What is XGD?

Society for Experiential Graphic Design
Experiential Graphic Design is also known as XGD.

XGD expands the profession of Environmental Graphic Design as it absorbs new technologies to deliver content through dynamic experiences.
XGD involves the orchestration of communication tools to define an experience, such as typography, color, imagery, form and technology.

XGD consists of two disciplines...
XGD activates, informs, and organizes the way we live, work, play and learn.
How do you inspire?

Honor Award 2014: MegaFaces Pavilion
How do you engage your visitors?
How do you learn something new?
How do you activate a space?
How do you know you have arrived?

Honor Award 2014: LAX Tom Bradley International Terminal
How do you create an impression?
How do you know where you are?
XGD key influencers:

- Branded environments
- Exhibitions and public art
- Multimedia installations
- Wayfinding systems
Visit segd.org

The Society of Experiential Graphic Design exists to educate, connect, and inspire our global community.