

Process Book



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Museum Website for Mobile

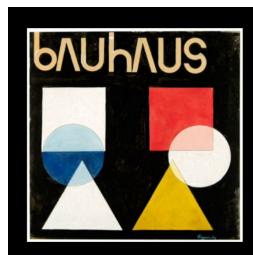
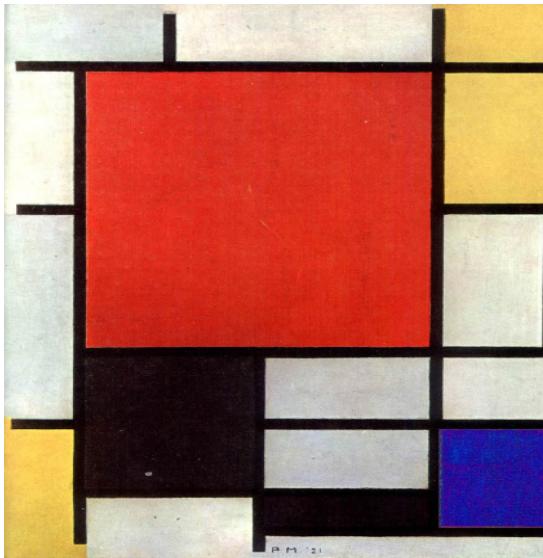
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1. Museum Identity

The Saarland Museum is one of the leading museums in southwestern Germany and is the museum's leading institution in the Saarland.

The Modern Gallery of the Saarland Museum not only show its extensive collections, but also opens up more strongly to contemporary art.



Inspirational Images

The Modern Gallery
: bold, energy, clean, simple.



De Stijl Design
: straight lines, rectangular planes, and primary color.

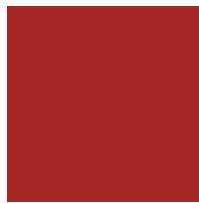


Bauhaus Design
: minimalist style. linear and geometrical forms.

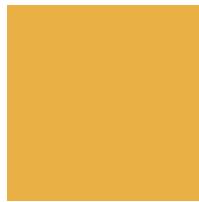
Color Palette



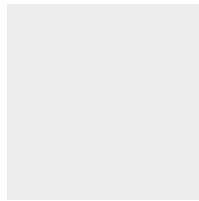
#070707



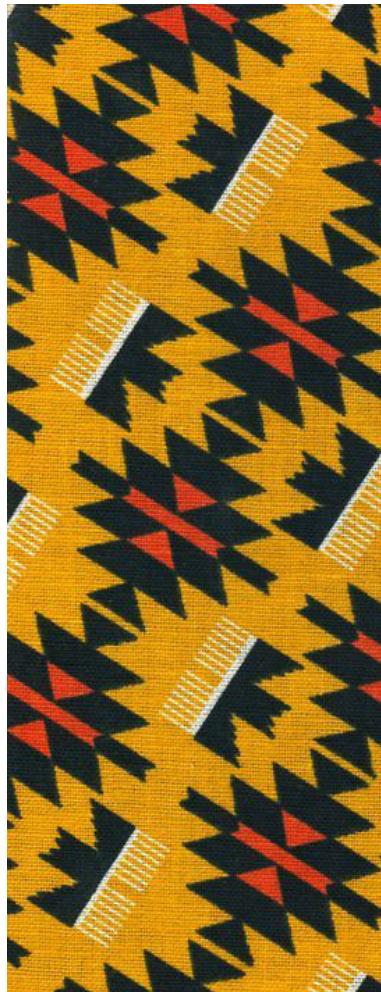
#BF2926



#FBB03B



#EEEDED



The color palettes consist of bright, bold and strong colors. The red, yellow and black colors represent Germany. The gray color is from the museum building.

Black

Black is one of the most desired colors in the spectrum. The black color represents power and formality.

RED

Red is a color that gives us the sense of importance and associates in design in places where the user should pay attention.

