

# **Research & Development PDF**

On Display

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# Project Brief & Theme Choice

In this brief we had to 'propose and develop a cohesive exhibition experience' based on the given topics. Our final outcome would be a presentation which needs to contain branding, a moving identity, promotional installation, ephemera and way signs. I need to inspire and engage visitors while also showing a strong understanding of the subject. It's a big project with lots to do but I'm excited to be doing something different.

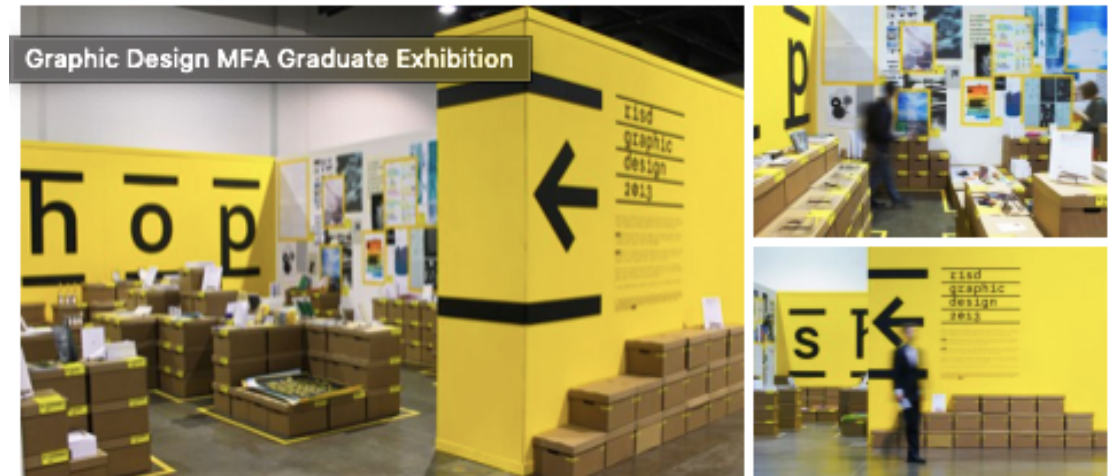
The subject I chose to focus my exhibition on is astrology, meaning using celestial bodies to predict human and/or natural behaviors. I have always been interested in astrology and why so many people use it. The topic dates back to 3000 BC so a lot of the words used are very old and have interesting meanings. I feel like because of this I could make an interesting exhibition that can also be educational.

Astrology is all about making sense of yourself and the things around you using the stars and planets. Scientists believe that several civilisations developed independent systems of astrology, each sharing the same basis. The most commonly used one today is Hellenistic originating from the 2th century BC and deriving from both the babylon and egyptian scientists. Other astrology beliefs include budist, chinese and tai. Chinese probably being the most know for using animals as signs. As time has passed astrology is not as important to people as it once was, some think it is silly and others swear by it. Weather you stand on either side it is still a fascinating topic that has history dating back thousands and thousands of years.



