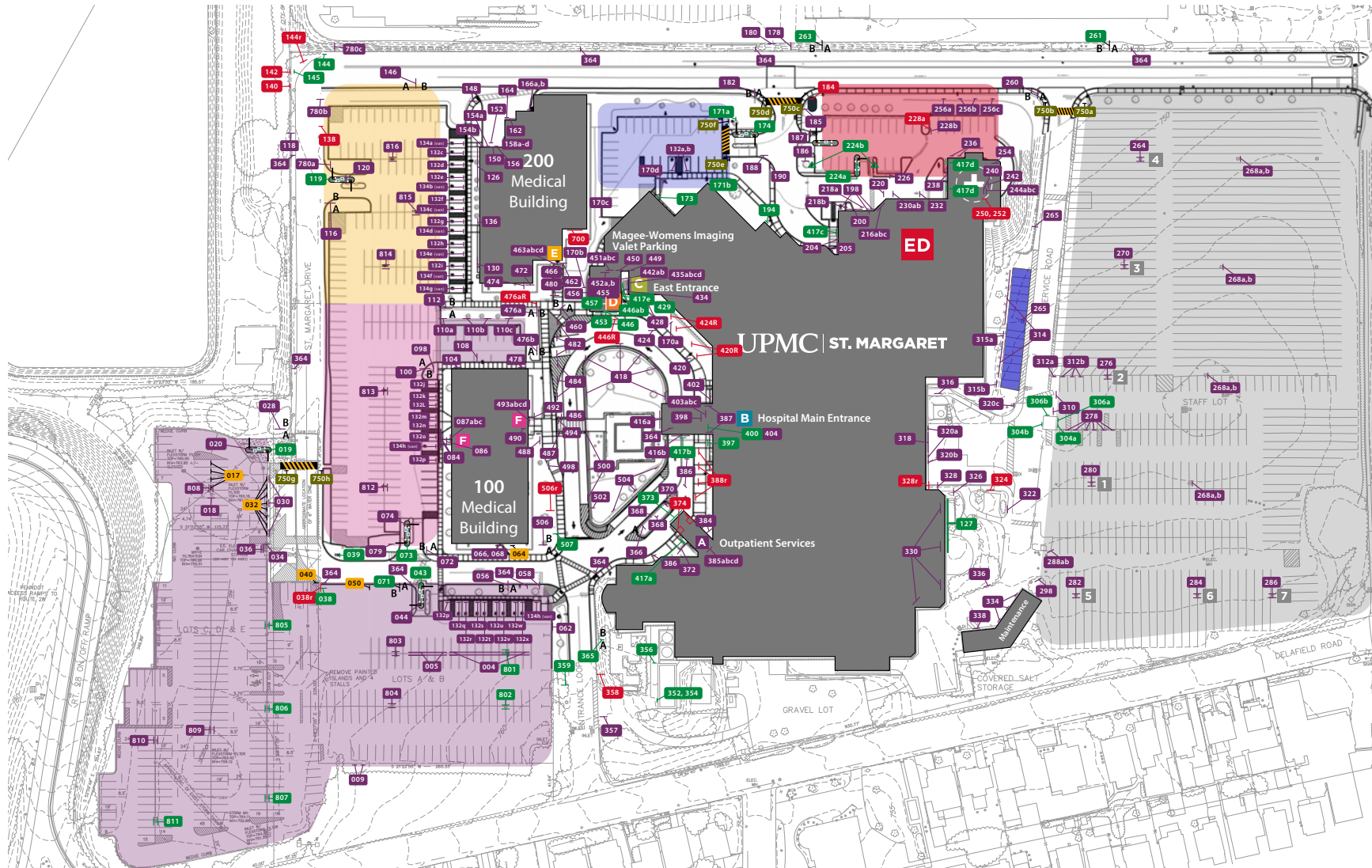




Portfolio
Signage & Wayfinding

Fritz Motschman
fritz.motschman@gmail.com
linkedin.com/in/fritzmotschman
(412) 448-6881



UPMC St. Margaret Campus Sign Location Map



Main Pylon, Freeport Road & St. Margaret Drive

UPMC St. Margaret Hospital Campus Exterior Rebranding Program
Pittsburgh, PA, 2022-2023

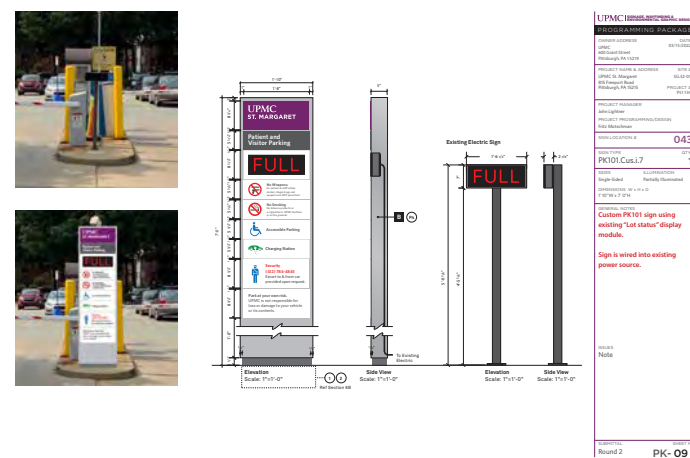
As part of a 6 year systemwide exterior rebranding and wayfinding program, the UPMC St. Margaret Hospital campus was in dire need of a massive refresh. Existing signage was showing its age at more than 30 years old, with many signs that were deteriorating and many others added over the years that carried redundant and misleading messages. By 2021, the campus was “oversigned” to the point of being confusing for visitors.

Starting with a complete campus sign and messaging audit, I undertook the tasks of creating a campus traffic circulation map to determine the main pathways to get visitors to their destination, mapping every sign location on the site to a color-coded location map, then using our comprehensive sign manual to start specifying and programming each sign in over 450 exterior and interior locations.

The project lasted two years from start to finish and was completed in 2023.



