

SEATTLE ART MUSEUM

WAYFINDING POSTERS

CLIENT	<p>The Seattle Art Museum (commonly known as "SAM") is an art museum located in Seattle, Washington. SAM brings creative collections, powerful exhibitions and dynamic programs to provide unique educational resources to benefit the Seattle area and beyond.</p> <p>SAM's vision is connecting art to life through art, SAM improves lives and engages diverse communities. Furthermore, helping people understand its unique power to inspire creative thinking, which can greatly affect our lives.</p>
PURPOSE	<p>This project was launched to introduce the upcoming exhibit. Wayfinding posters will introduce the collections that are exhibited in the building to the customers.</p>
CLIENT EXPECTATION	<p>Three posters with different styles but convey the same message. The wayfinding design should be successful in guiding people. Pictograms must express the soul and personality of the collections.</p>
TARGET AUDIENCE	<p>Tourists Students Instructors</p>
SOLUTION	<p>Applying knowledge of design principles to create well-structured paths and regions of differing visual character. Equally important, focus on exploiting the collection features but still create a harmonious layout for a poster to make the audience collect the key information. A wonderfully designed place presents itself to tourists and residents alike with a kind of intuitive ease.</p>
PROJECT STYLE	<p>Three portrait posters in 11 x 17 inches with different styles including the collection pictograms.</p>
PROJECT TOOLS	<p>Sketches, Illustrator, InDesign</p>

