

SPIDER-MAN

VS.

BATMAN

Evelyn Durbin

Darcie Nelson

Baily Richardson

Zach Schuster

BIMD 250 Winter 2020

Table of Contents

Essence Statement	2
Exhibit Goals	2
User Take Away	3
Walkthrough of Key Features	6
Visual Look and Feel	12
Appendix	13

Essence Statement

The exciting worlds of Marvel Comics and DC Comics engage a wide range of people, and the exhibit of Batman vs. Spider-Man at the Museum of Flight is an interactive way to showcase that rivalry. This exhibit allows fans of both superheroes to experience Spider-Man vs. Batman side-by-side for the first time ever.



Exhibit Goals

We hope that those who attend our exhibit will:

- Learn about the worlds of Spider-Man and Batman
- Experience the thrill of being a superhero
- Become part of these superheroes' multiverses



User Take Away

The goal of the exhibit is to cater to the wonder and amazement of superheroes. Attendees will experience excitement, joy and community and take away something meaningful to them. We hope to incite these feelings of wonder and excitement through immersing our guests in the world of our heroes. Feel the butterflies in your belly while racing the go-karts, or the wind on your face while whizzing through the zip-line.

Scenarios

Emily is a young, stay-at-home mother. Being home all day with her son, her only escape is her phone, where she sees others her age going out and having fun. Partying isn't an option for Emily, but she notices on Facebook that her friend Ashley is going to a Spider-Man vs. Batman exhibit. This would be a great way to make some friends! She hires a babysitter for a few hours and heads out. Emily walks around the exhibit and decides to take a break in the cafe. Excited to have a fun, non-kid related event about which to post, Emily takes a picture of her Spider-Man Frappuccino and uploads it to Snapchat! She joins a table with three other people about her age and plays trivia with them. After staying for about an hour, she exchanges phone numbers with her new friends before she has to leave. Emily has new knowledge and excitement for superheroes fueled by the community.

Audience

The audience for our exhibit is incredibly varied. It will appeal to those young, old and everywhere in between. Our older population will feel a sense of nostalgia with the vintage comic book display while learning fun and interesting facts about the characters, writers and artists. Fans of the Marvel movie franchise will appreciate learning about the evolution of superhero costumes from both TV and movie roles. And our younger audience will engage in the fun, competitive physical activities our exhibit has to offer, while their parents will appreciate recharging with the refreshments available in the cafe.

Josh is a college student affected by the Seattle freeze. He tries to make friends each quarter, but unfortunately the only thing he has in common with his classmates is that they're taking the same classes as him. Once the quarter ends, he is left feeling alone and has to start over again the next term. He does have some friends, but they're busy too, parting ways after high school and pursuing their own interests. Josh needs a friend to which he can relate. One day while scrolling through Instagram, he sees someone post about a Spider-Man vs. Batman exhibit only about a half an hour away! He loves superheroes and would like to make some friends with common interests. Josh goes to the exhibit and walks around, enjoys the atmosphere and ends up in the cafe. Josh is surprised to see Henry, who was in his CSS class last quarter. They sit together and play a round of trivia, with a friendly bet that the loser buys snacks. Afterwards, they decide to continue the competition with Batman Go-Karts. This is great! Josh and Henry exchange discord usernames and make plans to take the competition online. Josh feels good, being able to show off his knowledge about superheroes, while also making a friend with similar interests.

Brandon is a second grader who loves Spider-Man: he sleeps in Spider-man PJs, he shoots webbing from his wrists as he moves throughout the house, he fights evil villains lurking beneath sofa cushions... he's basically ready to save the world. Brandon gets to watch 30 minutes of TV when he gets home from school. One day he saw an ad for the Spider-man vs. Batman exhibit at the Museum of Flight in Seattle, WA. He saw all the fun, kid-friendly activities and has been BEGGING his parents to take him there ever since. They finally gave in and decided to make a weekend trip of it. When Brandon and his family arrive, they walk up to the exhibit. Brandon is full of excitement, seeing the Go Karts at the entrance. Brandon and his brother Max check out the exhibit map and head

directly to the games in the left wing. Brandon thinks the zipline is awesome, he can really swing like Spider-Man! The friendly sibling rivalry comes out and he gets really excited, jumping from one game to the next. Brandon and Max direct their competition with each other to the Batman vs. Spider-Man board. Each game they play, they

look at the screen to see which team has more points. Depending on which team is ahead, the colors and music representing each superhero change within the room. The drive to stay and play keeps going with Brandon and Max. Brandon was finally able to put all the training he's done in his living room to use! He feels accomplished, becoming Spider-Man and fighting for first place!

