## 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...

Architecture Design Ctive Landscape Urban XGD Environmental Craphic Design O'GIRAL Interface

Technology

XGD activates, informs, and organizes the way we live, work, play and learn.

### How do you inspire?



### How do you engage your visitors?





#### How do you learn something new?













#### XGD key influencers:

- Branded environments
- Exhibitions and public art
- Multimedia installations
- Wayfinding systems

#### #ExperientialGraphicDesign



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