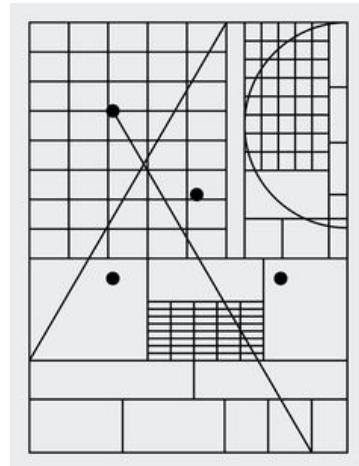
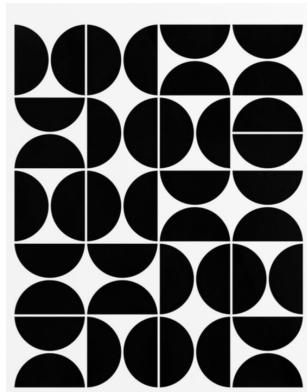
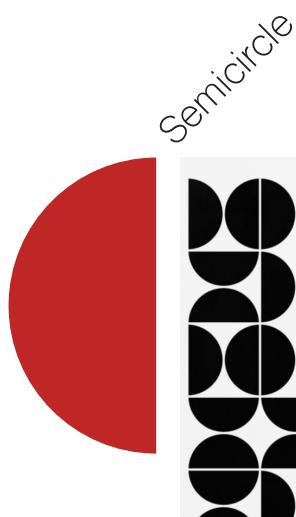
Yellow

Yellow is energetic and light color. It is associated with hope and sunshine. Yellow gives the design energy and will make the viewer feel optimistic and cheerful.

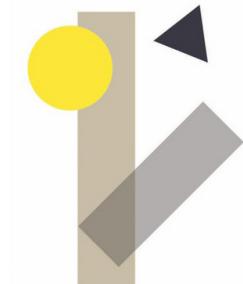
Gray

Grey is a neutral color that offers balance. It is also create calming environments to relax. Hence gray is great as background.

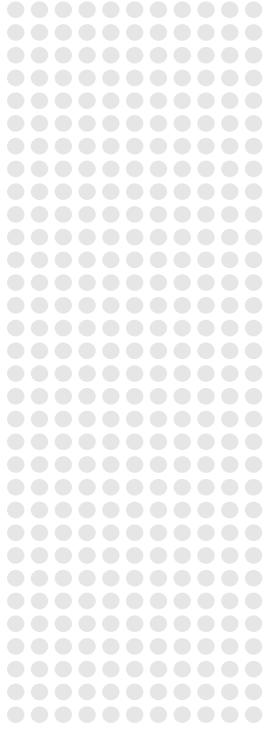
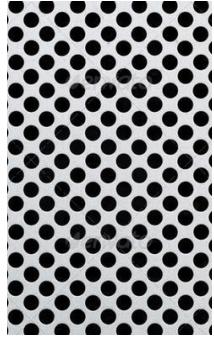
Mood Board Elements



Rectangle



Dotted pattern



Typefaces

Quicksand

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Sample Bold

A large, bold, black letter 'M' is centered on a solid yellow background.

Shree Devanagari 714

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Sample Bold

Sample Italic

A large, bold, black letter 'M' is centered on a solid yellow background.



The Saarland Museum logo is made by letter 's' and 'm' which is the abbreviation of the Saarland Museum.

The elements are created using geometric shapes and yellow, red, and black color which represent the Germany and Saarland.

This image is not only the abbreviation but also a symbolization of the sun and the museum.





2. Museum Poster

Let's together with the Saarland Museum's posters.
In its themes and motifs the poster of the Saarland
Museum offers the presentation of the graphic
design exhibition with museum.

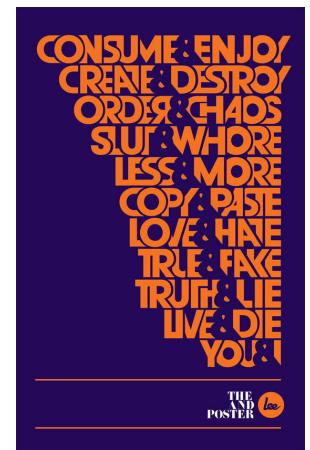


Inspirational Images

Simple and Clean Poster
: simple contents, clean grid.

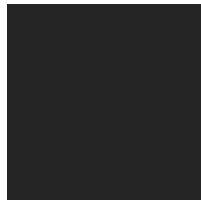
Typography Poster
: minimal elements, creative, modern.