SEATTLE ART MUSEUM COLLECTIONS' PICTOGRAMS



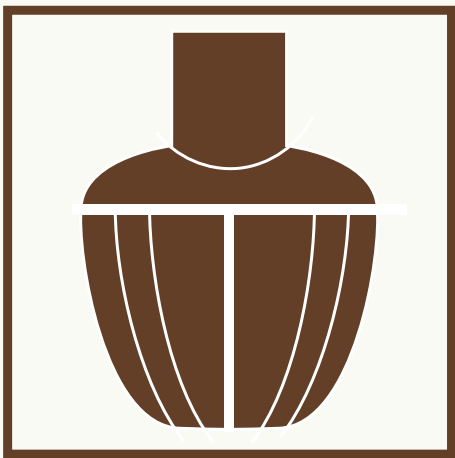
AMERICAN ART



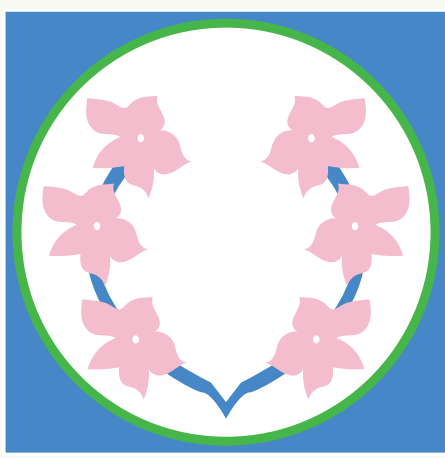
ANCIENT
MEDITERRANEAN



EUROPEAN



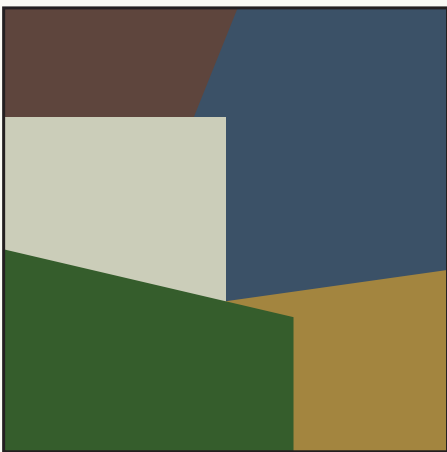