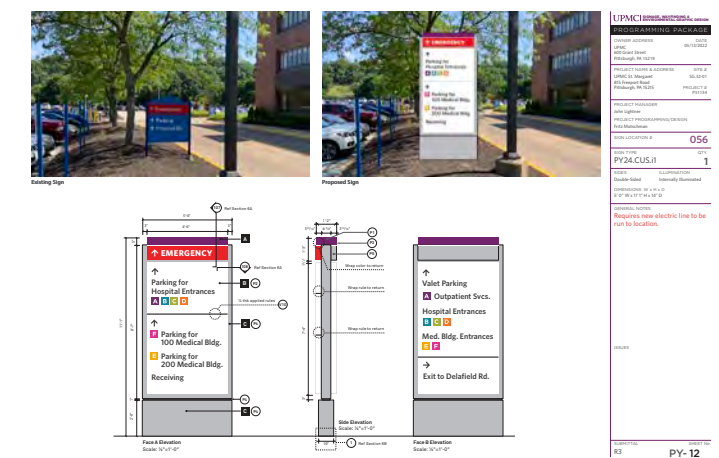
Building Entrance Letters & Pylon using Code Blocks



Parking Entrance Regulatory Drawing



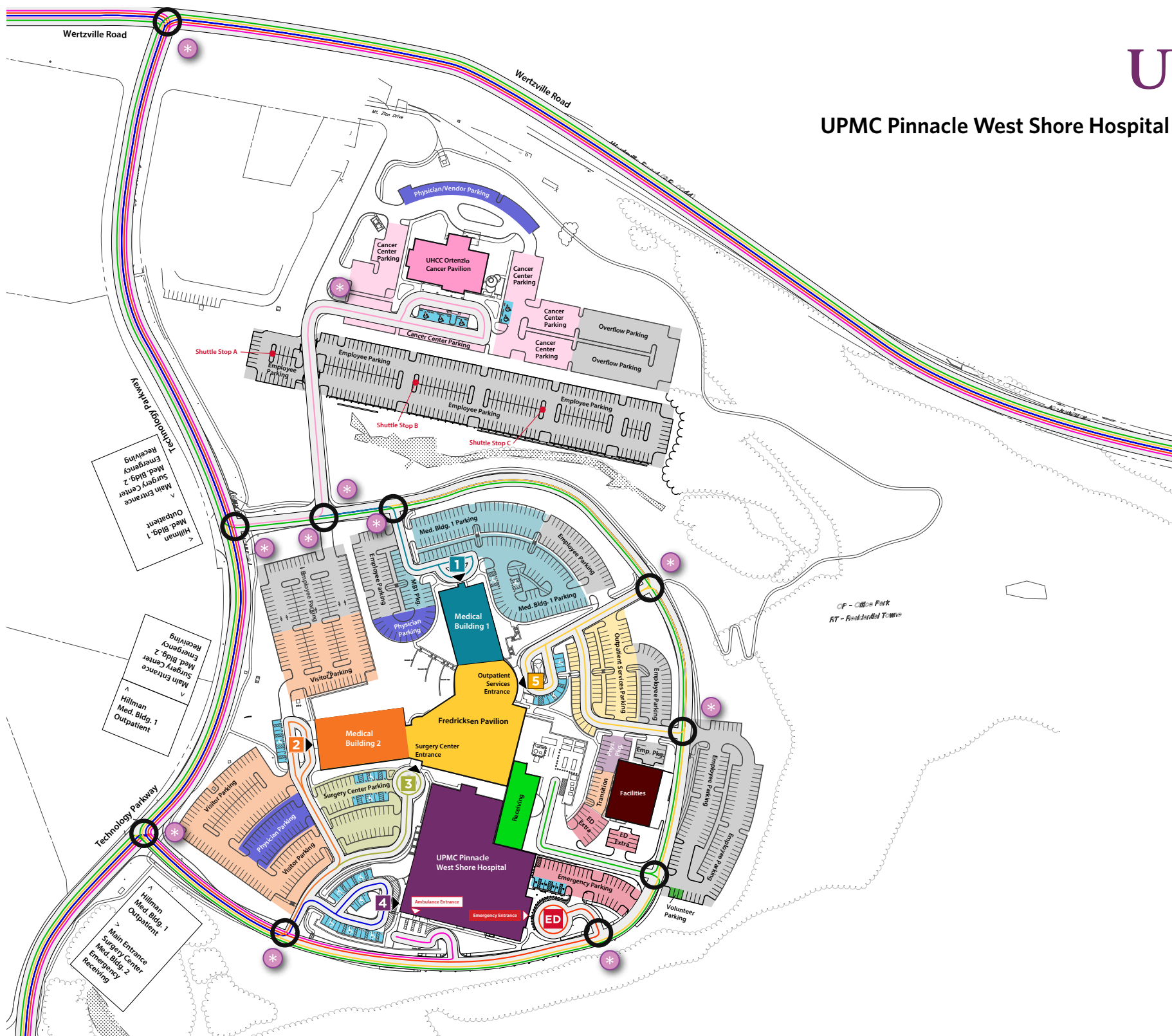
Building Entrance Letters



Directional Pylon Drawing



UPMC Pinnacle West Shore Hospital | Campus Traffic Circulation Map



LEGEND

Visitor Arrival Paths

- ➔ 1 Medical Building 1
- ➔ 2 Medical Building 2
- ➔ 3 Surgery Center
- ➔ 4 Hospital Main Entrance
- ➔ 5 Outpatient Services
- ➔ Emergency
- ➔ Ambulances
- ➔ Receiving
- ➔ Cancer Center

Parking Lots

- Medical Building 1 Parking
- Medical Building 2 Parking
- Surgery Center Parking
- Main Hospital/Visitor Parking
- Outpatient Services Parking
- Cancer Center Parking
- Emergency Parking
- Employee Parking
- Physician Parking

1 BUILDING ENTRANCES

○ DECISION POINTS

***** BRAND MOMENTS

UPMC West Shore Hospital Campus
 Exterior Rebranding Program
 Mechanicsburg, PA, 2020-2022

UPMC West Shore Hospital was acquired when the organization acquired the financially failing Pinnacle Health system, comprised of 5 major hospital campuses and hundreds of smaller satellite properties in the Greater Harrisburg, PA area.

