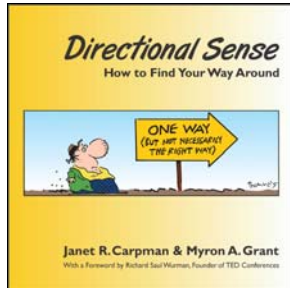


Directional Sense: How to Find Your Way Around
by Janet R. Carpman and Myron A. Grant
Foreword by Richard Saul Wurman, Founder TED Conferences
Institute for Human Centered Design, 2012

About the Book



Were you born with no sense of direction? Does the mere thought of navigating twisting hospital corridors, deciphering cryptic expressway signs, or fumbling with cumbersome maps fill your heart with dread? If so, you need this trusty guidebook, which explains that finding your way around is a learnable skill, not a mysterious instinct you're doomed to live without. A lighthearted introduction to the ins and outs of wayfinding, it provides step-by-step guides to following signs, reading maps, recognizing landmarks, using GPS devices and more. Along with anecdotes describing how everyone gets lost at times, and photos showing how being turned around is not always your fault, *Directional Sense* offers a wealth of practical advice to help you confidently get from here to there . . . and back.

Readers will learn about:

- Why people become lost
- What "wayfinding" means
- Six wayfinding skills & how to learn them
- Coping strategies & tips for the directionally challenged
- Wayfinding words & numbers: recognizing good ones, uncovering meaning, how they can go awry
- Spatial layouts: grasping the "big picture", recognizing patterns, handling tricky layouts
- Maps: flexing your mental muscles to make sense of them; types of maps; legends, scale, and other map details; watching out for shortcomings

- Signs: what makes them useful; the point of arrows, layouts and messages; how to follow them, how signs can fail you
- Landmarks: your secret wayfinding weapon, creating your own personal landmarks, using them along with other cues, knowing when not to rely on landmarks
- Directions: the "N and S" words and why you should understand them; asking, giving, and remembering directions, keeping their limitations in mind
- Wayfinding technology from GPS to apps: what's to love, how to avoid the pitfalls
- Using good directional sense: developing new attitudes, practicing new skills, paying attention, venturing forth

Advance Praise

Everyone who has ever been late for an appointment, missed a flight, or stood up a date because they lost their way will find both solace and instruction in this terrific book. It's chock full of fascinating facts, amusing stories, and practical information to help wayward travelers of all stripes.

– **Colin Ellard**, author of *You Are Here: Why We Can Find Our Way to the Moon, but Get Lost in the Mall*

Lo and behold, we directionally challenged people (and there are many of us) can learn wayfinding skills--with a little practice--and gain more control in unfamiliar places. It's a big, complex world out there, but this book helps us take heart and find our way through it.

– **Rebecca Kilgore**, jazz vocalist and frequent traveler

In highlighting the interdependence of maps, signs, and spatial planning, this book has priceless insights for architects, interior designers, and mapmakers. It's a fascinating read for travelers who routinely navigate unfamiliar landscapes, indoors or out. A comprehensive (and subtly subversive) guide to design flaws and their consequences, it challenges the perpetrators to shape up or get lost.

– **Mark Monmonier**, author of *How to Lie with Maps*