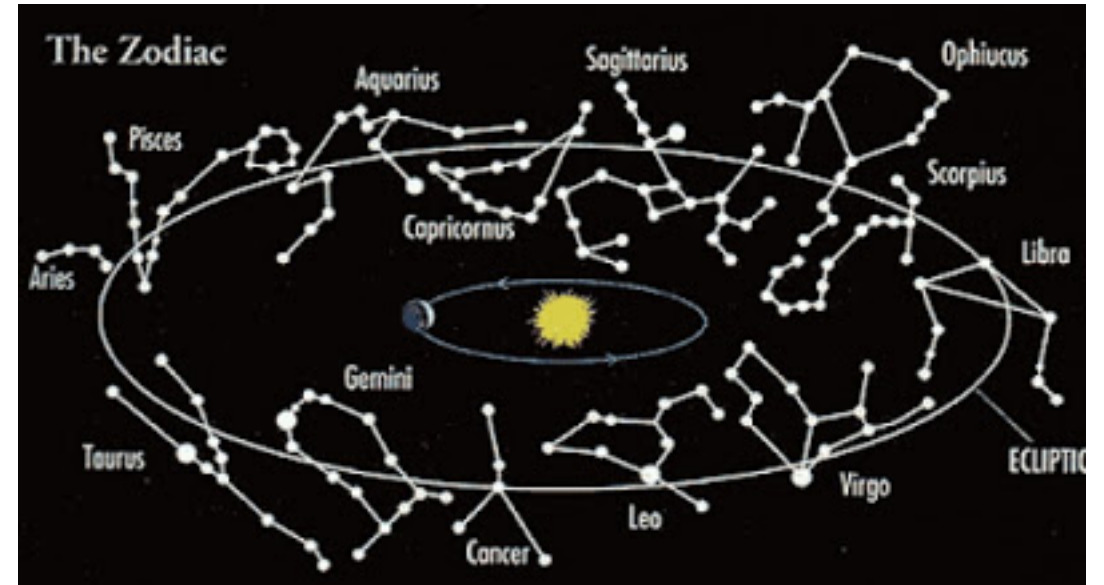
# Research: Exhibition spaces

I first looked into some existing exhibitions spaces to see what they contain, how they excite the audience and to take some inspiration. They all have a very strong overarching theme which looks very professional.



# Research: The Zodiac

After I needed to do some extensive research into The Zodiac so I could understand it fully and use the correct facts.