Steve has been a huge fan of comic books since his childhood. The books remind him of a time when life was simpler. He remembers his excitement when his mom would take him to the comic book store to purchase the newest Spider-Man comic. Steve now has his collection of comic books mostly stored away, but will take them out every once in awhile. He has watched all the movies and keeps his excitement going with the new releases. Needless to say, he's gained quite a bit of knowledge over the years. While eating breakfast with his wife,

Helen, Steve began reading the news on his iPhone. He saw an ad for a Spider-Man vs. Batman exhibit in Seattle! Steve chuckles, "Spider-Man vs. Batman? How could that possibly work. When they met each other in the 90s comic books, Spider-Man acted as Robin! No way." Steve continues with his day, thinking about this exhibit. On his lunch he goes to the website and shares it with some co-workers. He tries to explain to them how the battle would go, but no one really cares. Steve then starts thinking, Seattle is only 30 minutes away without traffic. Maybe he can have a debate with someone there who is as excited about this match-up as he is. When he gets there, he walks around and ends

up in the gallery. He sees the superhero suits up close and remembers specifically when they were used. He sees the comics hanging on the walls and the timeline of the superheroes he went through himself! A young couple asks each other questions next to him and he politely tells them what he knows. They're interested and ask for more information. Steve proceeds to tell them a plethora of facts and information from the top of his head, and tells them about his collection at home. Finally, someone who he can show off to!

Walkthrough of Key Features

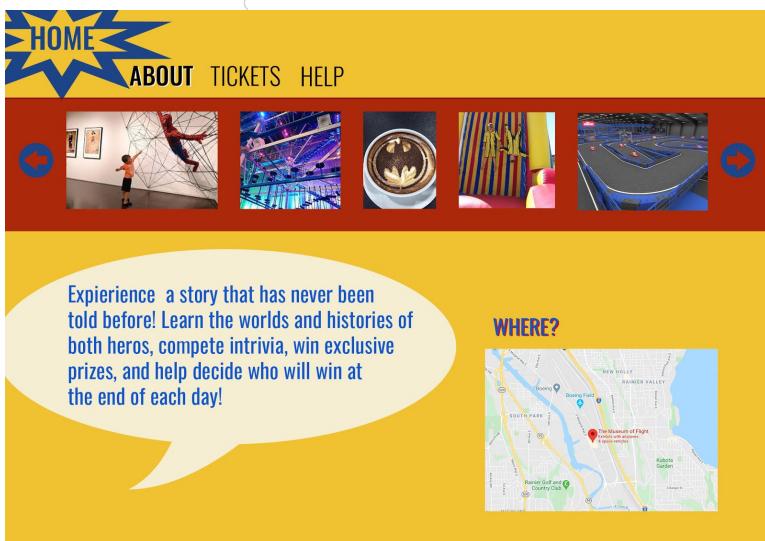


Location

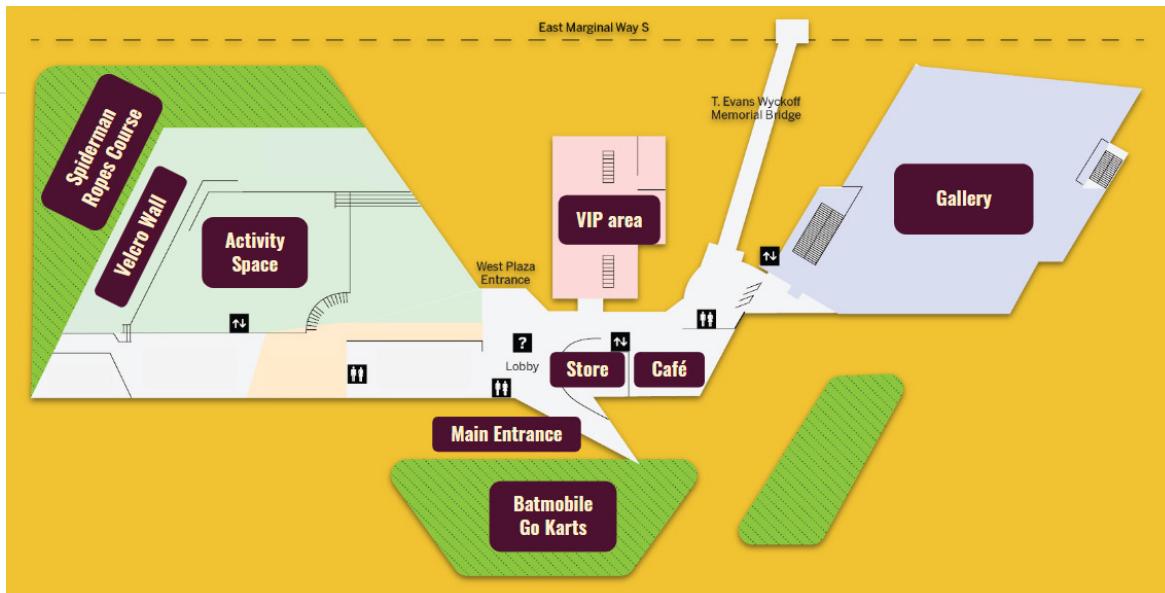
The exhibit will take place at the Museum of Flight in Seattle. People affiliate the Museum of Flight with soaring through the air, similar to how Batman and Spider-Man soar through New York City. This association will prepare attendees for the mindset of thinking like their favorite superheroes.

