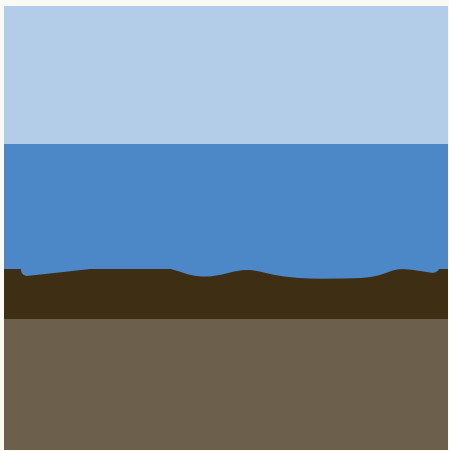


SEATTLE ART MUSEUM

WAYFINDING POSTERS

CLIENT	<p>The Seattle Art Museum (commonly known as "SAM") is an art museum located in Seattle, Washington, USA. 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 and through art, SAM improves lives and engages diverse communities.Also, help people understand its unique power to inspire creative thinking which have a good effect to our live.</p>
PURPOSE	<p>This project was launched to introduce the upcoming exhibit to everybody. It will be used as the wayfinding posters to introduce the collections are exhibited in the building.</p>
CLIENT EXPECTATION	<p>Three posters with different styles but convey the same message Wayfinding design should be success in guiding people Pictograms must expresses 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 poster to make the audience colect 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 poster in 11 x 17 inches with different styles including 12 collection pictograms for each poster</p>
PROJECT TOOL	<p>Illustrator, InDesign</p>