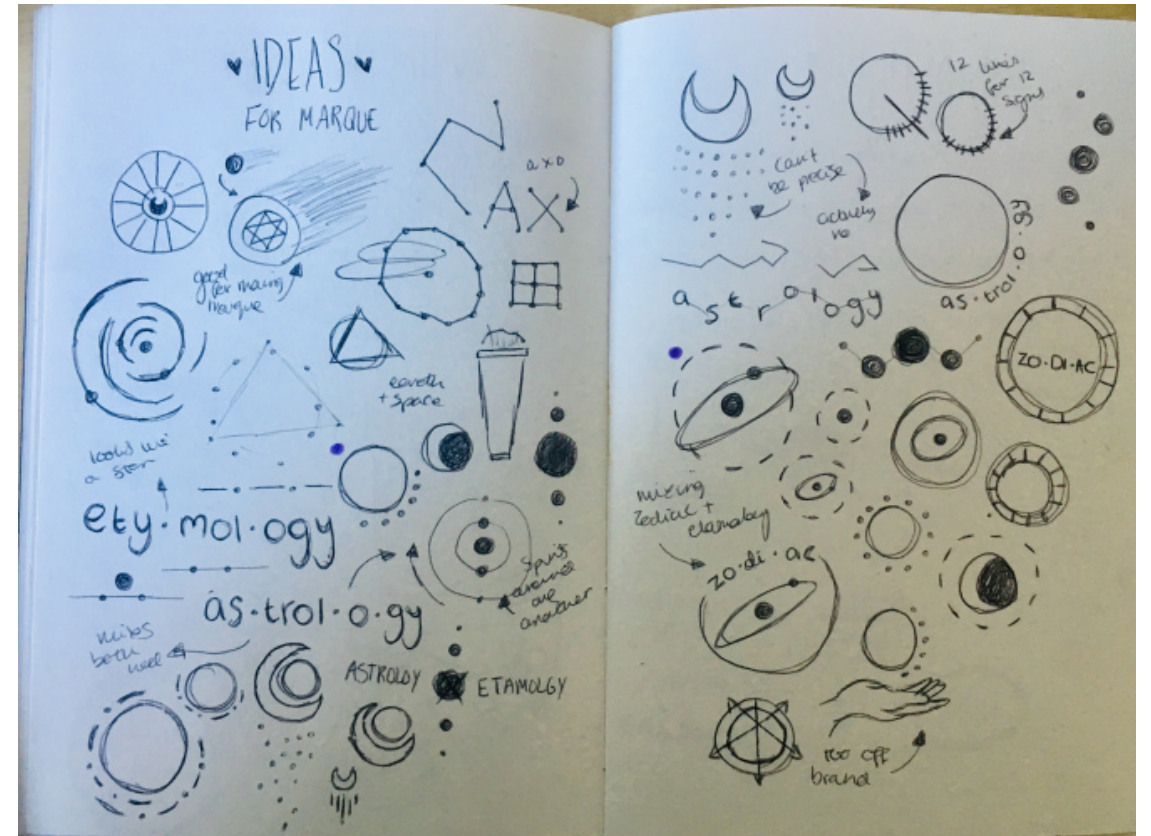


**Gemini (n.)** 'late Old English, from Latin *gemini* "twins". Formerly also spelled *gemeny*, *gemony*, *jeminy*, etc. The twins are Castor and Pollux in Latin, which also are the names of the two brightest stars in the constellation. Meaning "a person born under the sign of Gemini" is recorded from 1894.'

**Cancer (n.)** 'Old English *cancer* "spreading sore, malignant tumor" (also *canceradl*), from Latin *cancer* "a crab," later, "malignant tumor," from Greek *karkinos*, which, like the Modern English word, has three meanings: a crab, a tumor, and the zodiac constellation represented by a crab'

# Initial Branding Ideas

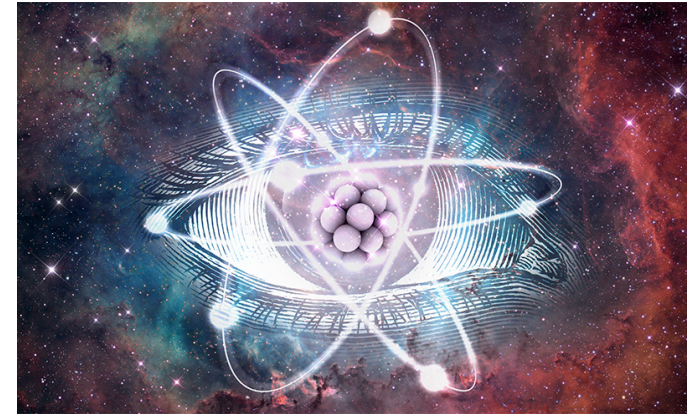
After doing some research I wanted to get all my initial ideas and sketches down. This way I could clear my head and see what I was working with. Some are more accurate to the subject than others. At this moment in time I really like the more simplistic designs I feel they read more professional. I remember from our 100 ideas brief that the designs that won most professional vote were more shaped and vector like rather than pictorial. Some of my designs are pictures but in a modern, clean way. I feel like having a cleaner design would help since I'm advertising an exhibit so I want everything to seem well constructed and polished. I put a purple dot next to the two I think I would take forward. I think they show the topic in a simplistic clean way, because of that they would be great in different contexts. They're versatile so I could still play around with them.