Each user will take away something that relates to their individual needs, as well as general takeaways all users will enjoy. They can enjoy the superhero-themed food, drinks and games in the café. The memorabilia they purchase from the exhibit store will be cherished for years. Every user will leave feeling important and connected in this other world. They will feel special with the knowledge they gained and the overall experience they have with this exhibit.

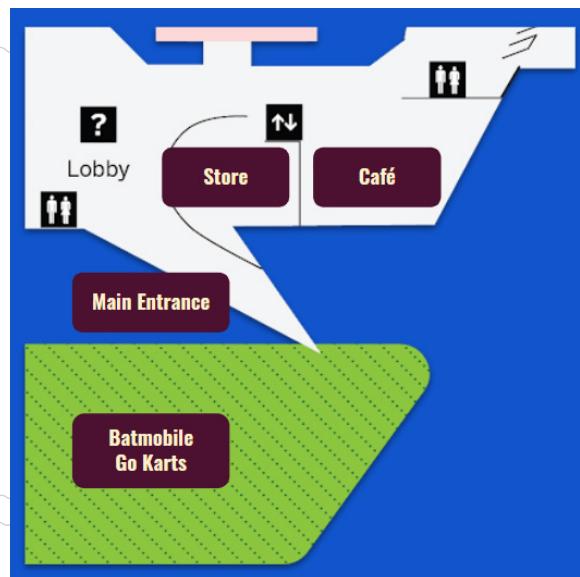
Website



The website will get fans excited about two of their favorite superheroes, Batman and Spider-Man. People will read about the exhibit and see if it works for them. Before Brandon's mom (see Appendix) decides to take her family to the exhibit, she looks through the website to ensure it's appropriate for her son. She sees the exhibit is kid-friendly and has many activities to keep Brandon entertained.



Entrance



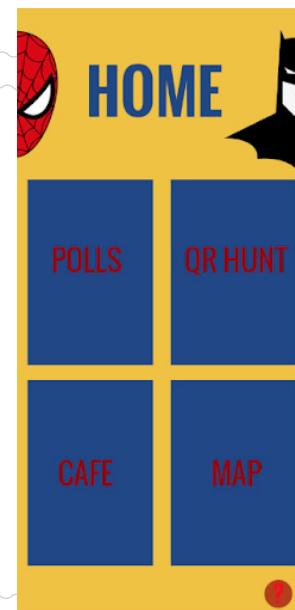
The excitement begins

at the entrance. Before attendees enter the exhibit, they will pass by the Go-Kart races, with symbols representing Batman or Spider-Man on each kart. Attendees

