

A CUP TO INSPIRE

Graphic Design: Branding

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RESEARCH PROBLEM STATEMENT

My research for this museum exhibition branding project was based on the problem that many people do not value the importance and benefits of encouragement. Encouragement is a great motivator, and a supporting article from the Times Magazine by Eric Barker titled "How to Motivate People: 4 Steps Backed by Science" explains how science proves that the level of motivation that someone has directly correlates with how successful they are. Therefore, encouraging others helps them become more successful, and Barker states that "[p]rogress is powerful. Encourage people to reflect on how far they've come and the good work they've done."¹

Another part of this research problem is that encouragement is not something that comes naturally to everyone, some individuals may not know how they can encourage those around them. So while one portion of this exhibition explains why encouragement is so important, the other tackles how to encourage others. A supporting article from Entrepreneur.com is titled "How and Why to Offer Words of Encouragement" by Ross McCammon, and he believes that encouragement instills courage.² My sources help explain areas in which encouragement is vital, for example children need encouragement from their parents, it can help students and employees be more successful, and is valuable in romantic relationships^{3 4}.

COMMUNICATION OBJECTIVE

My goal for "A Cup to Inspire" is to persuade people to give out encouragement to those around them by explaining why and how to do so. I have used coffee as a launching point for my museum exhibition because it is something people enjoy sharing and is a very popular way to gain motivation, just like encouragement is a motivator and should be shared. I chose to title this museum exhibition "A Cup to Inspire" to associate coffee with encouragement in hopes that people who have visited the exhibition will remember and choose to inspire those around them long after visiting the exhibition.

I placed call-to-action elements within the environmental graphics around the exhibition to give people ways to encourage others, including a coaster and coffee sleeve with encouraging quotes and specific ways to encourage others. These elements can easily be passed on to other people and would spread the importance of encouragement to an even wider audience than those that have been to the exhibition. Through these call to action elements, I hope that people will learn that encouragement is just as good a motivator as coffee and sharing encouragement with others should be just as easy as sharing a cup of coffee.

¹ Barker, Eric. "How to Motivate People: 4 Steps Backed by Science." Time, 8 Apr. 2014, time.com/53748/how-to-motivate-people-4-steps-backed-by-science/

² McCammon, Ross. "How and Why to Offer Words of Encouragement ." Entrepreneur, 15 Oct. 2015, www.entrepreneur.com/article/250125

³ Wong, Y. Joel. "The Psychology of Encouragement." The Counseling Psychologist, vol. 43, no. 2, 2014, pp. 179-216.

⁴Khan, Aqeel and Saedah Siraj. "Promoting Educational Encouragement for Success." Journal of Psychosocial Research, vol. 7, no. 1, 2012.

VISUAL SOLUTION

I chose a bright, cheerful color scheme and applied halftone patterns to photographs to emphasize the encouraging and uplifting theme of this exhibit and to catch the attention of the viewers. The typography style is sans-serif to keep the designs modern, and I used icons for the different sections of the exhibition that tie into the style of the logo. The graphics include narrative literature to be given out at the entrance of the exhibition, two designs for the walls of the exhibition that would be displayed opposite of one another, and an external graphic that advertises for the exhibition at a coffee shop.

The narrative literature provided at the entrance of the exhibition is a brochure-like handout shaped like a coffee cup (opens up vertically), held together with a coffee sleeve that can be used on an actual coffee cup and passed on to someone else. There are four different versions of the coffee cup sleeves that have an inspiring quote or specific way to encourage someone, all in the bright colors of the exhibition. The information within the brochure goes into more depth about the quotes and sayings that are displayed on the walls.

One wall of the exhibition is titled "Why" and is closest to the entrance of the exhibition, and the wall opposite of that one is "How". The designs for both are a combination of typography and visuals/photographs, and the "How" wall has a glass pane in the center in front of the word to allow people to interact and write down how they've encouraged someone. On either side of that glass pane, there are boxes mounted to the wall that contain dry erase markers, but also the additional cards or coasters designed like a coffee cup lid. Visitors are urged not to just put a lid on the idea of the exhibition but to take an inspirational card and pass it on! These cards have similar quotes and instructions as the coffee cup sleeves in the same vibrant colors.

Lastly, the external graphic is a window cling of a coffee cup (similar to that of the brochure) with the logo beside it and the words "encouragement is just as good a motivator as coffee" and a call to action saying, "inspire someone today". This window cling would be displayed in the window of a coffee shop to attract people and advertise for the museum exhibition.

HOW IT WAS PRODUCED

My design process began with a word list to brainstorm topics for the museum exhibition, and I chose to combine two of my favorite things — coffee and encouragement — to create a new, unique topic to research and discuss in the exhibition itself. I moved on to the research process of finding sources to support how important encouragement is, and put together a mood board of photos, colors, and type choices. The next steps included taking my own photographs and manipulating them in Adobe Photoshop to apply a halftone pattern and add to the design of the walls. I combined the text elements with other visuals, patterns, and the photographs in Adobe Illustrator, then brought them back over to Photoshop to create my own original mockup of the exhibition walls.

The external graphic was created next, designed in Adobe Illustrator and applied to my own photo of a coffee shop window in Adobe Photoshop for another original mockup design. The last step in the process was to create the narrative literature, which began with sketches, dummy mockups of the shape and layout, refined through a few trial and error prints. The text and layout were designed in

Adobe Illustrator, printed on a quality cardstock, and cut/assembled. The coffee cup sleeve to go around the brochure was designed using the measurements of one bought at a coffee shop to make sure it would fit a coffee cup as well as the brochure. In total there are four coffee cup sleeve designs, differing in color and the quote that is displayed on the front. The logo is on the back of all these sleeves, accompanied by the statement "inspire someone today" and "pass it on".

The other part of the narrative literature was the cards/coasters to be placed in the boxes mounted to the "How" wall. These were based on the size of a coffee cup lid, designed as such on both the front and back sides, and printed on a quality cardstock. These were then mounted to a poster board and cut to size (about a 3.5 inch circle) to make for a thick, sturdy card/coaster. There are five versions of these cards, all with different colors and various quotes and instructions on each. The logo and additional text on the cards are almost exactly like the coffee cup sleeves, encouraging people to inspire someone and pass it on.