

MARKET ANALYSIS

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The Market

- Design
- The history of Design



Who is the User

- Students
- Art Enthusiasts
- General Public



Will Smith

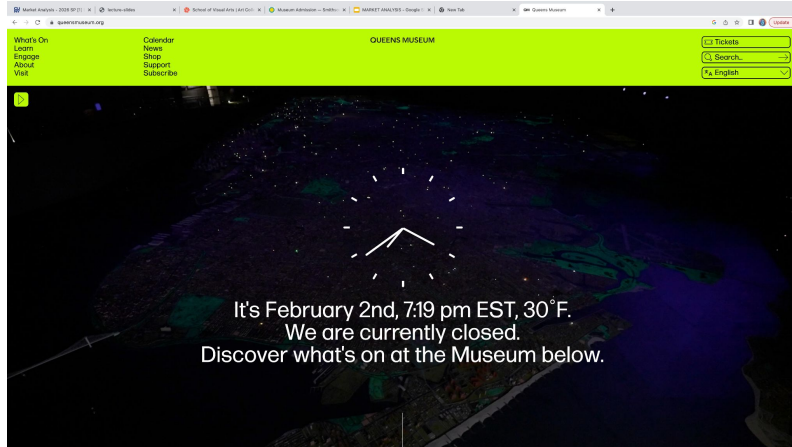
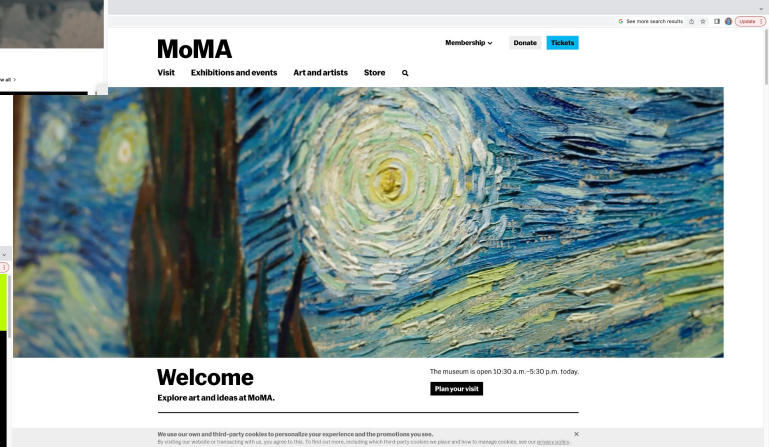
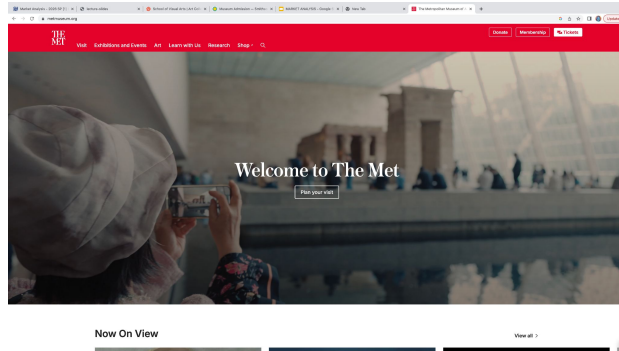


Freshmen at Queens College

- Gender: Male
- Age: 18
- Lives in the Brooklyn
- Art student at Queens college
- Works at Jib Lanes part time
- Obsessed with air hockey and bowling
- Loves spending time with friends and family especially bowling.
- His dream job is to become a game designer.