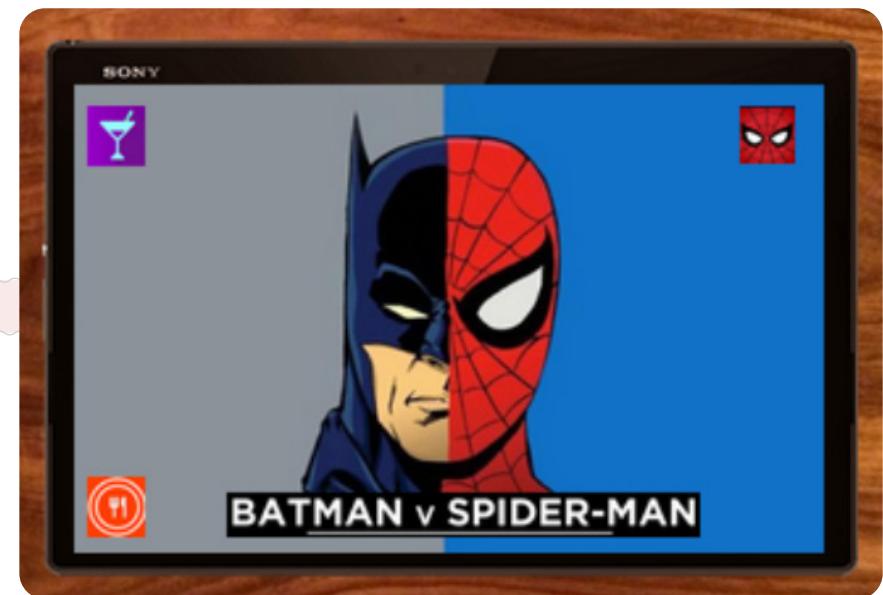


will be greeted by the entrance table, which will have pins picturing favorite characters from each universe. The pin they pick will give points either to Batman or Spider-Man. For example, Emily loves Harley Quinn (see Appendix) so she decides to grab the Harley Quinn pin. Now, for every competition she is in, she will acquire points for the Batman universe.

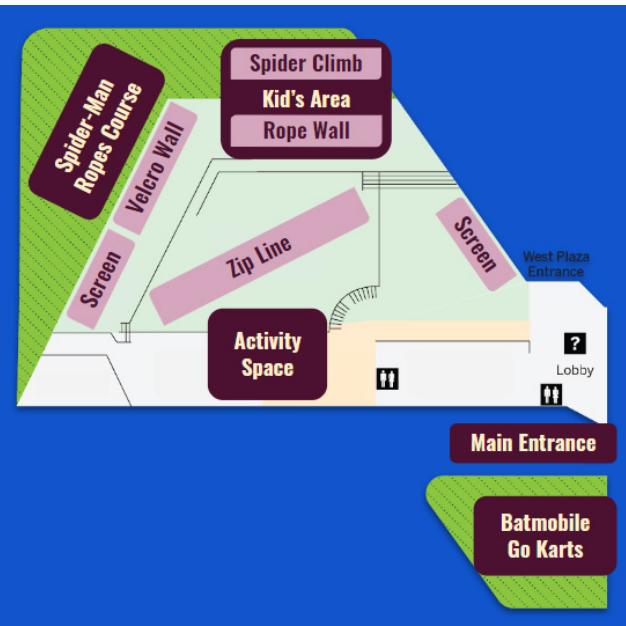
At the entrance, attendees will also be introduced to the app which will help guide them through the exhibit. The Map ensures they don't miss a thing. The QR Hunt allows users to search for hidden QR codes throughout the exhibit. (If they find all ten, they will be entered into a raffle.) The Polls let people choose their favorite characters. And the Café button allows users to interact with additional games while in the café.



The store and café will be completely transitioned into a Spider-Man vs. Batman theme. The store will have comics, action figures, and unique gadgets for attendees to cherish for years. The café will have superhero-themed food and drinks, such as red and blue Spider-Man frappuccinos, and black Batman cupcakes with yellow and blue frosting.



Guests can order refreshments from the tablets located at each table, or they can play select games only available in the café, using either the provided tablet or their phone app. Game options include a choose-your-own-adventure game and a trivia game! The games will also be displayed on overhead screens. Attendees will interact with each other and show off their superhero knowledge. They will even have the opportunity to make friends and continue their passion for Spider-Man and Batman outside the exhibit.

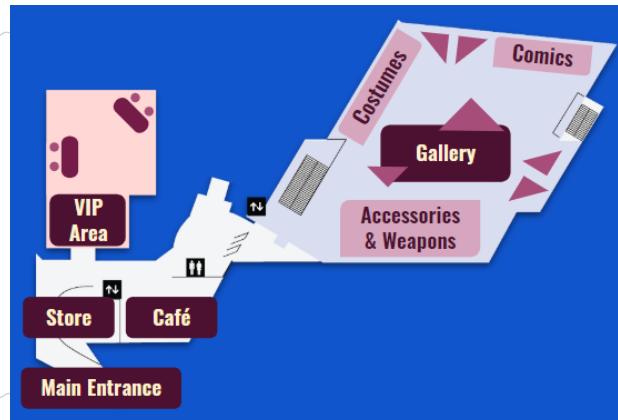


Left Wing

The left wing of the exhibit will be primarily physical games. Individuals will compete against each other and accumulate points for either Team Spider-Man or Team Batman. A running tally of the total points will be displayed on two large screens, allowing attendees an easy way to see which team is in the lead.