ANCIENT
AMERICAN



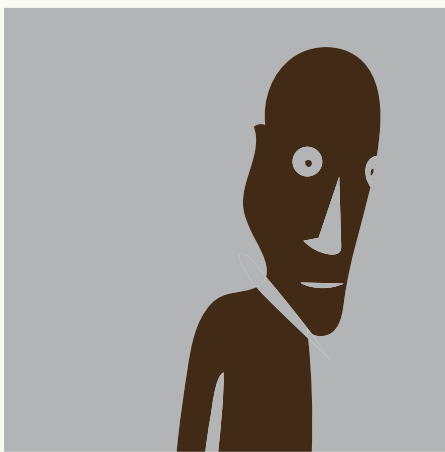
DECORATIVE ARTS
& DESIGN



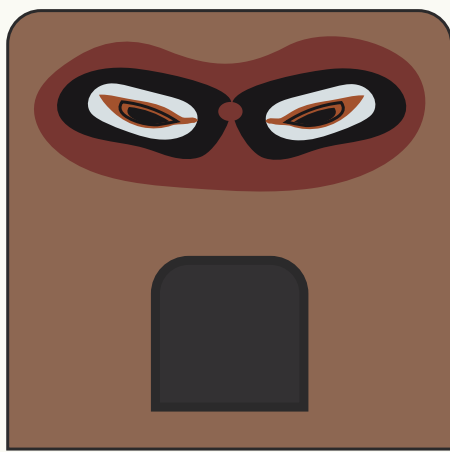
ASIAN



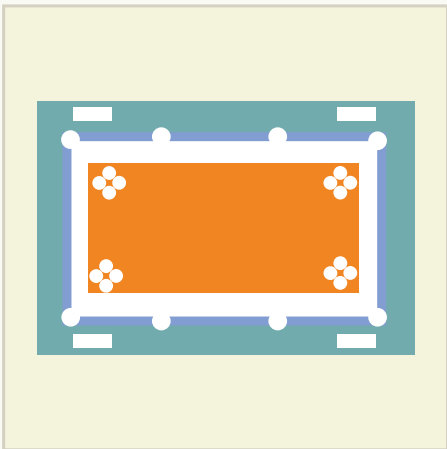
PACIFIC
NORTHWEST



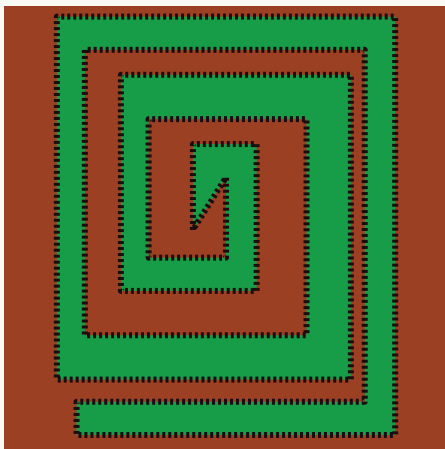