Graphic Design Poster
: abstract, inventive, unique, dynamic.



DESENSITIZATION
DESENSITIZATION
DESENSITIZATION
DESENSITIZATION
DESENSITIZATION
DESENSITIZATION
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DESENSITIZATION

Color Palette



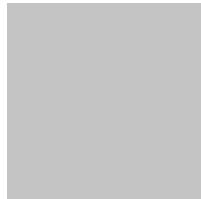
#252525



#F97C00



#FCAF17



#C4C4C4



The color palettes base on dark gray and yellow which are used on the museum logo . The orange color and light gray make a depth of the image.

Yellow

Dark yellows and gold-hued yellows can sometimes look antique and be used in designs where a sense of permanence is desired.

Orange

Orange is a very vibrant and energetic color. In its muted forms it can be associated with the earth and with autumn. Because of its association with the changing seasons, orange can represent change and movement in general.

Gray

Neutral colors often serve as the backdrop in design. They're commonly combined with brighter accent colors. But they can also be used on their own in designs, and can create very sophisticated layouts.

Mood Board Elements

Photography



Black and White



Grain Texture



Typhography

Hue and Saturation



Typefaces

Montserrat

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Sample Bold

A large, bold, black letter 'M' is centered on a solid orange background.

Shree Devanagari 714

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Sample Bold

Sample Italic

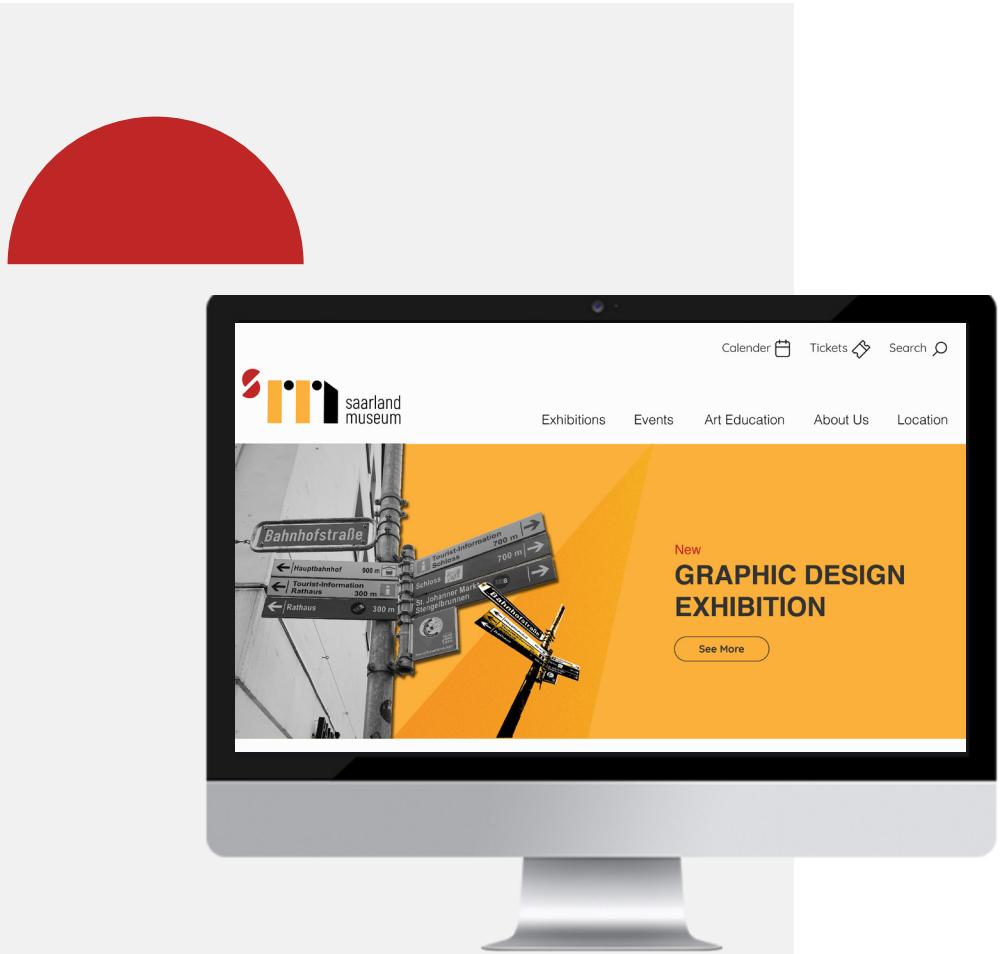
A large, bold, black letter 'M' is centered on a solid orange background.