The physical games of the exhibit are exciting and allow attendees to become their favorite superheroes. The Go-Karts will have different themes for Team Spider-Man or Team Batman. The thrill of racing will simulate the sensation of riding in the Batmobile. Attendees sticking to the velcro wall might feel what it's like to have sticky spider powers. The high ropes course will be similar to the excitement of being at the top of a New York City building. The zipline simulates Spider-Man swinging from building to building.

The kids zone allows kids to release some energy while adults take a break. This will have a net wall for them to climb and compete in, with a bell at the top for whoever was fastest. There will also be a rope ball playground piece for them to climb.



Right Wing

The gallery is an opportunity for people to rest and get away from the craziness of the competitive and loud left wing. Attendees can either sit down and observe the collection, or they can walk around and get a closer look of their favorite superhero and all of their fun and interesting backgrounds.

There will be many interesting objects from each superhero's universe. Browse through the different evolutions of Spider-Man and Batman throughout the years, as well as their gadgets and the villains they go up against. Each costume will have a description of the suit and its origin. Gadgets will include descriptions of their intended use, when it was used, with the added ability of rotating it to see it full-scale. The villain's gallery will include multiple rotating pictures of each villain and all of their different versions of them. There will be comic strips to read and explanations of their significance. The gallery will be decorated with quotes by Spider-Man and Batman and the colors that correlate with each superhero. The gallery's floor will also be filled with onomatopoeias as seen in all comic books as well as the symbol for each superhero to show whose side you are entering. In addition, the left side of Spider-Man's mask and the right side of Batman's mask will be morphed into one complete mask, forming a cutout on the gallery entrance doors.

Visual Look and Feel

The color scheme encompasses classic Batman and Spider-Man colors, along with shades of purple that combine the reds and blues. Expect to see bold swatches of color throughout the exhibit as well as a good use of black to create some tension. The overall look and feel will be rather dark, allowing the highlighted elements to become focal points.



The signage takes on a classic comic book feel. Information in the gallery will be displayed in speech bubbles, allowing small bits of superhero knowledge to be taken in at a time, keeping attendees moving throughout the space.

POW!

BATMAN: HOARDER

Oswald

uvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

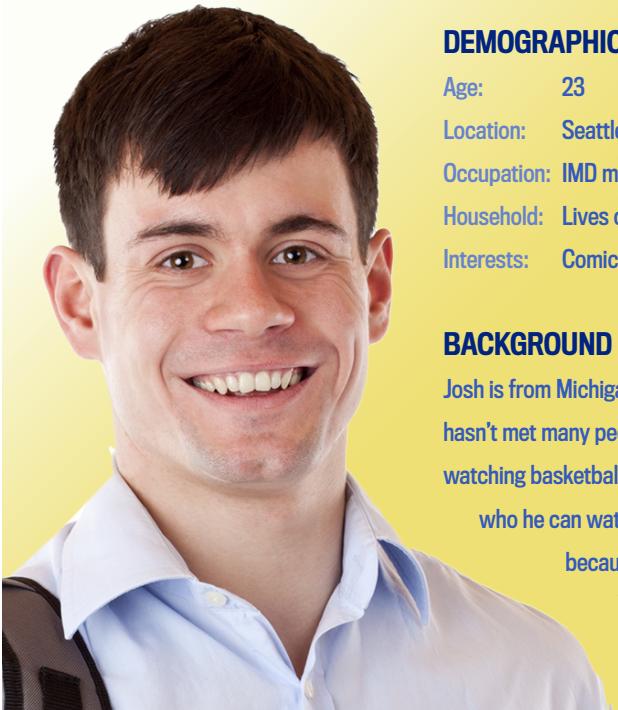
1234567890

A graphic design mockup showing a 'POW!' sound effect, a comic strip titled 'BATMAN: HOARDER', and a comic strip featuring Spider-Man. The design includes a color palette on the right side.

Appendix

Personas

JOSH



DEMOGRAPHICS

Age: 23
Location: Seattle, WA
Occupation: IMD major at UWB
Household: Lives on campus, two roommates
Interests: Comic books, Legos, Spiderman!

BACKGROUND

Josh is from Michigan and is affected by the Seattle Freeze. Since he hasn't met many people yet, he can usually be found in his dorm room watching basketball or superhero movies. He wants to meet people who he can watch these with. His favorite superhero is Spider-Man because he watched Tobey Maguire swing through New York City during his childhood. He also has a variety of superhero games, figurines, and books.