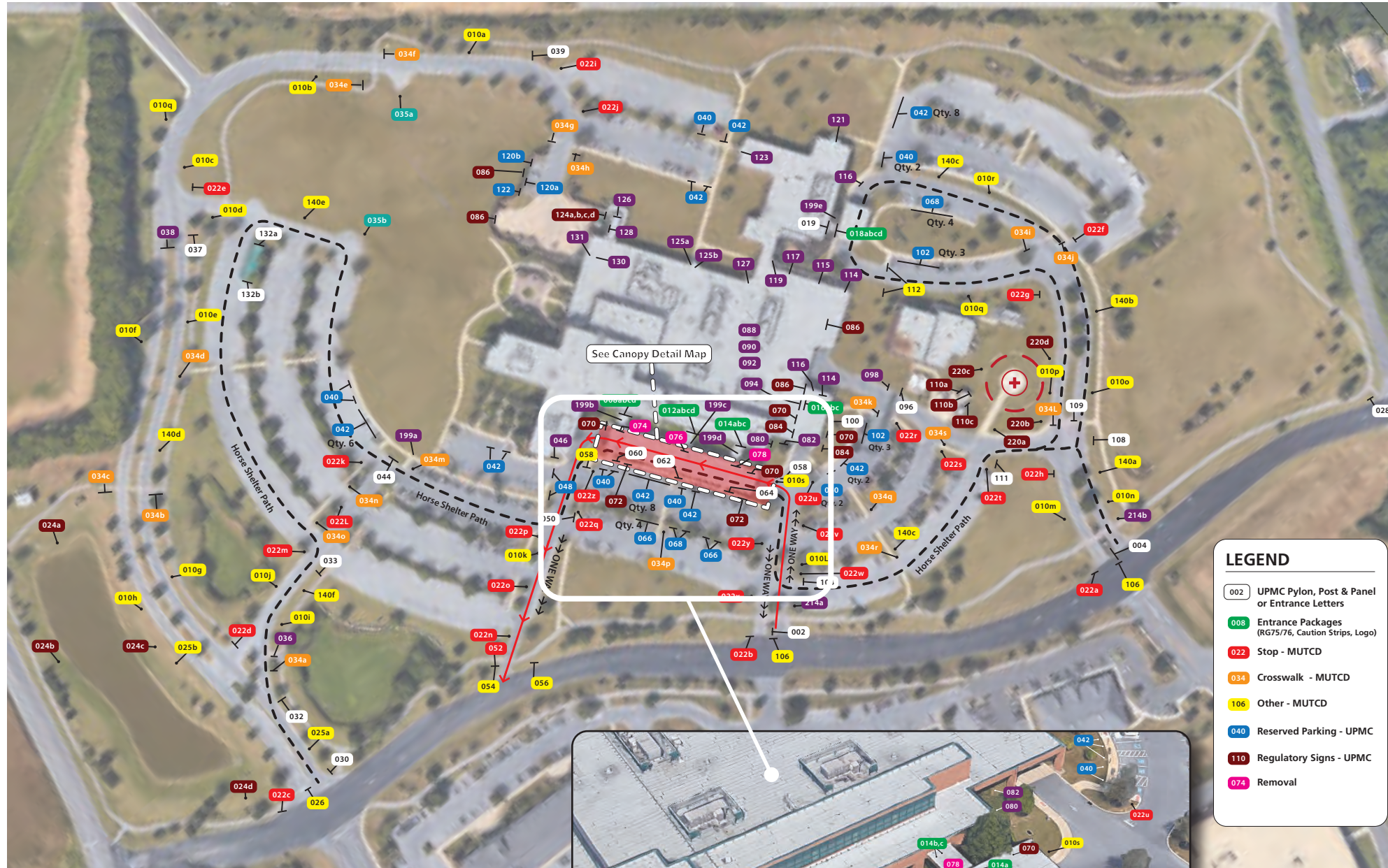
This campus is unique because of its vast amount of area coupled with an unusual amount of possible visitor entrances due to the property layout and the need to direct patients to the Emergency department, three different medical buildings, a specialty cancer center on the northern part of the campus, multiple parking lots, and the main hospital itself.

The illustration at left shows the very first diagram typically produced before starting a project of this magnitude; a Campus Traffic Circulation Map. It is shown to the client as part of the master wayfinding plan.

To determine the main pathways to get visitors to their destination, this map shows the decision points a visitor must make to enter the complex and the branding or directional opportunities at each decision point. The colored lines on the roadways show the common path taken to each destination.

The project lasted two years from start to finish and was completed in 2022.

UPMC West Shore Campus Traffic Circulation Map



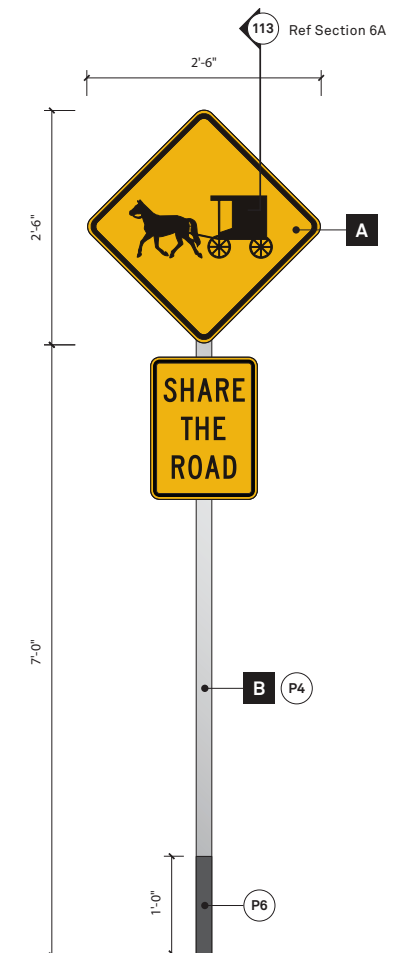
Top:
Sign location map showing color coded locations of different sign types, which makes life much easier and more efficient when provided to the sign fabricator's installation crew.

Inset:
Location map detail page showing a higher level of detail that focuses on an area with too many signs to show on the overview map.

UPMC Lititz Hospital Campus Exterior Rebranding Program
Lititz, PA, 2018-2020

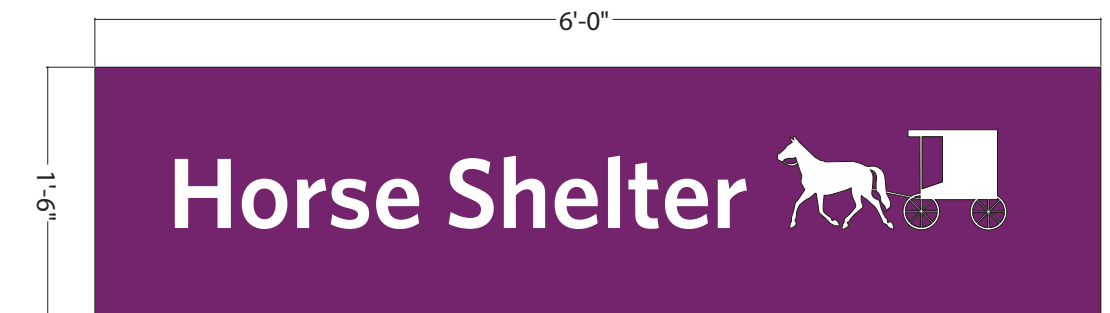
The UPMC Lititz campus was a unique project because it was a complete rebranding of an existing hospital once belonging to another brand. Additionally, specialized wayfinding features were added to the campus because of the high amount of Amish visitors, most of whom arrive in horse-drawn carriages.