The Saarland Museum poster is for the graphic design exhibition.

The overall concept for the poster is modern, clean and creative. The elements are created using the photoshopped image and the typography.

The yellow and dark gray color is from the museum logo and these are used for both the title and the image.



3. Museum Website

The Saarland Museum's website interacts with visitors and provides news. Users could get various information about the museum's foundation, architecture, exhibitions, events, art education, location, and so on.

The image shows three website examples illustrating clean design:

- Revision**: A yellow-themed website featuring a large hero image of a car, a mobile phone, and a laptop. It highlights "We believe in quality design". Below the hero are sections for "Responsive Design", "Navigation Slider", and "Wide Range of Colors".
- Go-To Agency**: A white-themed website with a yellow header bar. It features a central image of a brain with the text "Making Connections Delivering Results" and "Your one-stop for E-commerce Paid Ads". Below the header is a "SELECTED WORK" section with thumbnail images.
- Deep Clicks**: A yellow-themed website with a large brain icon. It has the tagline "Clean Design for Clear-cut Thinking!". Below the brain are sections for "Research", "Quality", and "Design".

Inspirational Images

White space
: simple, clean, modern.

Grids
: consistent structure.

Boxes, borders and graphic planes
: segmenting the information into visual categories.

Visual hierarchy
: headlines, sub-headings, image sizes and placement.



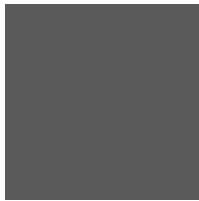
The image shows a grid-based layout for a kitchen design website, featuring three main sections:

- KITCHENS**: A headline followed by descriptive text: "La cucina è il cuore e l'anima di ogni casa. Punto d'incontro privilegiato, spazio creativo, espressione di libertà, la cucina racconta chi siamo meglio di ogni altro ambiente."
- Unit**: An image of a dark wood kitchen unit with two sinks and a minimalist chair.
- Maxima 2.2**: An image of a modern kitchen with a long island and a large window overlooking a forest.
- N_Elle**: An image of a modern kitchen with light-colored wooden cabinets and a large window.

Color Palette



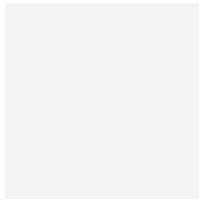
#070707



#595959



#FBB03B



#F4F4F4



The color palettes base on black, dark gray, yellow, light gray. The yellow and black are colors that symbolized the Saarland Museum.

Very dark gray (mostly black)

The very dark gray color represents power and formality.

Dark gray

The dark gray is a cool and balanced color. The color gray is an emotionless, moody color that is typically associated with meanings of formal and sophisticated.

