayfinding, design, law and engineering. The course will utilize an executive summary format for competency based instruction with rigorous standards and detailed learning outcomes.

Topical modules will include History of Signage, Signage Law, Principles of Design/Wayfinding, Traffic/Engineering, Art and Placemaking, Marketing/Advertising/Communications in the Urban Environment, Materials and Economics.



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For additional information on AACCSRE,
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