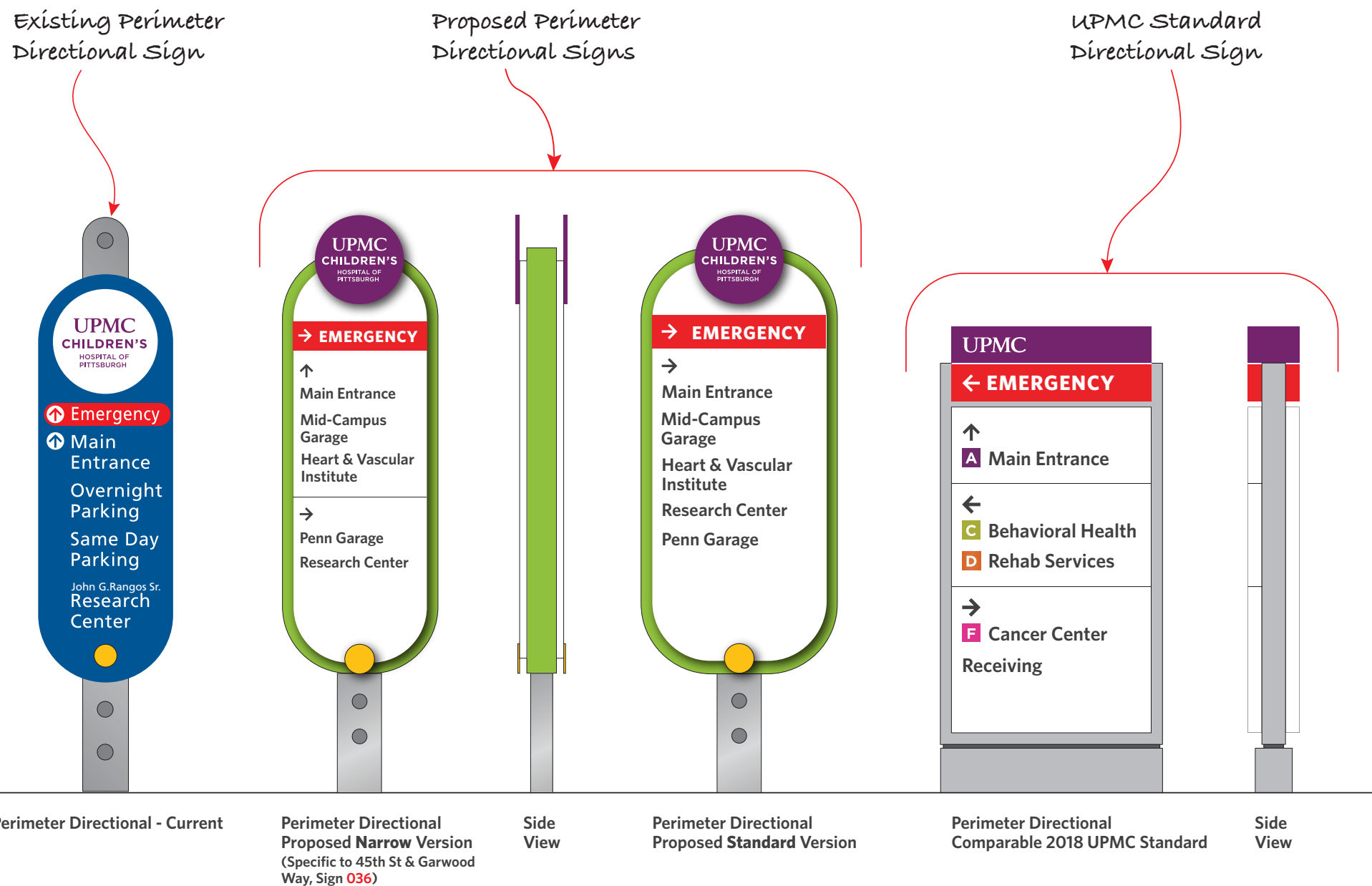
The project lasted two years from start to finish and was completed in 2020.



Due to the large number of Amish patients and visitors, we made the hospital welcoming to people of the Amish faith by providing a directional pathway from the entrance to a dedicated shelter providing hay and water to their tired horses.

This action had the effect of subtly increasing the UPMC brand's focus on increasing patient retention rates through brand loyalty.

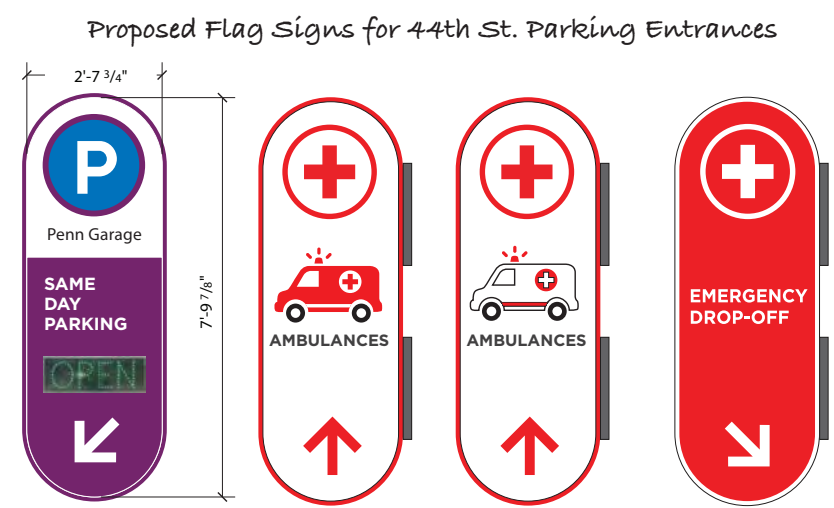


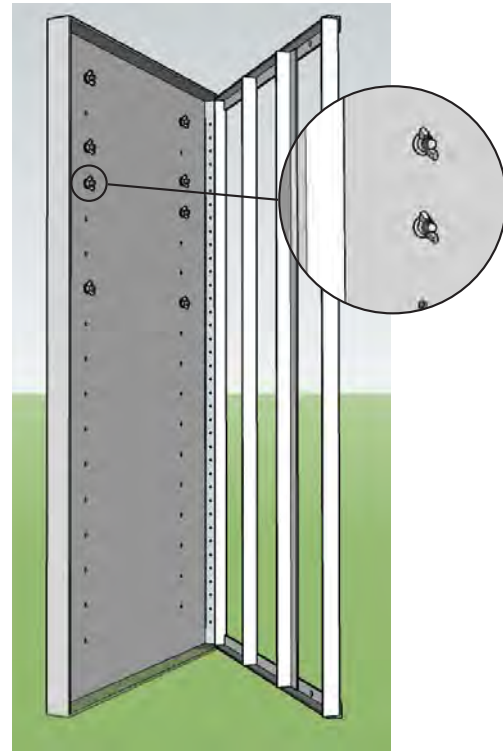
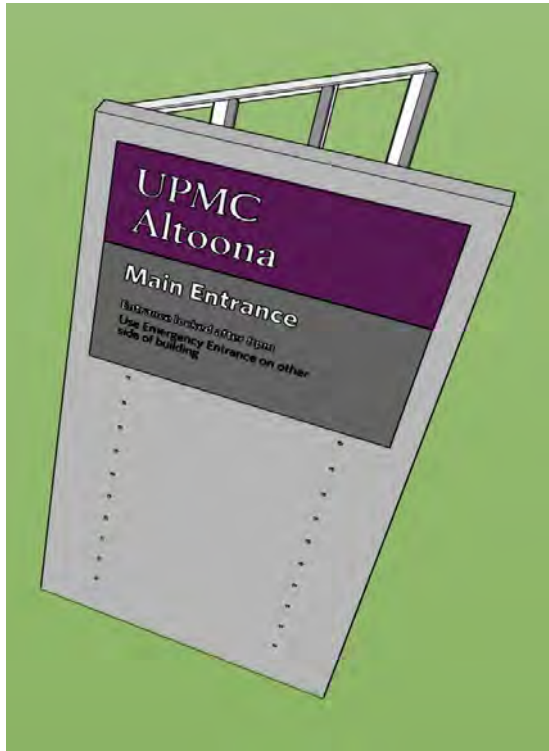


UPMC Children's Hospital Campus
Exterior Signage Upgrade Program, 2023

The UPMC Children's campus currently has signage that is 18 years old, and is showing signs of age. It is hard to read and navigate for visitors because of outdated colors and internal lighting that no longer works and is difficult to replace.