Yellow

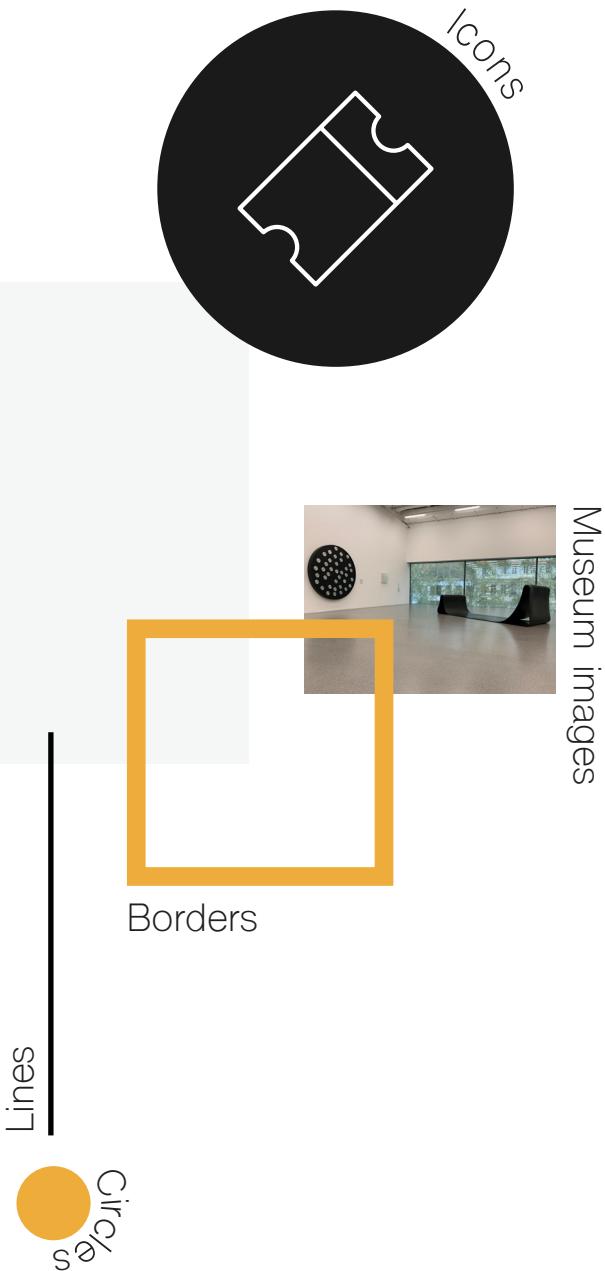
The yellow is used as an accent color in this website which is also used for the museum logo.

Light gray

Neutral colors often serve as the backdrop in design. They're commonly combined with brighter accent colors.

Mood Board Elements

01
Number
MUSEUM
Planes
Texts



Typefaces

Helvetica

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
Sample Bold
Sample Oblique

A large, bold, black letter 'M' is centered on a solid yellow square background.A large, bold, black letter 'M' is centered on a solid yellow square background.

Quicksand

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
Sample Bold

Museum Website

01

The Saarland Museum's website features a clean, modern design. At the top, there's a navigation bar with links to Calender, Tickets, Search, Exhibitions, Events, Art Education, About Us, and Location. The main header includes the museum's logo and name. Below the header, a large banner for a "Graphic Design Exhibition" is displayed, showing a street sign and the exhibition title. A section titled "In Saarland Museum" shows a photograph of a room with wooden structures. Another section, "Extensive Collection", highlights the museum's collection from Impressionism to present-day French and German trends. A "Sculpture Garden" section shows an outdoor sculpture. A "Events And Art Education" section invites visitors to explore various offers. The footer contains social media links, a "Back to Top" button, and copyright information.

02

This page lists three current exhibitions: "The Ceramics" (May 5 - July 15), "The Image of the Cloths" (May 8 - August 26), and "Graphic Design Exhibition" (June 10 - June 30). Each listing includes a thumbnail image, the dates, and a "Free" badge for the graphic design exhibition. An "Upcoming Exhibitions" button is located at the bottom.

03

This page displays four Instagram posts with their respective like counts: 50 Likes, 30 Likes, 60 Likes, and 50 Likes. Below the images is a "Back to Top" button and a footer with links to the museum's social media and contact information.

