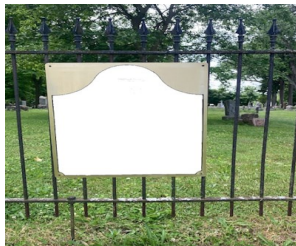
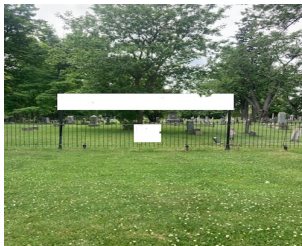




Signs! Signs! Everywhere Signs!

How much attention do you pay to the signage that you pass everyday?

Take a walking tour of Dexter and see if you can find the signage. The whited out areas mask the existing signage. Write what the wording is for each sign in the box below the picture.





The Origins of Signage

The origins of signage can be traced back to prehistoric times when early humans used cave paintings and rock carvings to communicate.

With the rise of ancient empires such as Egypt, Greece, and Rome, skilled artisans created beautifully handcrafted signs that not only served functional purposes but also showcased the artistic prowess of the craftsmen.

During the Middle Ages, towns and cities across Europe introduced signage regulations to standardize shop signs and maintain the appearance of urban areas.

The 19th century Industrial Revolution brought significant advancements in the signage industry. Mass production techniques enabled signs to be manufactured more efficiently.

The 20th century marked a revolution in the signage industry with the development of electric signs, billboards, illuminated signs, and neon displays. The neon signs of Times Square in New York City and the famous "Hollywood" sign are impressive examples of this.

The 21st century brought a huge shift in the signage industry with the rise of digital technology. LED displays and digital screens allow for dynamic content, real-time updates, and interactive elements.

Today, the signage industry continues to evolve with innovations like augmented reality (AR) and virtual reality (VR) signage, holographic displays, and smart signage that can adapt content based on audience demographics and preferences.

Additionally, sustainable materials and energy-efficient technologies are being embraced to create eco-friendly signs.