OCEANIC



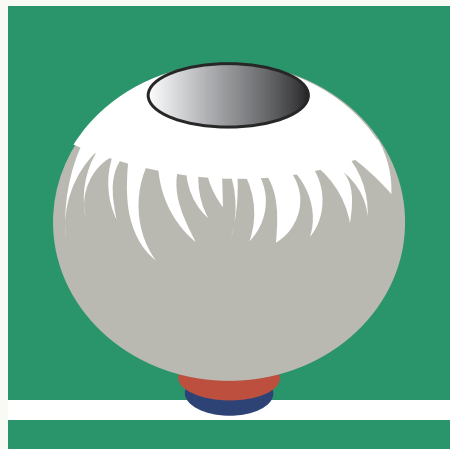
NATIVE
AMERICAN



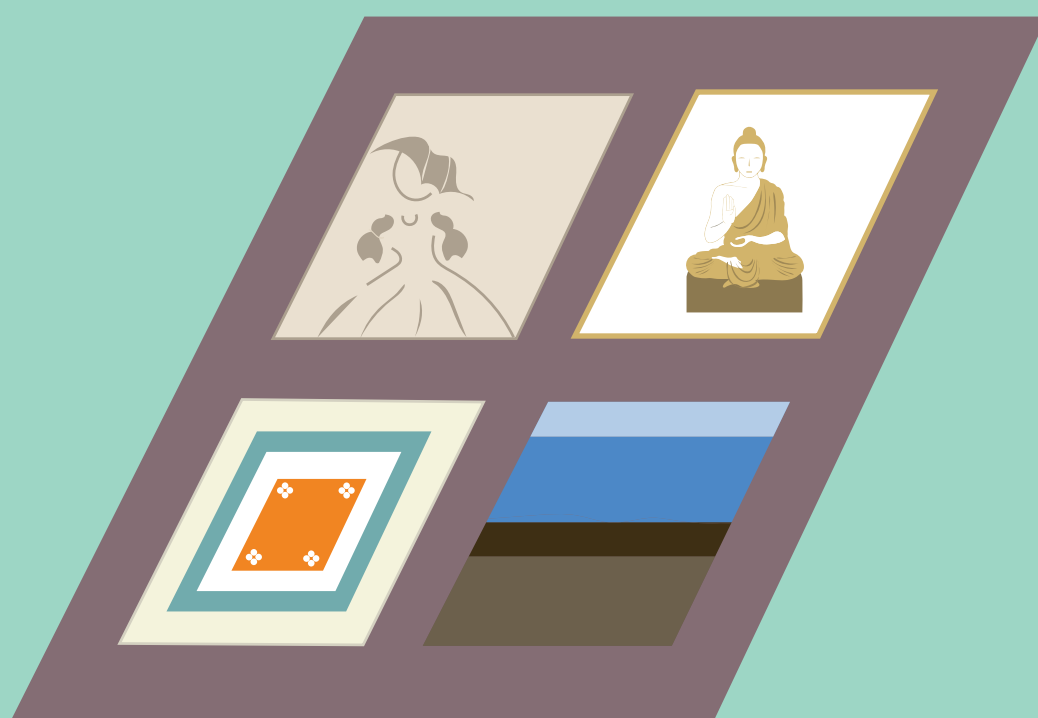
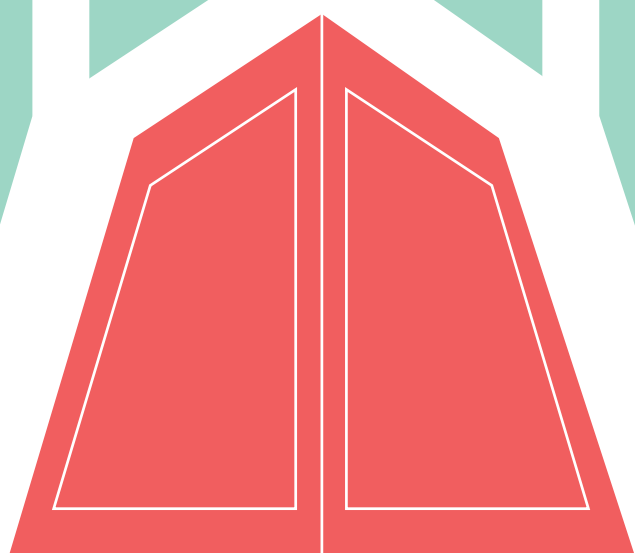
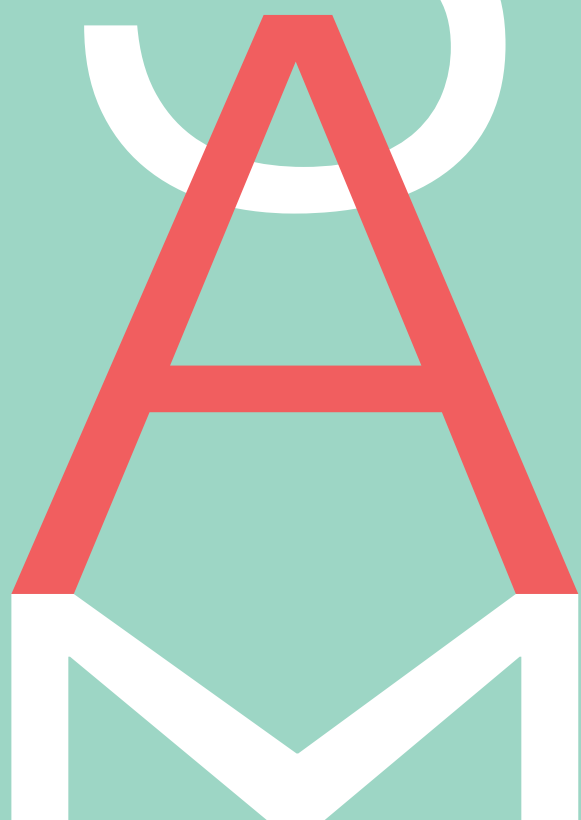
ISLAMIC