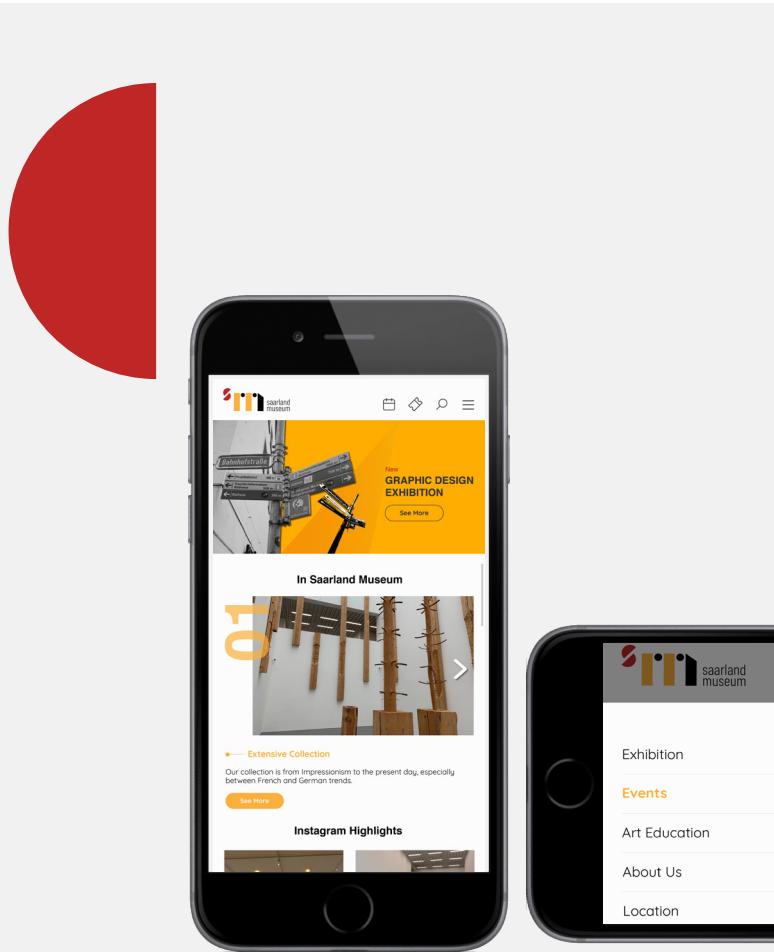
01

This page lists three current exhibitions: "The Ceramics" (May 5 - July 15), "The Image of the Cloths" (May 8 - August 26), and "Graphic Design Exhibition" (June 10 - June 30). Each listing includes a thumbnail image, the dates, and a "Free" badge for the graphic design exhibition. An "Upcoming Exhibitions" button is located at the bottom.

02

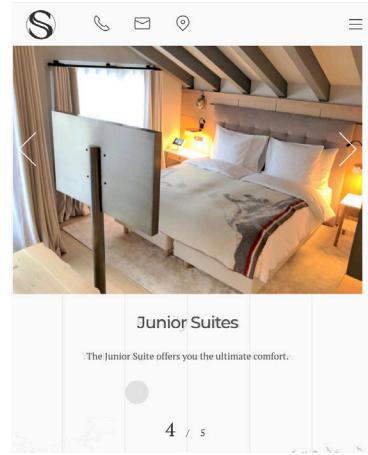
This page shows a calendar for May 2019. It includes a grid of dates from Monday to Sunday, with specific days highlighted in yellow. Below the calendar, there's a "Back to Top" button and a footer with links to the museum's social media and contact information.

The Saarland Museum's website is designed simple, clean and user-friendly. The museum logo was motive to design the website. Geometric shapes are used for decorate contents and the yellow is used as the accent color. The top and bottom navigation helps users to use the site fast and easily. Users could meet information and news what they want through various contents.



4. Museum Website for Mobile

Visitors could meet the Saarland Museum's website easily with mobile. The museum website for mobile not only helps visitor's exhibition tour, but also enable users to create and share content or to participate in social networking.



Inspirational Images

Responsive design

: consistent and cohesive design, fluid grids, improved user experience.

Hamberger menu, Accordion menu

: a space-saving mechanism, a navigation element.

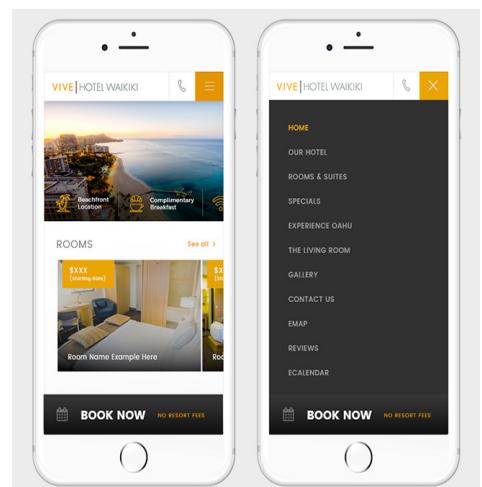


Mobile touch slider

: useful, effective and efficient contents.