Competition

- The Met
- MoMA
- Queens Museum



COOPER
HEWITT

VISIT

ABOUT

EXHIBITIONS

COLLECTION

LEARNING

PUBLICATIONS

NATIONAL DESIGN AWARDS

VIDEOS

CALENDAR

JOIN & SUPPORT

RESERVE TICKETS

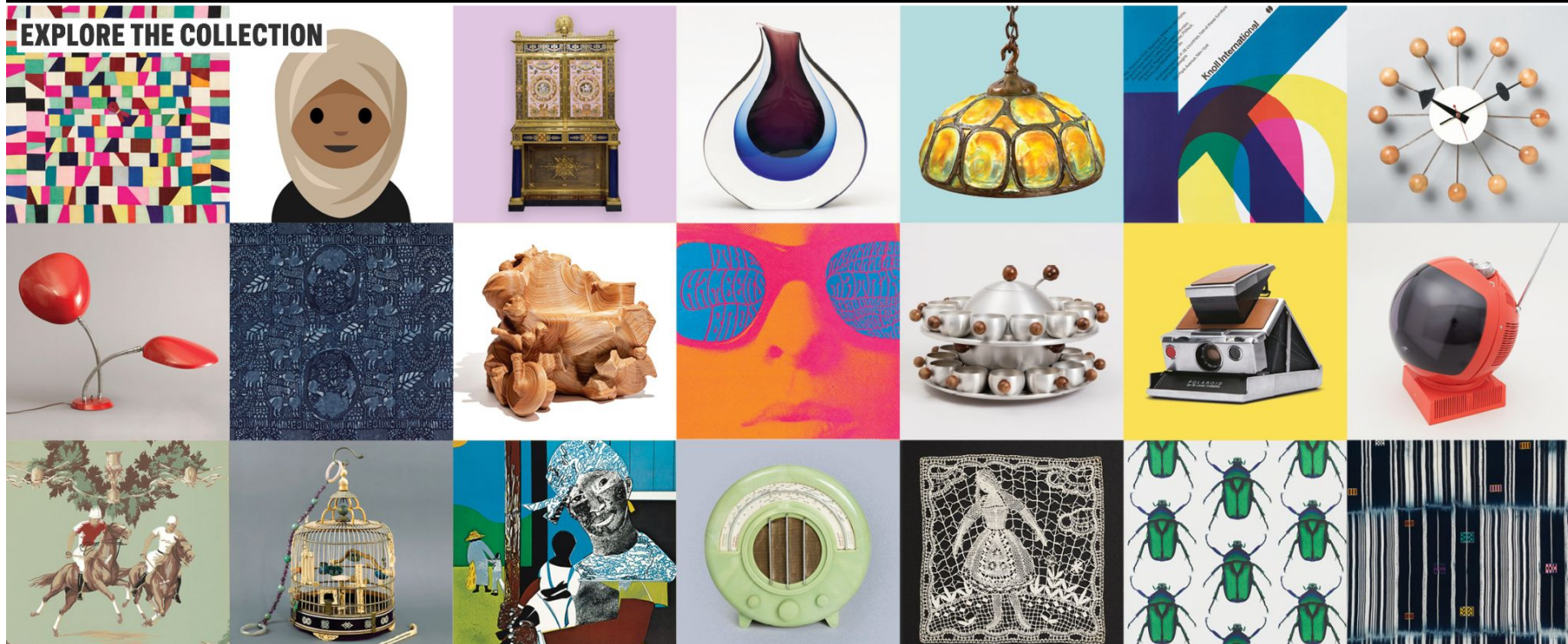
BECOME A MEMBER

JOIN NEWSLETTER

SHOP

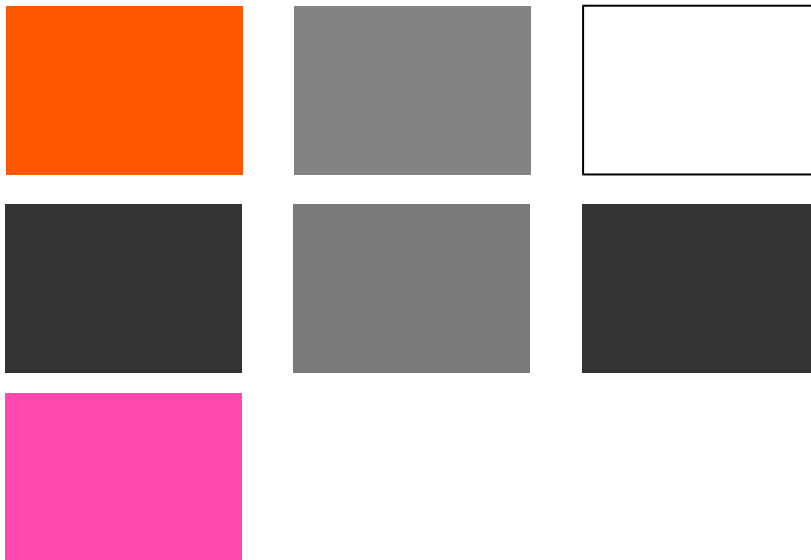
SEARCH

EXPLORE THE COLLECTION



Color Palette

- FF5700
- 838383
- FFFFFFFF
- 000000CC
- 797B79
- 333333
- FF47AF