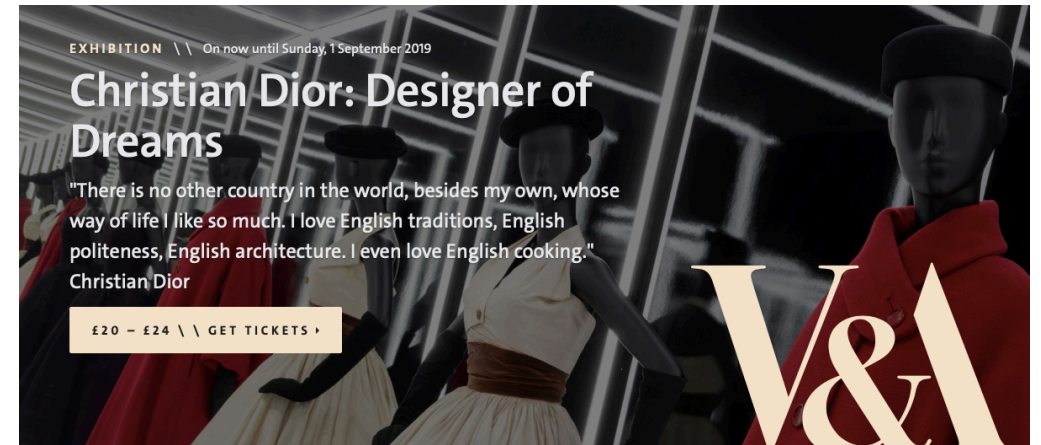
# Image Bank

I wanted to make an image bank to express the ideas I was having while also getting some inspiration. These images included things such as scientific imagery, coding and data, astrology and line work. Colours that I wanted to use to create a more adult and professional feel were blues and greys. I feel creating image banks always help me to experiment more with my ideas.

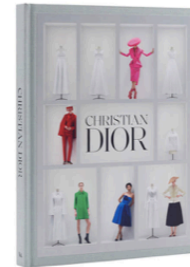


# Research: Exhibition Ephemera

I wanted to look into an exhibition more in-depth so I looked at the Christian Dior exhibit at the V&A. I collected information about how it was run, the ephemera, their overall style and how they construct a successful exhibit.



## V & A SHOP



### Christian Dior hardback exhibition catalogue

This stunning volume celebrates the House of Dior from its foundation in 1947 to the present day.

£35 \ \ BUY



### Christian Dior postcard wallet

This collection of 24 postcards features highlights from the exhibition 'Designer of Dreams'.

£12.50 \ \ BUY



### Christian Dior tote bag

Featuring a quote by Christian Dior, this tote bag has been created exclusively for the V&A exhibition.

£25 \ \ BUY

# Research: Typographic Posters

I felt having a type heavy design for the exhibition would work really well as the topic is looking into words. So I looked into some types of typographic posters for research. I enjoy the bold experimental nature they have which I think could work with my exhibition.



## Research: Cornell Tech

I knew I need to a place to hold my exhibit, in which I chose to hold it in a university. Which gives across this current yet knowledgeable vibe that I wanted for my exhibit. I landed on Cornell Tech a Science university pushing the boundaries of astrology.



# CORNELL TECH





# Initial Ideas Critique

In my first critique my peers said they really enjoyed the concept and thought the target audience matched. They also enjoyed the image bank and liked where I was taking it. They did suggest however that I keep to the astrology part and not stray too far away. Another thing they mentioned was to think about if I want to take a more literal route or a more interpretive route. I think because of my targeted audience being knowledgeable people that the literal route may be more suitable as to keep to the facts more. Lastly they said I just need to visualise my ideas and start on the making.