Navigation bar icons

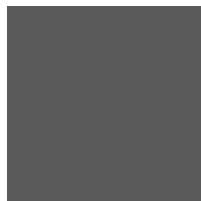
: useful and intuitive.



Color Palette



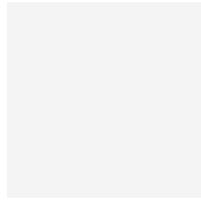
#070707



#595959



#FBB03B



#F4F4F4



The museum site for mobile is used the color palette which consists of black, dark gray, yellow and light gray like the website for desktop.

Very dark gray (mostly black)

The black color represents power and formality. It is used for texts and the bottom navigation background.

Dark gray

The dark gray is a cool and balanced color.

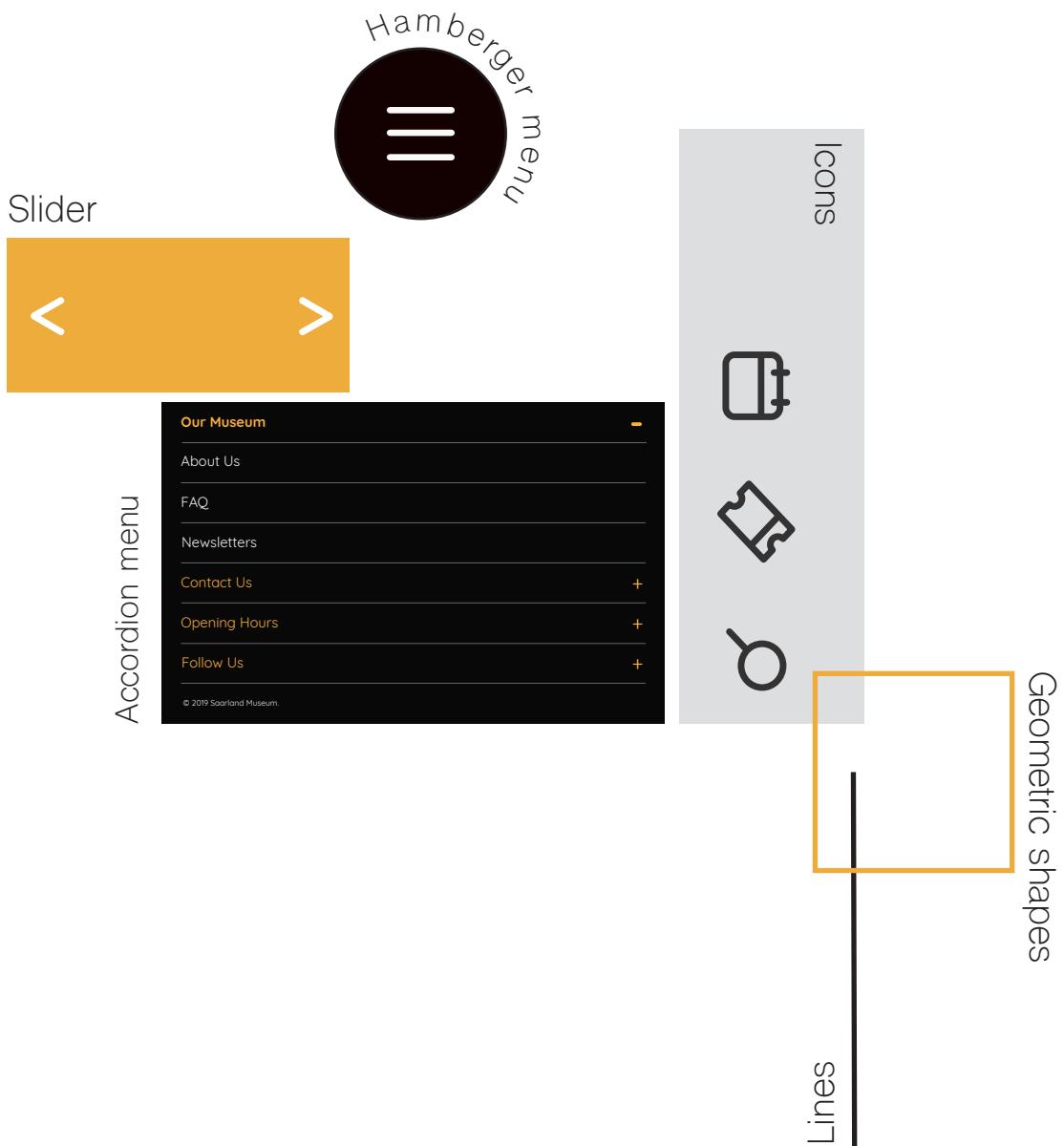
Yellow

The yellow is used as an accent color in this website such as the button background or the decorative elements.

