

ABSTRACT

A type of graphics that is present in the environment is called environmental graphic design, or EGD. EGD components range from writing items in two dimensions and three dimensions to nameplates, bulletin boards, and directional signs. EGD is helpful for giving people in the area succinct information so they can make decisions quickly. Signage, wayfinding systems, exhibition designs, information designs, pictograms, and place making are all examples of environmental graphic design. Signage and wayfinding is a form of Environmental Graphic Design.

Signage and wayfinding, is a modern form of communication that is used as a means of delivering information to help people in social life. As a brand-new hospital, Asih Husada Hospital still needs a lot of setup, media outreach, and promotion for the facility in the form of nameplates that are placed in various locations with the goal of strengthening the hospital's reputation.

The purpose of this design designing signage that is functionally and aesthetically appropriate for Asih Husada Hospital and designing signs that can raise Asih Husada Hospital's accreditation value.

Keyword: Environmental Graphic Design, Signage, Wayfinding, Asih Husada Hospital