SEATTLE ART MUSEUM
COLLECTIONS' PICTOGRAMS



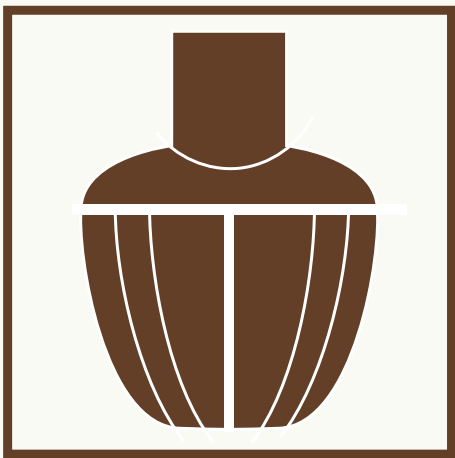
AMERICAN ART



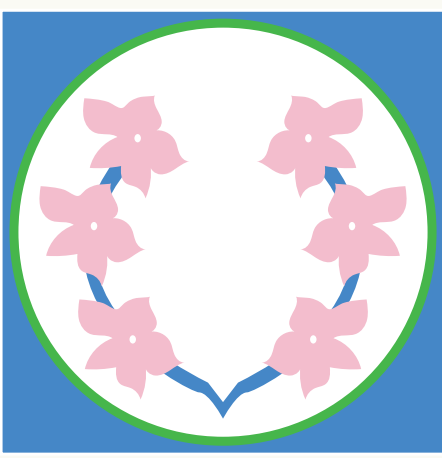
ANCIENT
MEDITERRANEAN



EUROPEAN



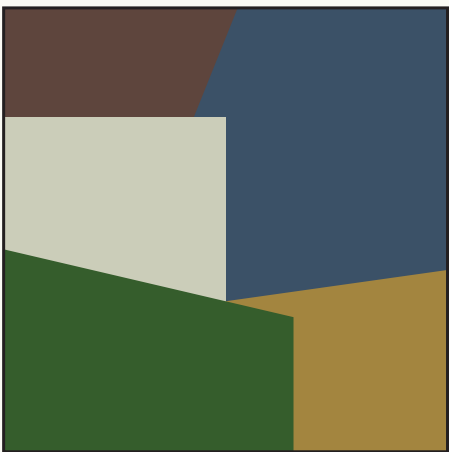
ANCIENT
AMERICAN



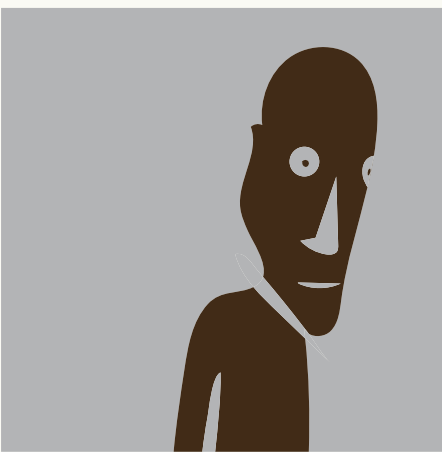
DECORATIVE ARTS
& DESIGN



ASIAN



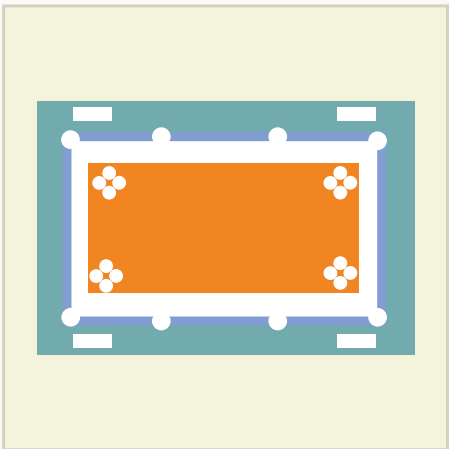
PACIFIC
NORTHWEST



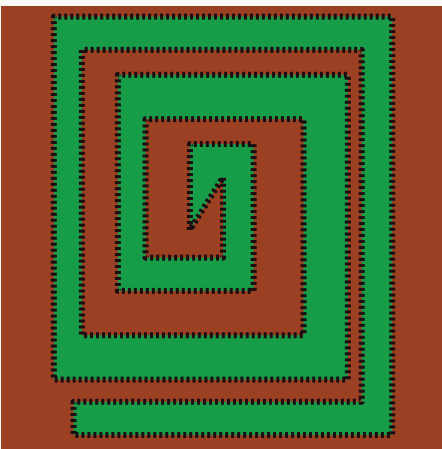
OCEANIC



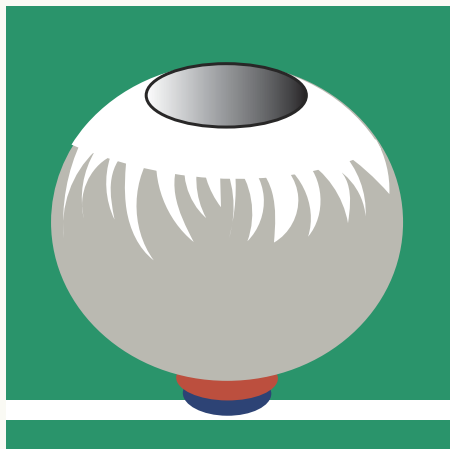
NATIVE
AMERICAN



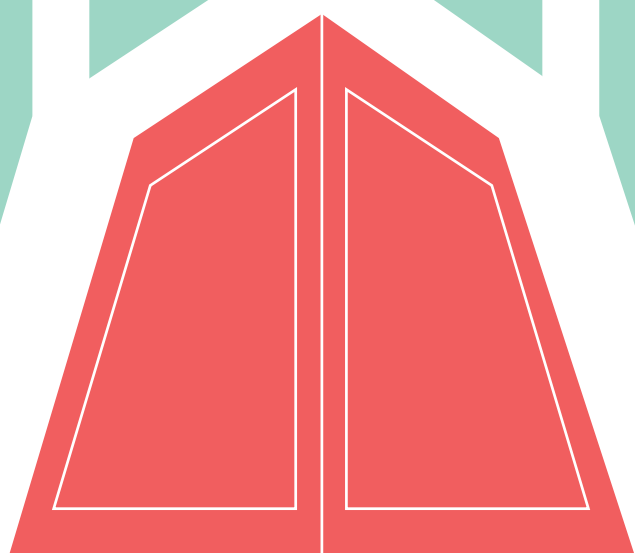
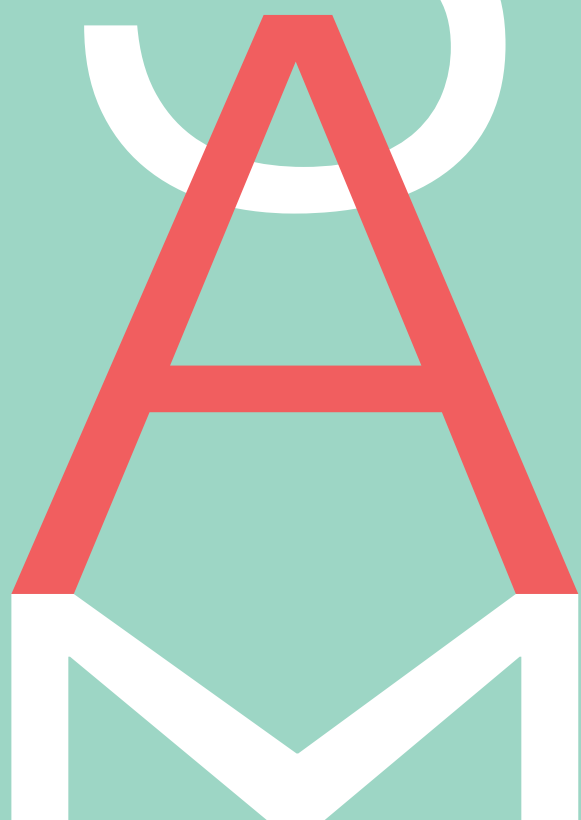
ISLAMIC