Light gray

This nutral color is used for texts and the background of the hamberger menu.

Mood Board Elements



Typefaces

Helvetica

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
Sample Bold
Sample Oblique

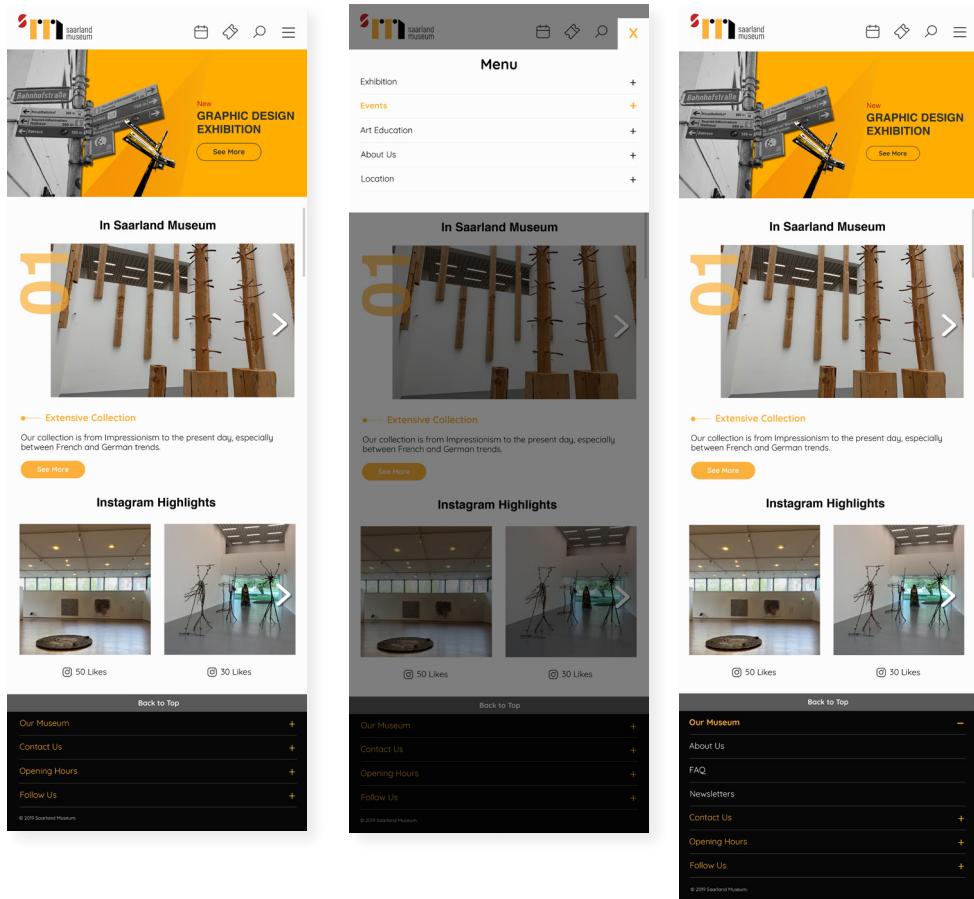
A large, bold, black letter 'M' is centered on a solid yellow square background.

Quicksand

A large, bold, black letter 'M' is centered on a solid yellow square background.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
Sample Bold

Museum Website for Mobile



The Saarland Museum website has the fluid grid and the flexible images as a responsive website. The intuitive icons and the finger-friendly buttons make the website easy to use. Users could check the important exhibitions or news easily on the homepage.

ADV 605 OL1: DIGITAL GRAPHICS

Miyoun Cho

Saarland Museum Process Book.