PRIMARY

Favorite Quote:
"I'm Batman" -Batman

Personal Quote:
"I'd love to chat, but I gotta study for my midterm."

EMILY



DEMOGRAPHICS

Age: 20
Location: Bothell, WA
Occupation: PT Student, PT Barista
Household: Boyfriend, son
Interests: Superheroes, art, family

BACKGROUND

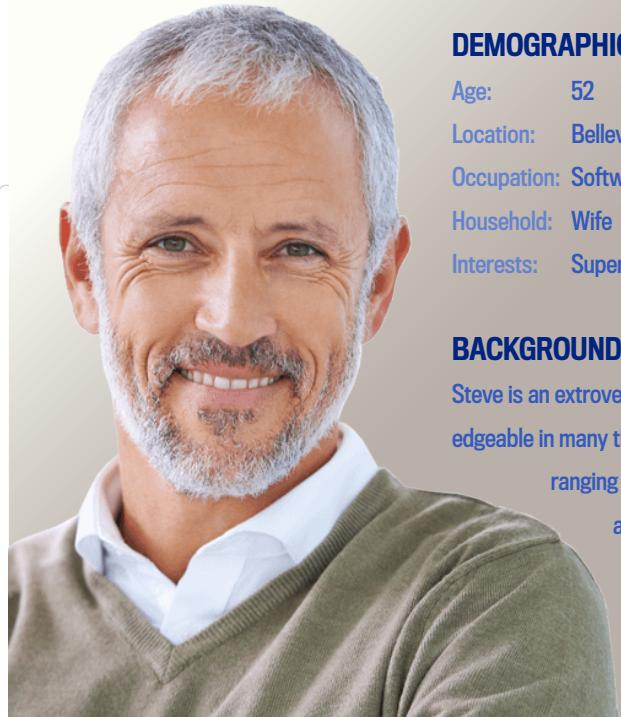
Emily is a tired young mom. Between work, school, and her son, she doesn't have much time for friends. While scrolling through Facebook, she notices an ad for the Spider-Man vs Batman exhibit and realizes she misses going out and having fun. She enjoys superhero movies but wouldn't consider herself a fanatic. Emily's boyfriend loves Spider-Man and wants to take Emily and their 3 year-old son to the event. More than anything, she appreciates vintage comic book art.

SECONDARY

Favorite Quote:
"Have you heard this new Taylor Swift song? It's soooo good." -Harley Quinn

Personal Quote:
"I could REALLY use a quad shot espresso right about now."

STEVE



DEMOGRAPHICS

Age: 52
Location: Bellevue, WA
Occupation: Software Developer
Household: Wife
Interests: Superheroes, football, and his wife Helen

BACKGROUND

Steve is an extrovert and loves getting to know others. He is knowledgeable in many things and can easily discuss a wide variety of topics, ranging from football to superheros. The worlds of Marvel and DC are nostalgic for him, bringing up fond memories of his childhood. He is an avid comic book collector and enjoys sharing them with others.

PRIMARY

Favorite Quote:
"No one can win every battle, but no man should fall without a struggle."
-Spider-Man

Personal Quote:
"What do sprinters eat before a race? Nothing, they fast."

BRANDON



DEMOGRAPHICS

Age: 8, 2nd Grade
Location: Portland, OR
Occupation: Student
Household: Family of 5
Interests: Comic books, Legos, Spiderman!

BACKGROUND

Brandon was introduced to the world of comics by his older brother, Max. Max used to read comic books to Brandon when he was younger, but Brandon has been reading them on his own for the past year or two. He loves ALL things Spiderman: he sleeps in Spiderman PJs; he shoots webbing from his wrists as he moves throughout the house; he fights evil villains lurking beneath sofa cushions. He wants to save the world.