# Branding theme

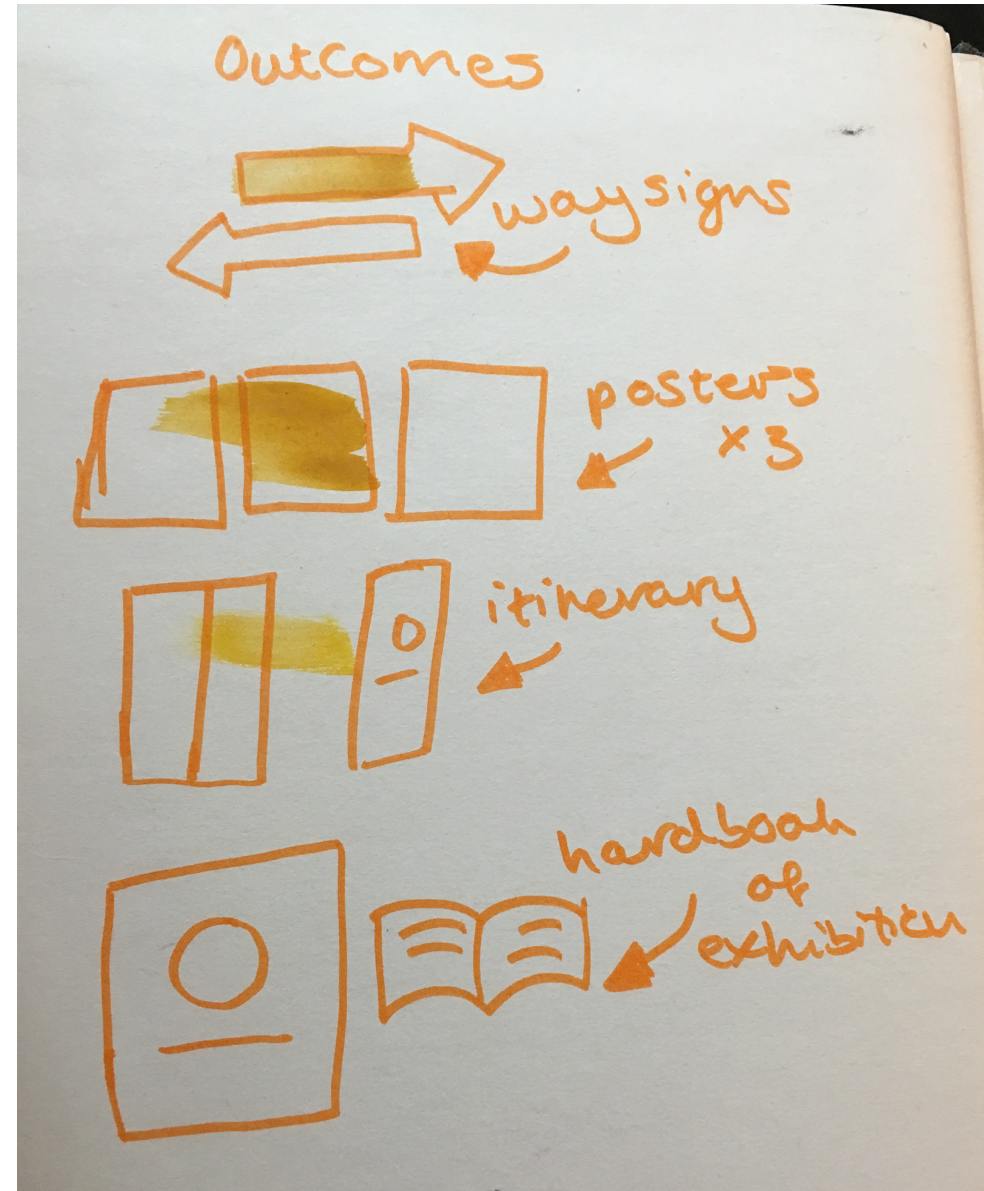
My branding theme as a whole will contain a lot of greys and blues representing the night and also calm intelligence. I will include sketched out drawing of the star signs