These studies bring the brand up to current standards while retaining the "playful" design language of the campus as a whole. This project is still in progress as of 2024.





Initial concept and modeling of modular, easy-access Entrance Information sign. This hinged design allows on-site employees to change modular panels easily, avoiding an expensive visit by a sign installer.



Sign scaling study for urban parking facility in Pittsburgh, PA.

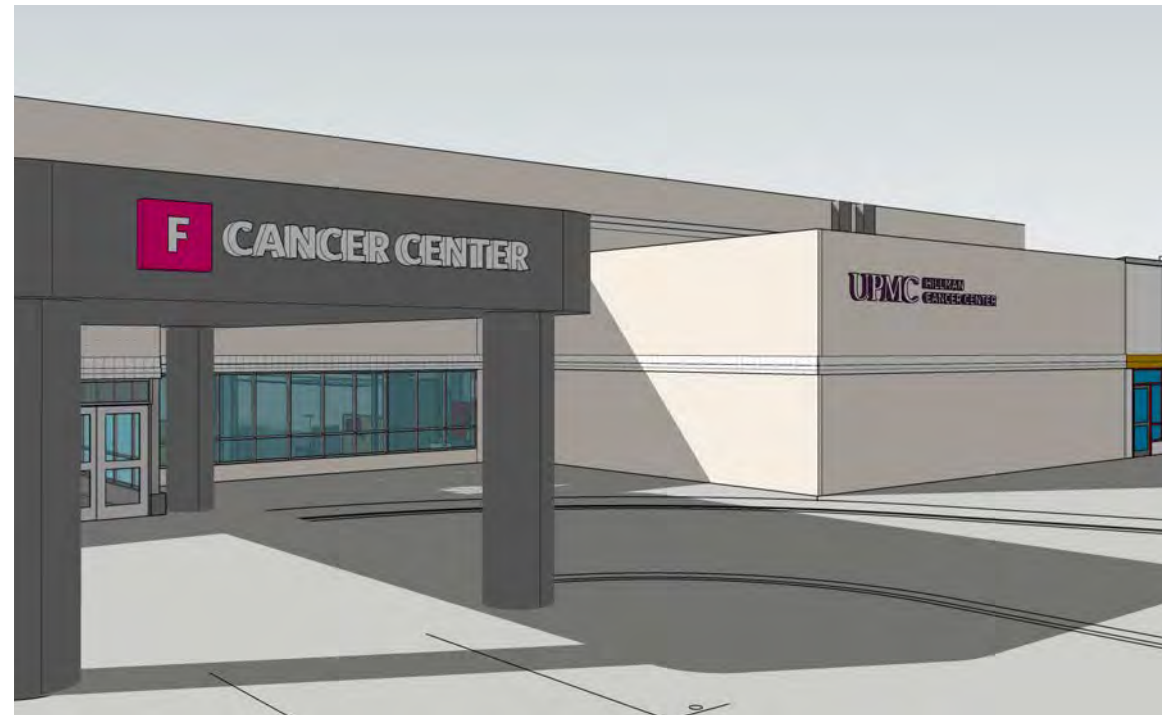
3D Modeling Studies (SketchUp, Autodesk Inventor)

Bugs can often be worked out of difficult or challenging designs using 3D modeling and finalize plans & details prior to construction for cost-effective planning; saving time, materials, and labor.

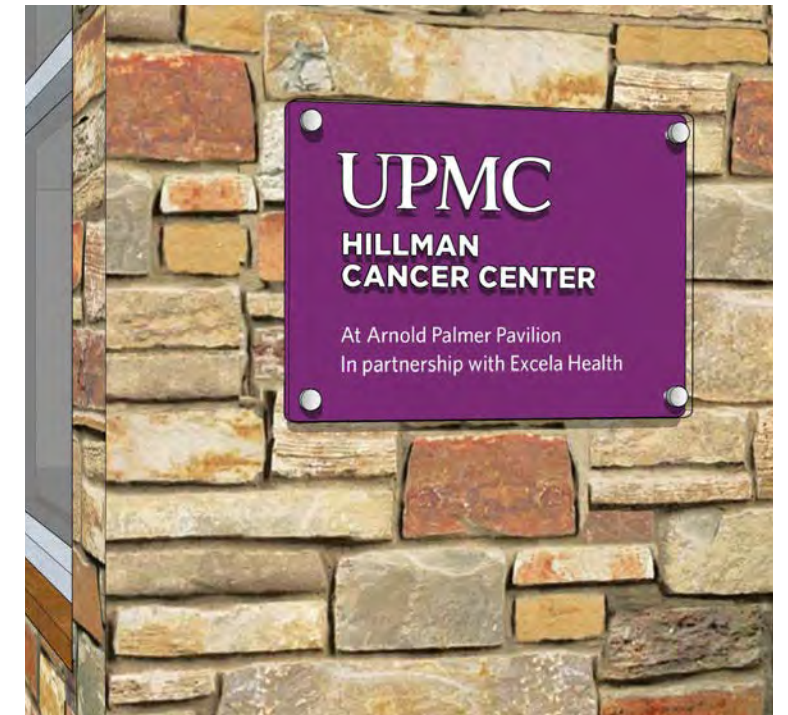
Clear visuals for communication eliminate confusion for clients, contractors, and suppliers and eliminate costly errors. Clients can move confidently through the project process with a shared vision and realistic expectations.



Initial Pre-Construction 3D Model, Indiana Regional Medical Center



UPMC Northwest Hospital sign placement study



3D prototype of interior destination sign



UPMC Neurological Institute at UPMC Presbyterian Hospital Interior Rebranding Concepts Pittsburgh, PA, 2019

This project evolved from a need to increase sub-brand visibility and visitor experience inside UPMC's largest hospital in Pittsburgh.

The plans were to convert an entire wing of the eight-story hospital to an innovative, immersive environment for visitors, patients and medical conference attendees alike.

Integration between signage, lighting, video content and a calming environment was part of the solution.

The project was conducted over a six month period in 2019, but was ultimately abandoned due to changes in occupancy by the Neurological Institute.

UPMC Neurological Institute interior entrance canopy with integrated LED logo and full-size dynamic content monitor. Animated message graphics on display change periodically to show practice hours and custom messaging.