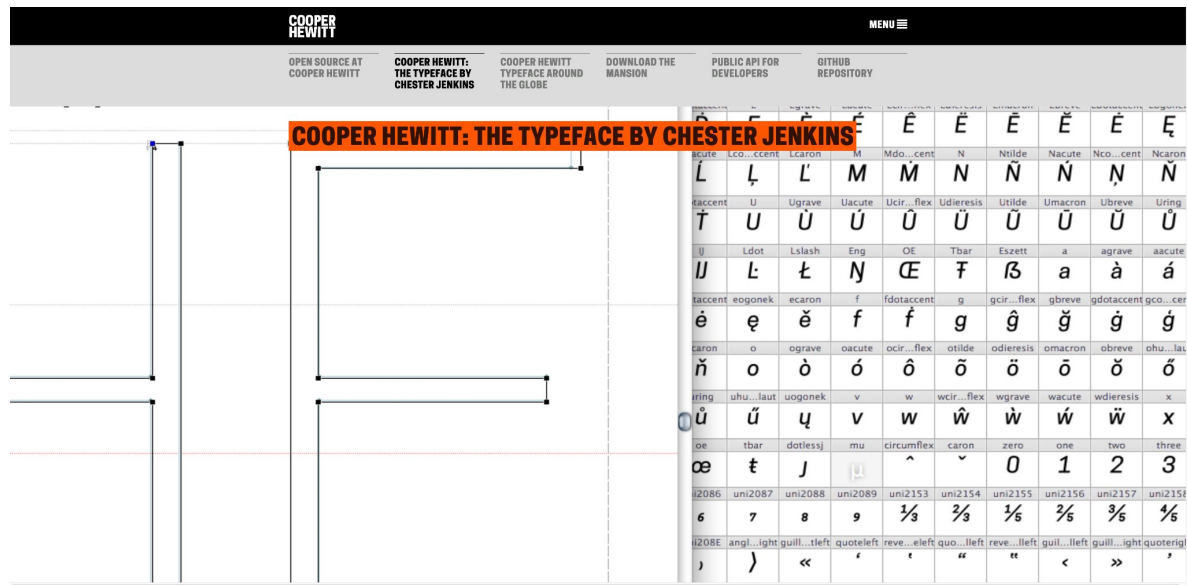
Background Palette

- 6122EE
- 006EB6



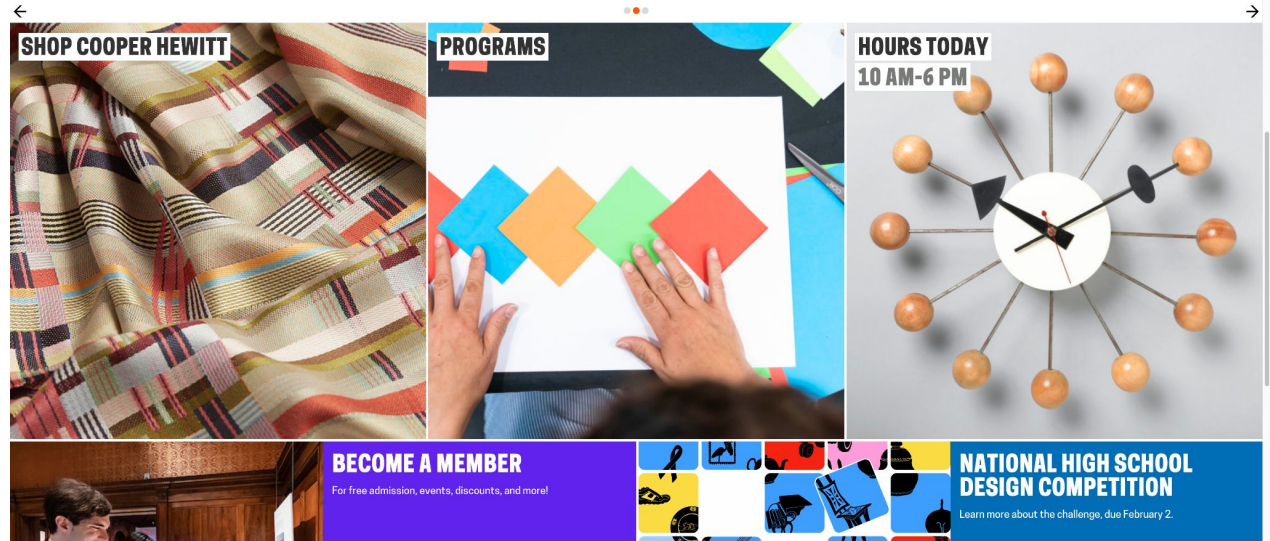
Typeface

- CooperHewittDisplay - Display/ Headings
 - Helvetica - Body
 - Arial - Body
-



Media Types

- Buttons
- Links
- Images
- Carousel



Primary Functions

- To purchase museum tickets from their website
- To view different exhibitions
- Education
- Publications
- Upcoming events
- Donations
- Giftshop