VAULT  
OF  
HEAVEN



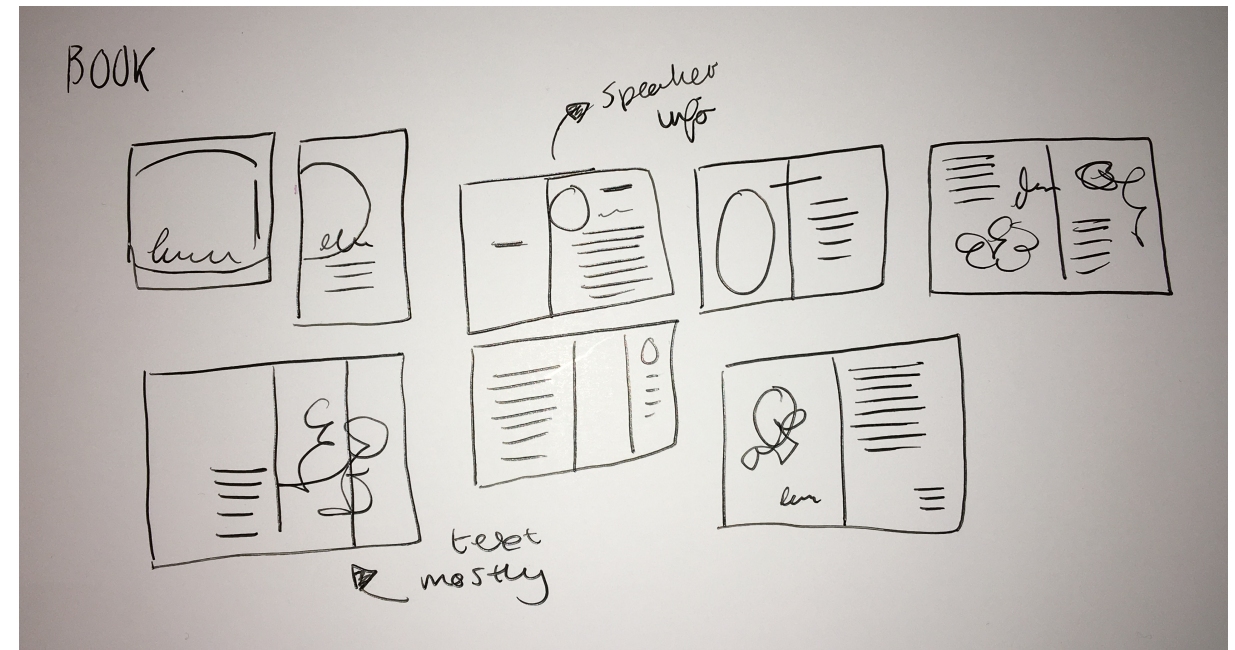
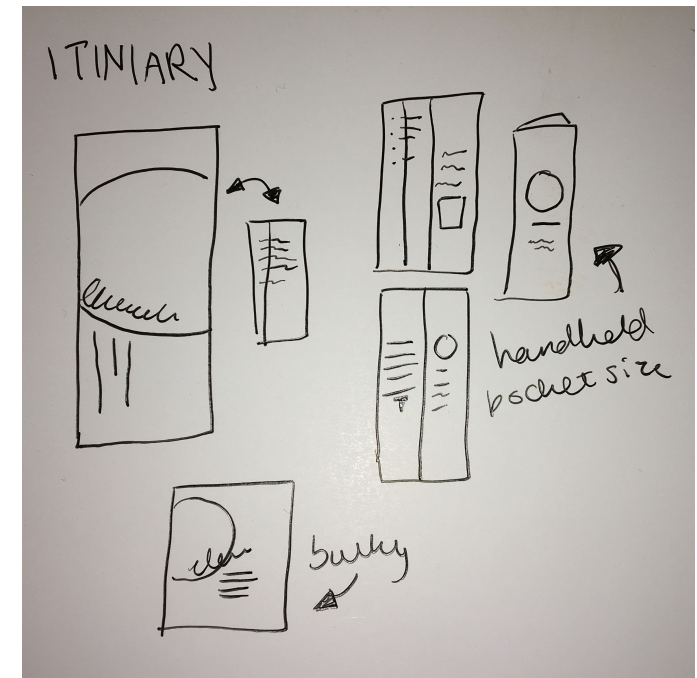
# Chosen Outcomes

I needed to choose what would be most appropriate for my outcomes and what was needed for the brief. I came to the conclusion of making an itinerary for the exhibit as there would be scheduled speakers. Its suppose to be a high class event so something of this sort would be helpful for guests. I also decided on a hardback book of the exhibit, including pieces written by the speakers and relevant people from the field. This can be purchased at the event. Theses two would accompany the way signs and posters that are a must for this project.