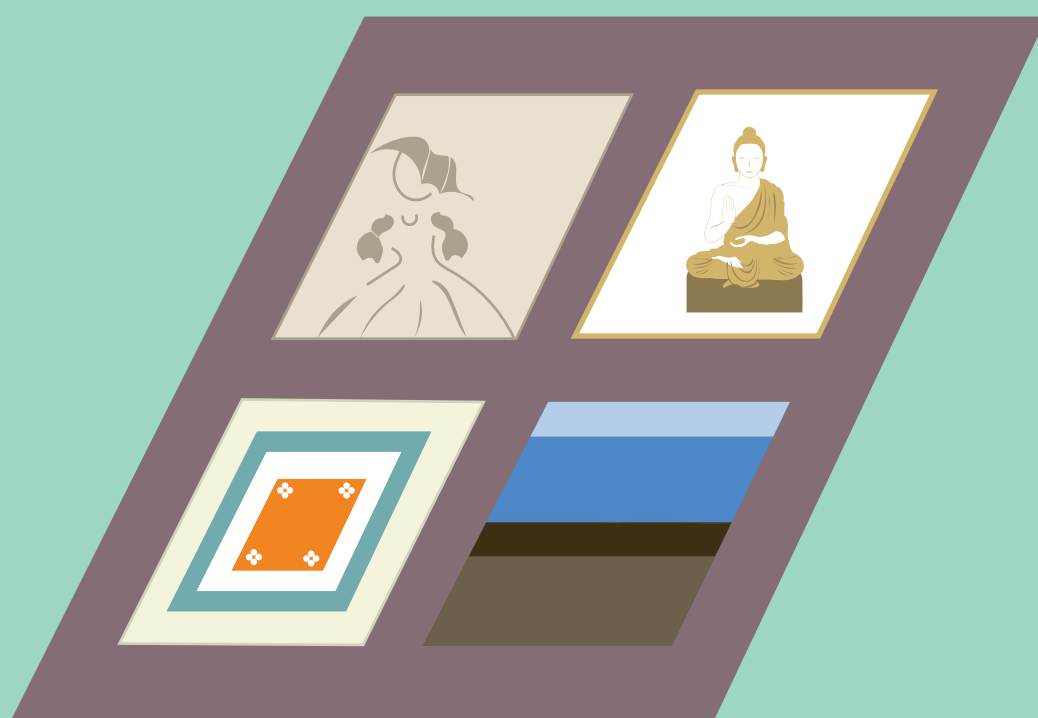
AUSTRALIAN
ABORIGINAL



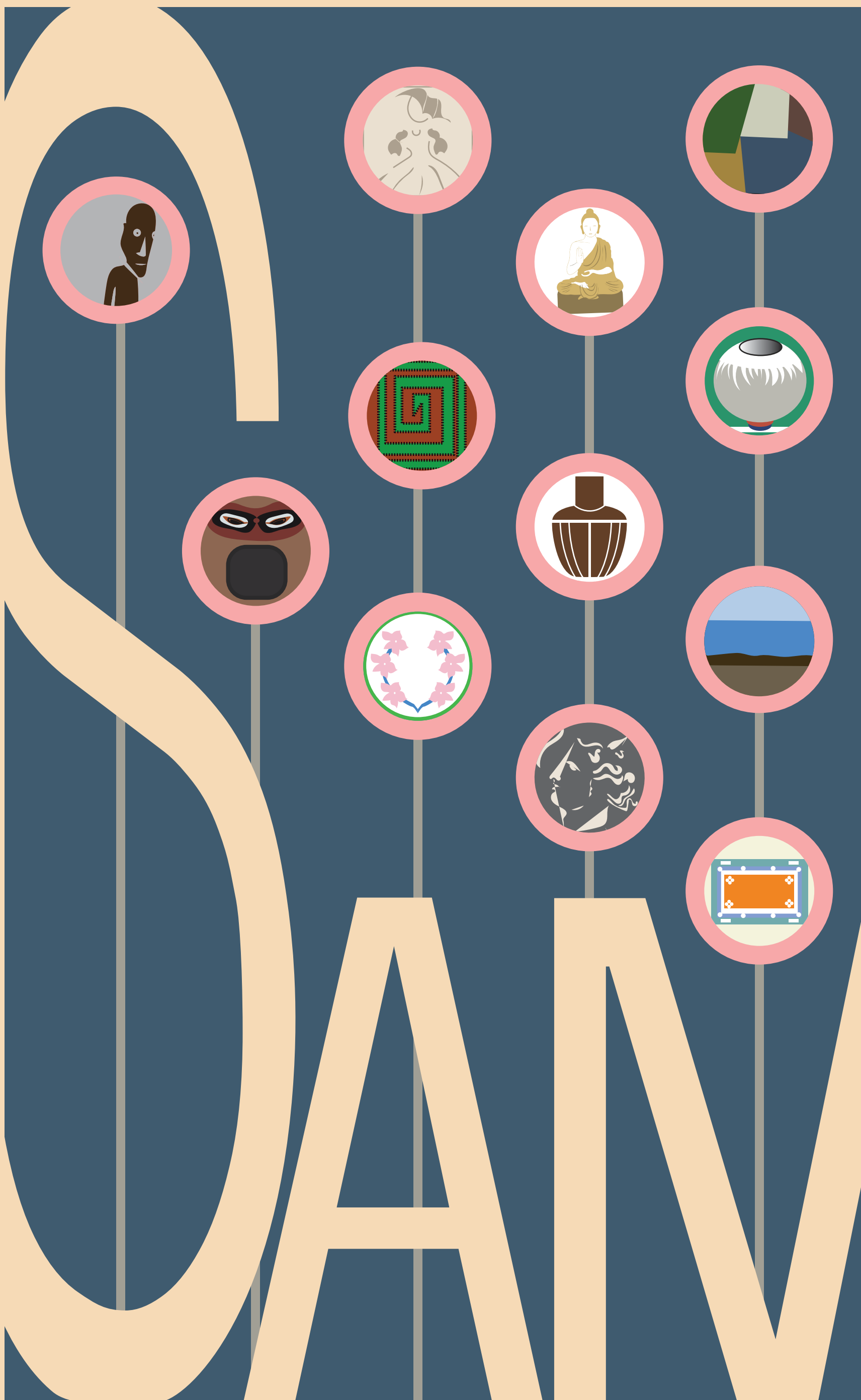
MODERN &
CONTEMPORARY



SEATTLE ART MUSEUM
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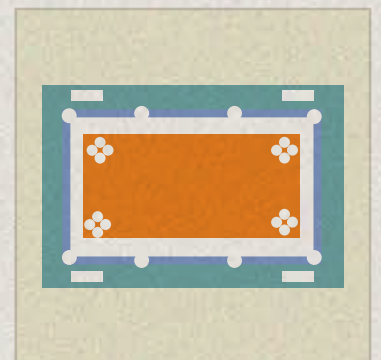
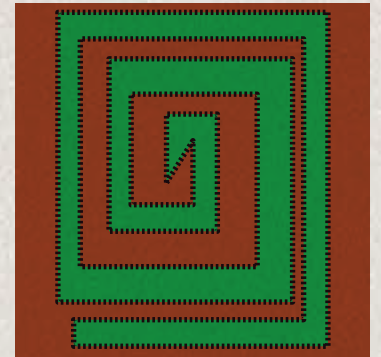