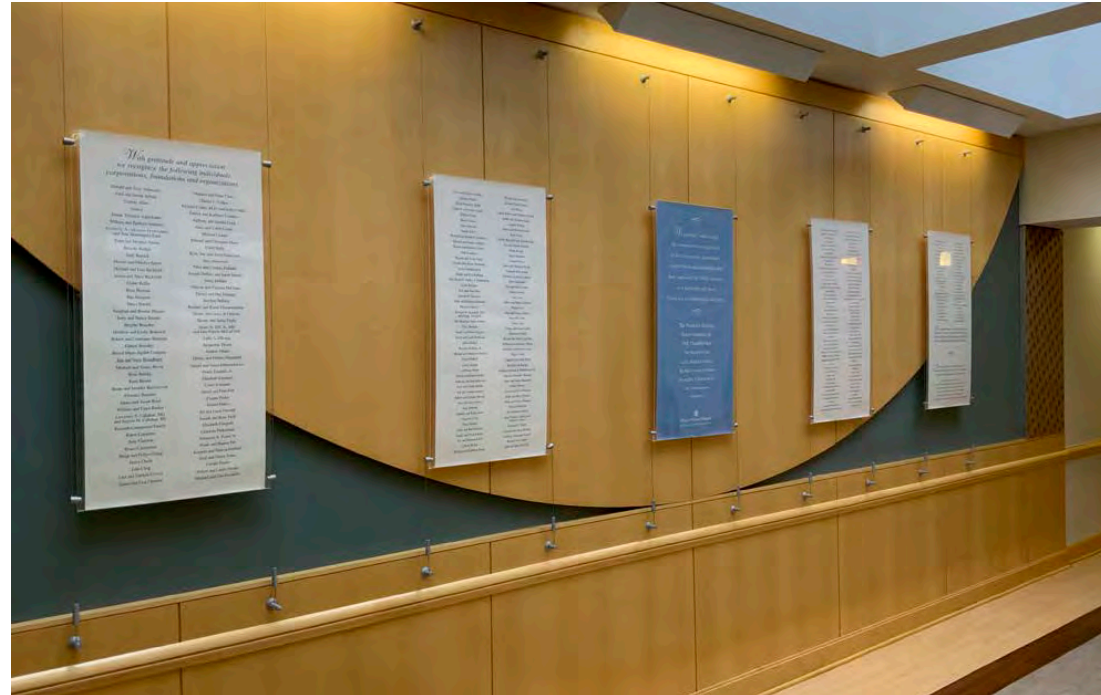
Interior corridor showing full-size dynamic video wall.



Patient check-in kiosks optimized for ADA accessibility.



Main lobby with dimensional logo on wall.



Existing



Proposed

Donor Wall Installation, UPMC Magee-Womens Hospital Pittsburgh, PA, 2021

This project aimed to replace a series of boring and unreadable donor recognition panels to something a lot more playful and engaging.

It was conducted over a six month period in 2020, and was installed in 2021.



Platinum Level

We gratefully acknowledge the commitment and generosity of the corporations, foundations, organizations and individuals who have supported the NICU campaign at a leadership level. Thank you for believing in our vision.

- The Women's Auxiliary
- Hearst Foundation, Inc.
- PNC Charitable Trust
- The Twenty-Five Club
- Ladies Hospital Aide Society
- The Mario Lemieux Foundation
- Dr. and Mrs. E. Ronald Salvitti
- Eat 'n Park



Thank You!

Your generous support and friendship have enabled us to create a Neonatal Intensive Care Unit that will provide compassionate care of the highest quality to newborns and their families.



Floating acrylic panels with vinyl lettering in many sizes and colors exude the playfulness of children in this design.



Before Refacing



After Refacing

McDonald's Corporation
Signage Rebranding Program

McDonald's Corporation was referred to me when they wanted to give their Oakland, PA store a facelift. The restaurant originally opened in 1978, and had not changed since then. The design goals for this project were simple; anything but the present situation would be an enormous improvement.

The overall design is intended to reflect Pittsburgh's industrial heritage in a very subtle way. The building is clad in stainless steel composite and uses a canopy that covers the existing sign frame and the fire escape.

The design was well received by the client and the community, and still stands today.



Initial concept sketch



Paper and acetate model inspired actual result



Production drawing



Jerry's Curb Service
Branding & Signage Program

Jerry's Curb Service is a local institution in Bridgewater, Pennsylvania. Jerry Reed was fresh out of the U.S. Army and only 21 years old when he founded Jerry's Curb Service in 1947. It was the first car hop restaurant in the area and is certainly the oldest at 77 years and counting.

Bruster's Ice Cream now owns Jerry's Curb Service. I started with the task of designing a modern but sufficiently retro logo, signage and building fascia, and built the rest of the necessary collateral around it. Business cards, letterheads, T-shirts, and printed menus were all produced swiftly while keeping a clean, wholesome look.



I designed the entire top half of the building, including the dimensional illuminated logo and the Art-Deco inspired fascia made from chromed steel panels.



1950's style illuminated Road Sign

TABLE NO.	NO. PERSONS	CHECK NO.	SERVER NO.
		837702	
MENU			
Food	Hamburger	\$4.25	\$3.75 \$3.25
	Cheeseburger	\$4.50	\$4.00 \$3.50
	Steak Sandwich		\$4.50
	Chicken Tenders		\$3.00
	Breaded Chicken - 4oz.		\$4.50
	Grilled Chicken - 4oz.		\$4.50
	Steak Salad	\$6.25	\$4.75
	Chicken Salad - Grilled or Fried		
	(w/ lettuce, tomato, cheese, hand-cut fries & onion)		\$5.25
	Herbie	\$4.50	\$3.75 \$2.75
	Mutt Burger		\$3.75
	Hand-Cut Fries:		
	Chili, Cheese, Onion, Gravy		\$2.25
	Breaded Mushrooms		\$2.25
	Breaded Onion Rings		\$2.50
Drinks	Coffee, Hot Cocoa, Tea		\$1.25
	Soda, Bottled Water, Iced Tea	\$1.25	
	Milkshakes		\$2.50
	Floats		\$2.50