# Ephemera Developments

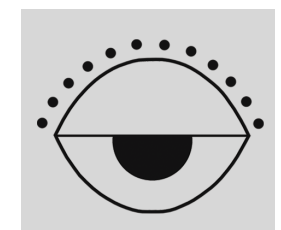
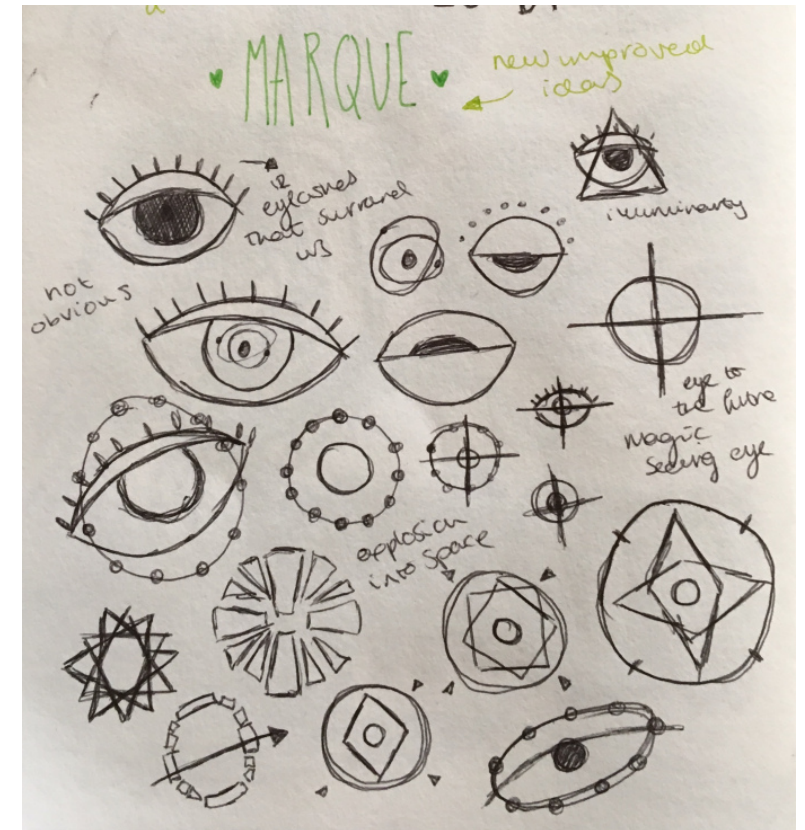
I have been developing my ephemera and their design. Also making sure they have the same theme and feel connected. I wanted a more professional but still experimental look which I'm sketching down here.





# Branding Developments

After having a critique I decided to change some things about my designs. The first being the logo, I wanted a more imaginative simplistic logo so I chose the all seeing eye. Which can be interpreted as seeing into the zodiac.



# Final Outcomes

## Posters





Exhibition  
Itinerary





Exhibition  
Hardback  
Book







Way Signs






Cornell Tech - Tata Innovation x +  
https://tech.cornell.edu/campus/vault\_of\_heaven/

**CORNELL TECH** ACADEMICS ADMISSIONS IMPACT RESEARCH PEOPLE CAMPUS JACOBS INSTITUTE VISIT

# Exhibitions Vault of Heaven

Welcome to the Vault of Heaven. In this exhibition we are taking ourselves back in time to when the zodiac was discovered. By exploring the founders minds we can uncover the meaning behind each zodiac sign. Etymologic studios will be the foreground of this and will be the insight to a unperceivable world above us. Our speaker, Dr. Victor Howsen, is world famous in the astrological sphere, having two PHD's and was given \$2.3 million worth of funding last year for his incredible research. We hope you enjoy the exhibition.

VAULT OF HEAVEN



Vault of Heaven

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“ Life cannot have had a random beginning ... The trouble is that there are about 2000 enzymes, and the chance of obtaining them all in a random trial is only one part in  $10^{40,000}$ , an outrageously small probability that could not be faced even if the whole universe consisted of organic soup. ”  
.- Fred Hoyle

Website