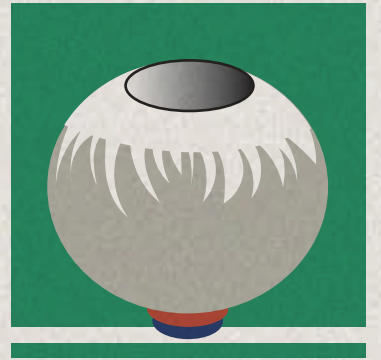
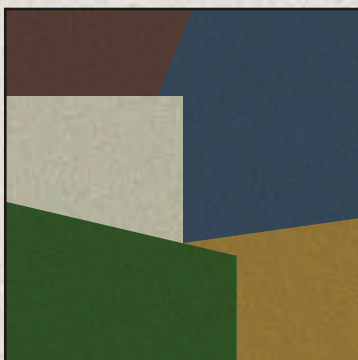
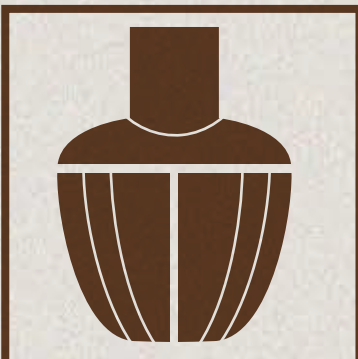
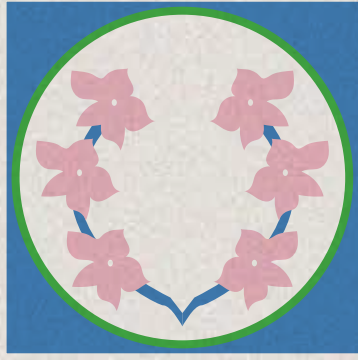


SEEING NATURE
LANDSCAPE MASTERWORKS
FROM THE PAUL G. ALLEN FAMILY
COLLECTION **FEB 16 – MAY 23 2017**



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