



Twinning JO/12/ENP/OT/20

*"Strengthen the institutional tourism system in Jordan by enhancing the capacities of the Ministry of Tourism and Antiquities in Jordan"*

Formatted: English (United States)

## Umm ar-Rasas (Kastron Mefa'a). A Basis Towards the Public Use Plan Annexes



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dei beni e delle  
attività culturali  
e del turismo

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The present document has been released on January 2015 within the EC-funded assignment "Strengthen the institutional tourism system in Jordan by enhancing the capacities of the Ministry of Tourism and Antiquities in Jordan" (ref. no. JO/12/ENO/OT/20). More precisely, it was produced within the activity #2.2, devoted to "Designing a pilot project led by MoTA, DoA and UNESCO focused on a joint and coordinated site management of the cultural heritage of the site Umm ar-Rasas".

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## Annex A – Suggestions for the Design of Informative Materials

As previously mentioned in the Action Plan, a particular emphasis should be given also to the design of the informative materials, the elements of the communication and signage system with the aim to establish a cosy and easily accessible environment able to attract and adequately welcome visitors, meeting their needs and interests. In the following pages some design examples are provided.

*Examples of panels design*



Image: (Color Set website, 2011)

UMM AR-RASAS (KASTRON MEFA'A).  
A BASIS TOWARDS THE PUBLIC USE PLAN



Image: (Rajeevialith blog, 2013)



Image: (Durham World Heritage Site, n.d.)

## A BASIS TOWARDS THE PUBLIC USE PLAN

### Examples of maps design



Image: (UNESCO Office of Florence, n.d.)