AUSTRALIAN
ABORIGINAL

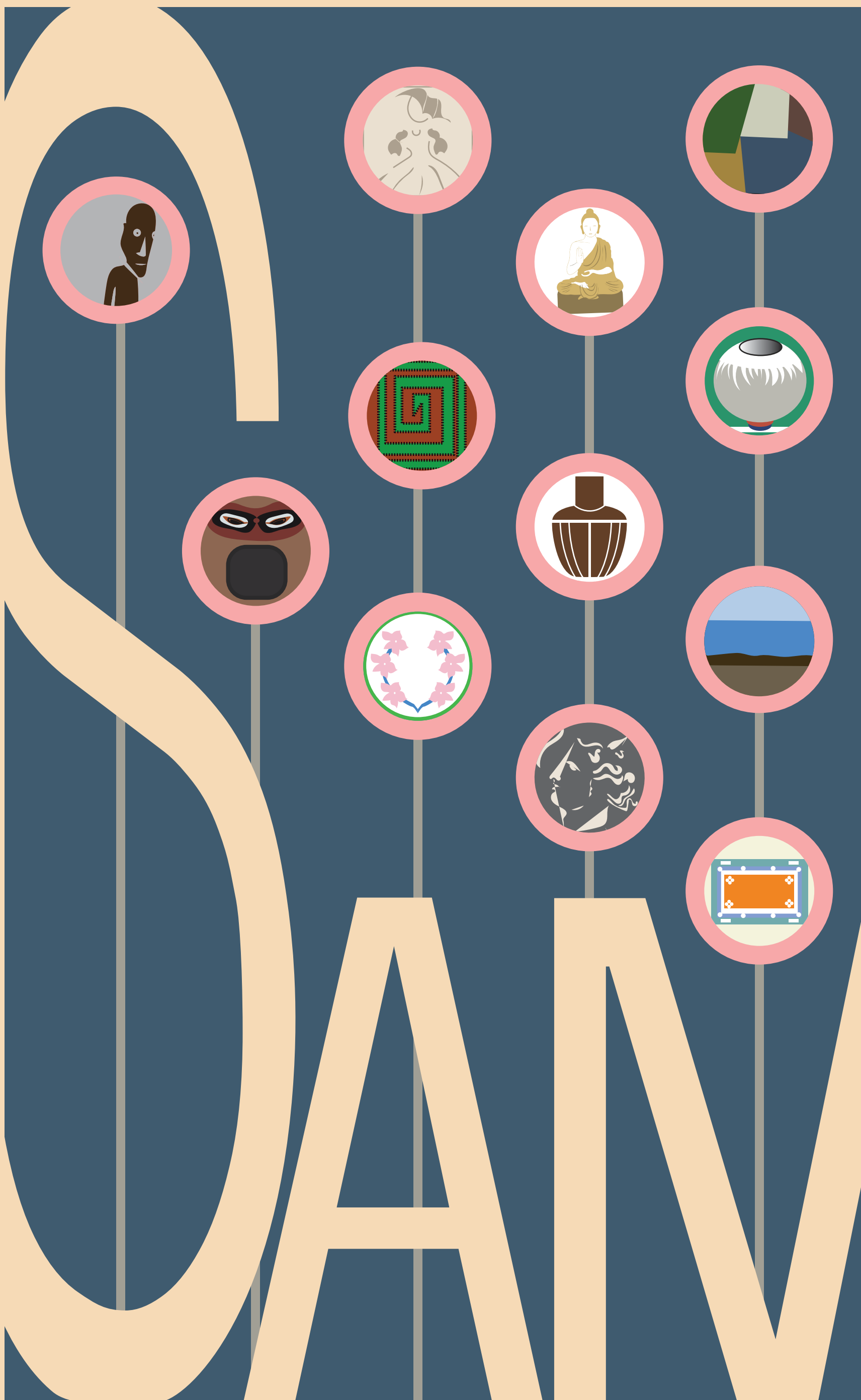


MODERN &
CONTEMPORARY



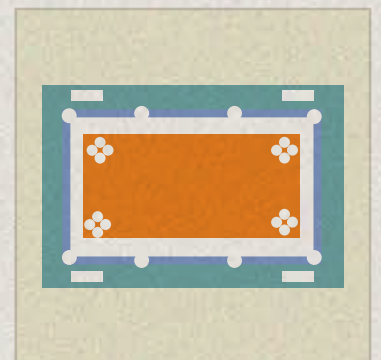
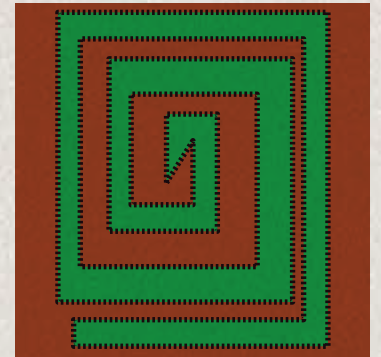
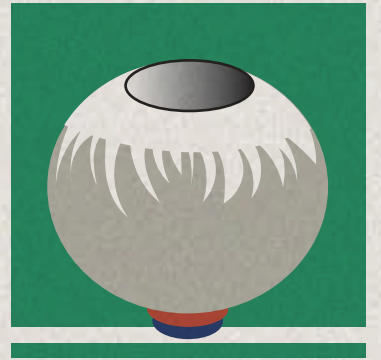
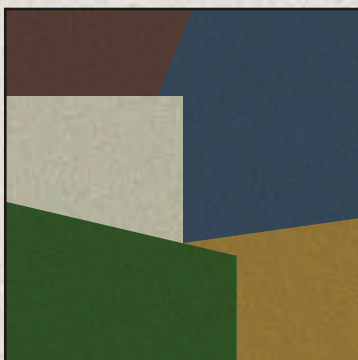
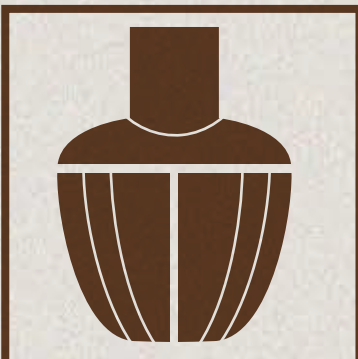
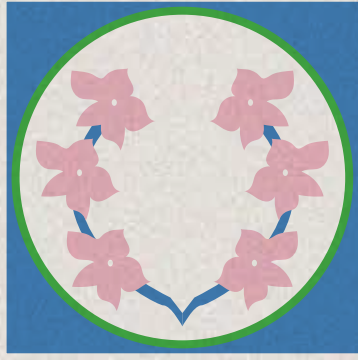
SEEING NATURE
LANDSCAPE MASTERWORKS
FROM THE PAUL G. ALLEN FAMILY
COLLECTION **FEB 16 – MAY 23 2017**

SEATTLE ART MUSEUM
1300 FIRST AVE SEATTLE, WA 98101



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