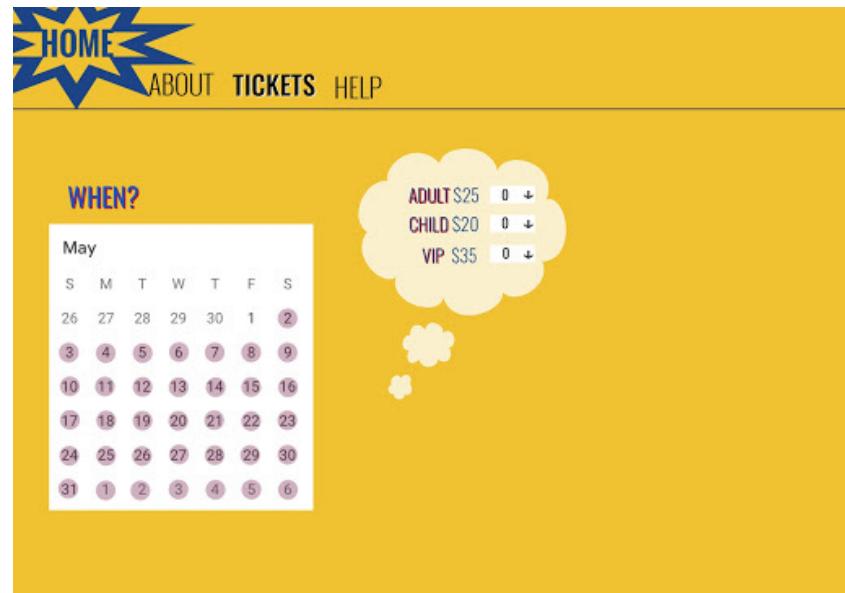
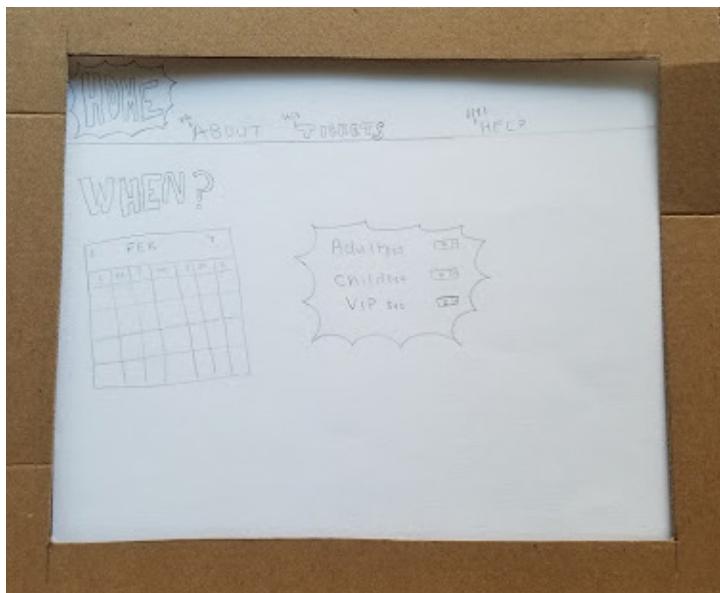
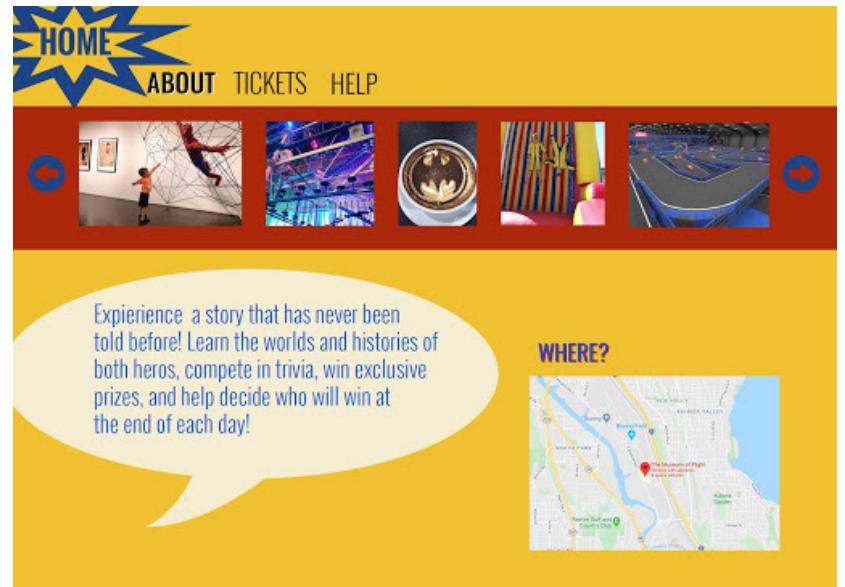
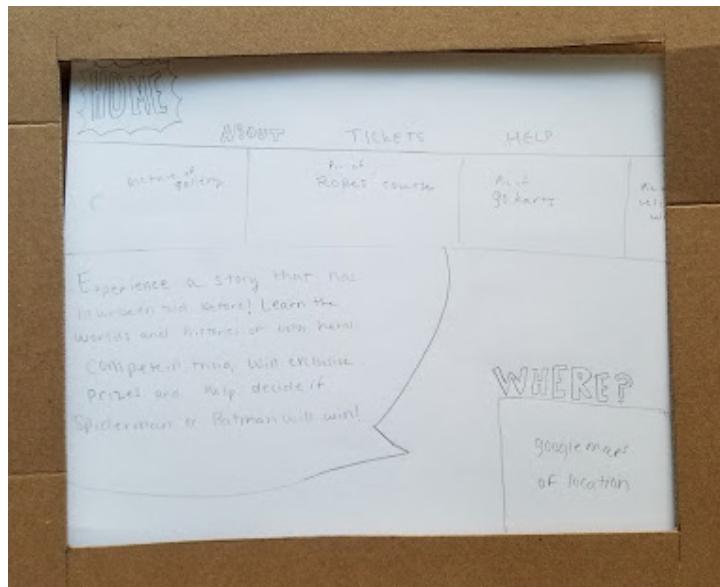
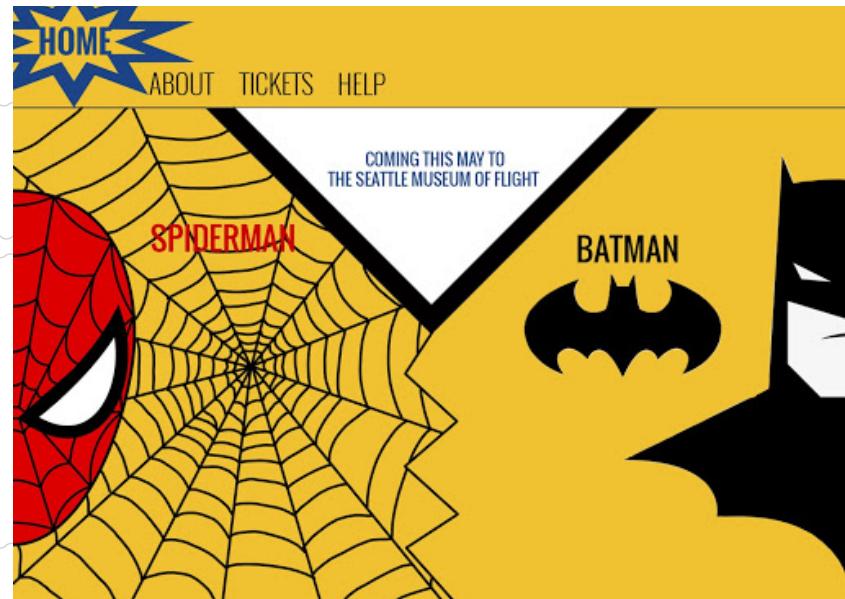