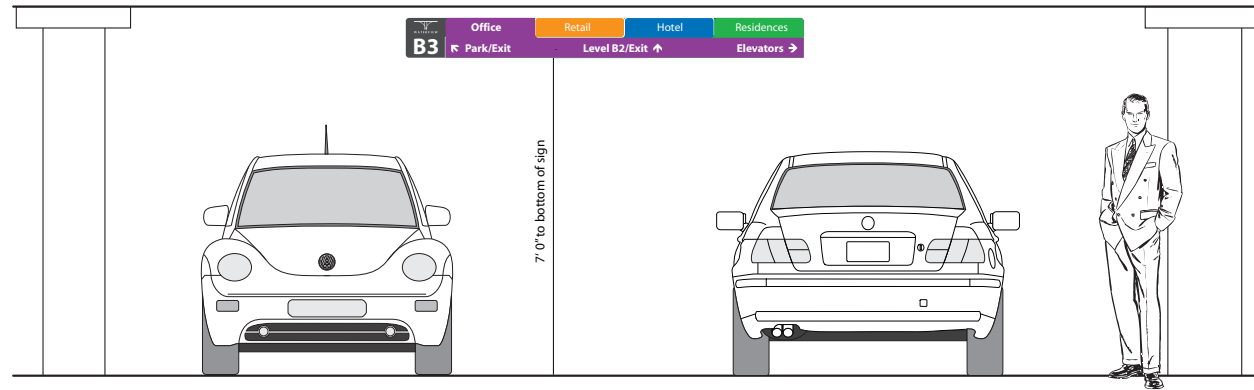
Retro style menu cards



Business Cards in multiple colors

Sandwiches		Beverages		Sides & Salads	
HAMBURGER	1.69	SOFT DRINKS	1.29 1.49	HAND-CUT FRENCH FRIES	1.39
CHEESEBURGER	1.79	ICED TEA	1.29 1.49	With your choice of toppings:	
DOUBLE HAMBURGER	2.79	MILKSHAKES	1.89 2.49	Chili - Cheese - Beef Gravy	.75
BREADED CHEESEBURGER	2.99	Chocolate, Vanilla or Strawberry		Chopped Steak & Fries	4.45
TRIPLE HAMBURGER	3.89	COFFEE, TEA	.99	Sirloin Steak & Fries	4.45
TRIPLE CHEESEBURGER	4.19	HOT CHOCOLATE	.99	ONION RINGS	2.19
HERBIE <small>GRILLED HAM & AMERICAN CHEESE</small>	2.79	BOTTLED WATER	.99	BREADED MUSHROOMS	2.19
BURNT HERBIE <small>DEEP-FRIED HAM & AMERICAN CHEESE</small>	2.79			CHICKEN TENDERS (Each)	.99
CHOPPED STEAK SANDWICH	2.99			CHOPPED STEAK SALAD	2.99
SIRLOIN STEAK SANDWICH	3.79			SIRLOIN STEAK SALAD	3.79
BREADED CHICKEN SANDWICH	2.89			BREADED CHICKEN SALAD	2.89
GRILLED CHICKEN SANDWICH	2.99			GRILLED CHICKEN SALAD	2.99
MUTT BURGER	1.05			All salads are served with lettuce, tomato, shredded cheese & hand-cut french fries.	
DORSEY <small>DOUBLE CHEESEBURGER WITH LETTUCE, BACON & GARLIC PEPPER SAUCE. ATOP IN HAND ROLL. YOUR CHOICE OF HAMBURGER, CHEESEBURGER OR CHICKEN TENDER. FRIES & 10oz. DRINK.</small>	3.79				
KIDS' MEAL	3.49				

Menu Board mounted to both sides of building

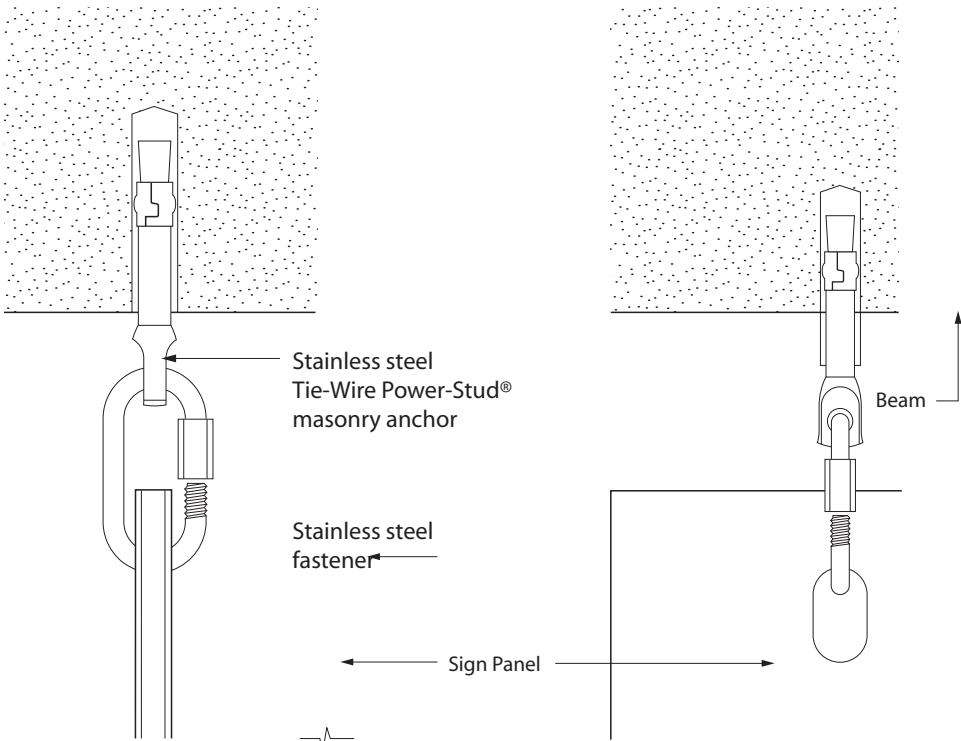
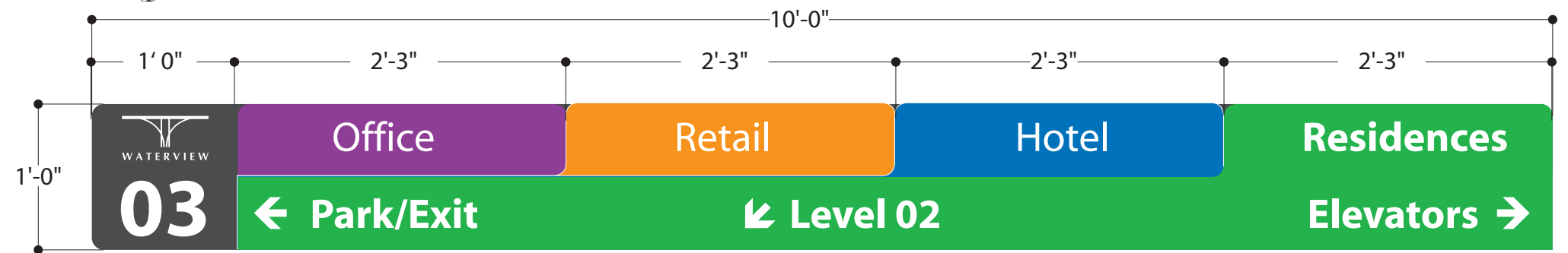


Typical Driving Lane Elevation
Scale: N/A

10' x 12" 'Tabbed' Overhead Vehicular Directional Sign

1/4" aluminum double-sided sign with painted surface and white reflective lettering

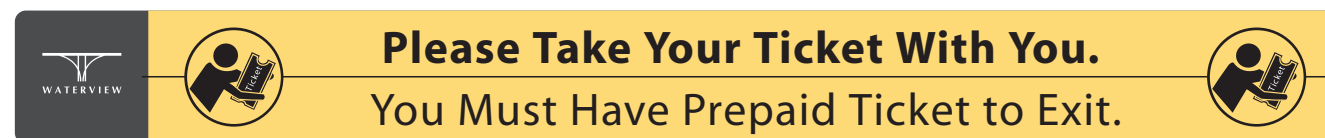
Scale: 1" = 1'