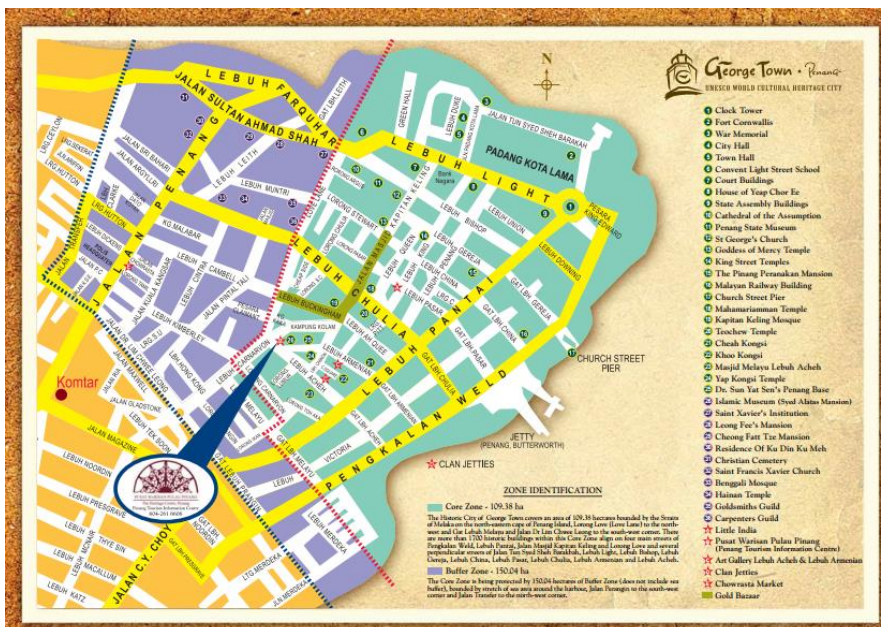




Image: (Penang Private Tour Guide, 2012)  
*Examples of brochure design*

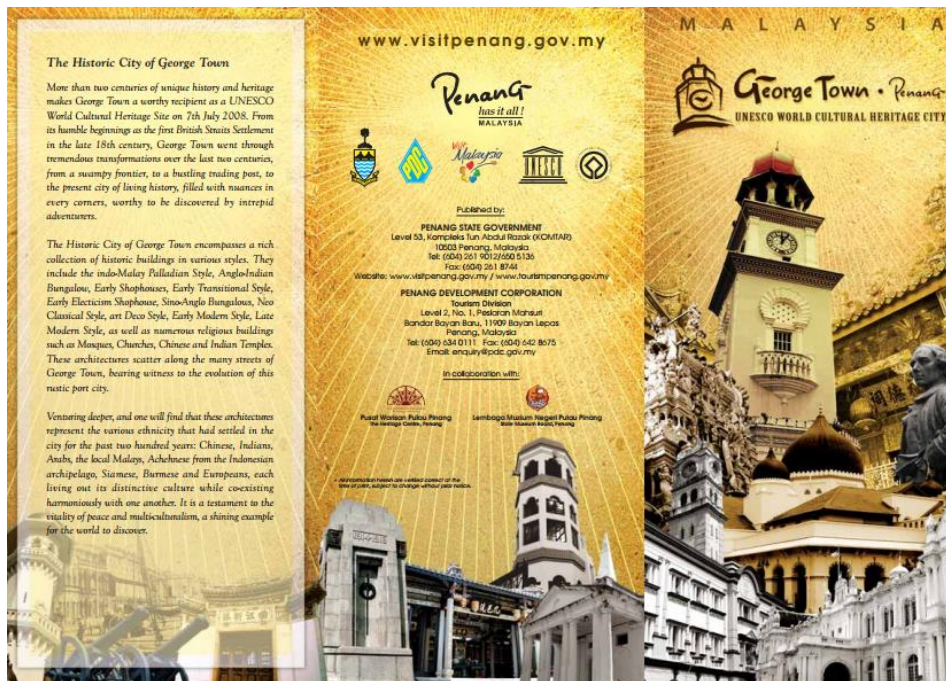


Image: (Penang Private Tour Guide, 2012)



Image: (Rajeevlalith blog, 2013)



Image: (Rajeevlalith blog, 2013)



Image: (Rajeevalith blog, 2013)



Image: (More than a page website, 2014)



Image: (More than a page website, 2014)



*Examples of signage design*

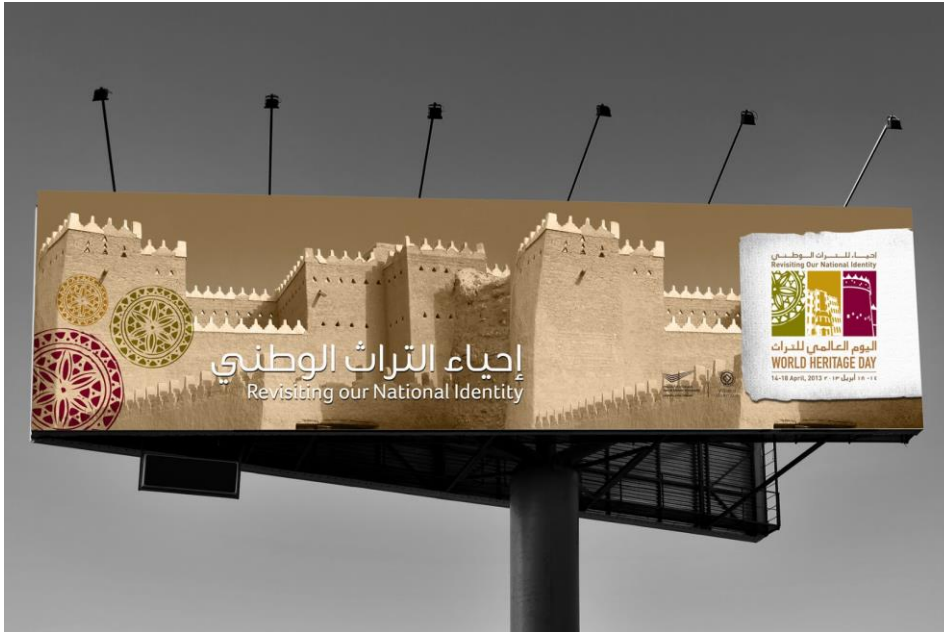


Image: (Rajeevalalith blog, 2013)



Image: (Rajeevialith blog, 2013)

Image: (Rajeevialith blog, 2013)

*Examples of digital devices design*



Image: (Ripp, M., 2014)



Image: (Centrica, n.d.)



Image: (School of Creative Media , 2012)



Image: (School of Creative Media , 2012)



## Annex B – Photos of the site



Image 1: Parking Place (Antonella Bonini, 2014)



Image 2: Entrance to the Visitor Centre (Michelangelo Fabbrini, 2014)



Image 3: Courtyard (Antonella Bonini, 2014)



Image 4: Souvenir shop (Carlo Francini, 2014)





Image 5: World Heritage inscription panel (Carlo Francini, 2014)



Image 6: Signage (Carlo Francini, 2014)



Image 7: Signage (Carlo Francini, 2014)



Image 8: Signage (Carlo Francini, 2014)





Image 9: Signage (Carlo Francini, 2014)



Image 10: Entrance to St Stephen complex (Carlo Francini, 2014)



Image 11: Resting area outside St Stephen complex (Carlo Francini, 2014)





Image 12: Footpath to the Stylite Tower (Carlo Francini, 2014)