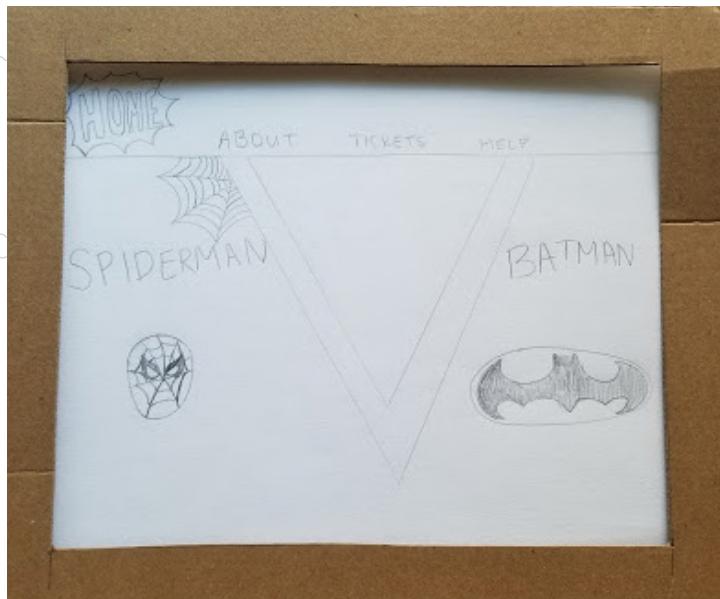
SECONDARY

Favorite Quote:
"You know who I am... I'm your friendly neighborhood Spiderman!" - Spiderman

Personal Quote:
"I LOVE Fortnite!"

Appendix

Website



Appendix

Mobile App