Connector Detail
Scale: 1/2" = 1"



Variations showing focus on other floors



10' x 12" Overhead Message Sign Variations

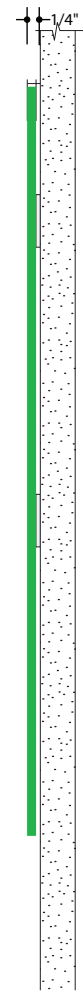
18" x 30" 'Tabbed' Level Identification Sign

1/4" aluminum sign with painted surface and white reflective lettering



Front View
Scale: 1-1/2" = 1'

1/4" aluminum sign with painted surface, silkscreened graphics and white reflective lettering



Side View
Scale: 1-1/2" = 1'



L-ID B3

L-ID B2

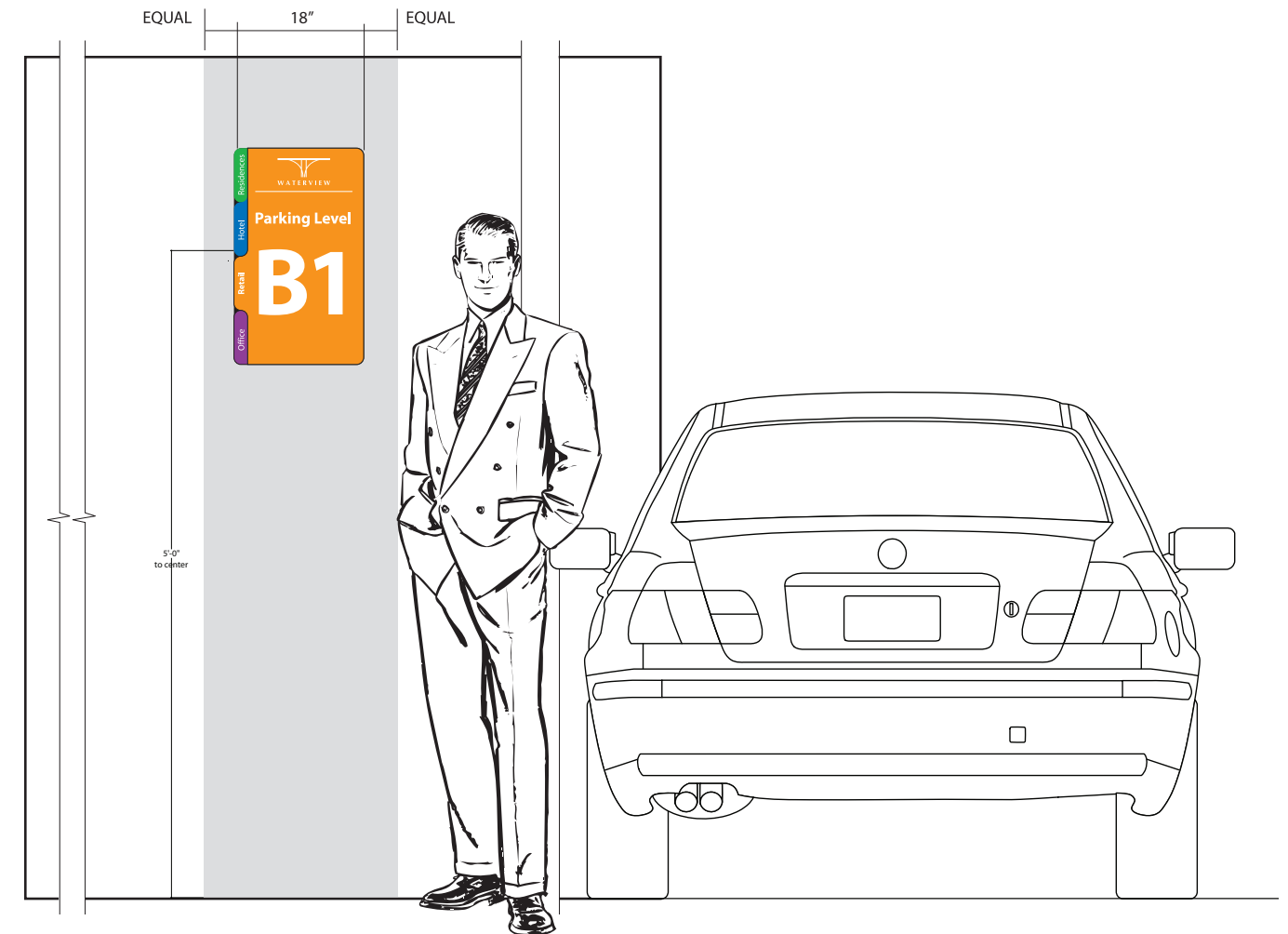
L-ID B1

L-ID 01

L-ID 02

L-ID 03

Level Color Variations
Scale: N/A



Mounting Location
Scale: N/A



Fritz Motschman is a graduate of Industrial Design programs at **Carnegie Mellon University** and **Art Center College of Design (Europe)**. I possess an unusually wide range of project experience, featuring a unique mix of consumer and commercial product design with an acute sensitivity to human factors. I spent three years in Los Angeles as a designer and IT manager for the legendary Saul Bass & Associates, two years in Switzerland designing aerial tram cars and monorail cabins for CWA Constructions, a world-market Swiss manufacturer, and a year in London, England as a senior designer for PSD Associates, a prominent British product and communication design firm.

In Pittsburgh, I gained 20+ years of experience in the area of architectural signage design while further developing advanced skills in graphic design, website design and marketing, working for the owner of a prominent local signage manufacturer until joining UPMC in 2016. I conceived, designed, implemented and maintained a human-centered, enterprise level FileMaker database which tracks every one of UPMC's real estate holdings and features a visual catalog of all signage programming for each site.

I simultaneously developed a mobile data and photo auditing application that allows staff and vendors to capture site information and upload to the sign database remotely. Other responsibilities included supporting signage rebranding projects from initial conception to installation for UPMC Hillman Cancer Center and all of its satellite locations, producing comprehensive design and wayfinding packages for hospitals such as UPMC Memorial, UPMC West Shore, UPMC Lititz, UPMC St. Margaret, and working with various internal clients to achieve marketing and wayfinding initiatives.

I bring to the table worldwide, multi-disciplinary design management experience. I produce solutions that require cognitive problem solving ability, two- and three- dimensional design skills, aesthetic taste, and advanced software programming to routinely work through complex problems and find effective and elegant solutions.

If you have questions or would like to see more details about the projects outlined here (or more projects, for that matter), please get in touch and I'll be happy to explain more.

Fritz Motschman

fritz.motschman@gmail.com
linkedin.com/in/fritzmotschman
(412) 448-6881