



AN UNFORGETTABLE SUPERHERO

A Stan Lee Tribute Musuem

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Research Problem Statement

My project that I am submitting is a museum exhibit based on the recently deceased artist, Stan Lee. The project was assigned to create the museum brand, two wall exhibits, and outside element, and a narrative literature. I choose to do my project on Stan Lee because he has recently passed away and he has done so much in the art community. My biggest problem with my design is that I wanted to create a design that was originally and new but also stay true to Stan Lee's multiple different art platform (comics, television, and movies). The entire project was supposed to look cohesive so combining multiple different platforms into one. For the brand elements we had to create a logo, a color palette and select our typography. The outside element could not just be a poster or a billboard advertising our museum we had to go further and make it more interesting than that. The narrative literature was also the same we could not just simply make a trifold brochure we had to get creative and do something that would be efficient but also effective and informative. The inside exhibits were not just to be the art or elements in the museum but elements that are designed and would be seen in the museum. This could include just walls designed or timelines, fun fact or anything else we could think of.

Communication Objective

I chose Stan Lee because I believe he is one of the most creative men alive. He created an entire universe in his head and constructed comics, movies and television shows from that. My communication objective when constructing this museum was to effectively show a style that would represent the Marvel brand but also his life in the 1900s. I wanted to be able to display multiple different aspects of his life. I wanted to communicate the style and theme of this museum across every platform that I was designing. Each platform included the comic exhibit, the timeline exhibit, the outside element and the narrative literature. I wanted to communicate each aspect of his life but also combine that with the recognizable brand that Marvel already has without mimicking it completely. The rubric that I was assigned stated this as the objective "Visualize and conceptualize a museum exhibition for which you will create promotional/display graphics." I wanted to communicate the excitement of the universe that he created and how successful it became over his life time but I also wanted to create a memorial museum where fans could remember the work that he created and remember him as an artist.





Visual Solution

I chose to create my solution starting with the brand elements and logo. The logo was created using modified typography. I wanted to design something that looked similar to something of a Marvel movie. I chose a font that was similar to the Avengers' type and customized it from there. The next element was the color palette I chose to use a dark red, black, dark grey and yellow. The dark red element was the most important. The typography was also important to the solution. I chose the same font as they used for the Iron Man logo for all my heading and something not distracting as simple for my body and sub head. Moving on towards the environmental elements. I chose to focus on a timeline that went over his entire life and a comic book element. The timeline is on an old newspaper representing his life that took place mostly throughout the 1900s. I merged multiple pictures together to create a timeline that covered most of his life. The next element was the comic book section I chose to put a few of the more popular comics together to create the exhibit and added a red accent wall that was also comic style. The last environmental exhibit was the outside exhibit which I created a bus add that combined both elements from my inside exhibit to advertise the museum. The last element was the narrative literature/take away. This element went along with the timeline but was also designed as something they would want to keep and take home with them. All these elements provided the visual solution I was aiming for.

How it Was Produced

I produced multiple different elements each very different ways. The time line was mainly produced in Photoshop because I was combining so many different elements I brought it over to Illustrator for the time line aspect. The next wall was done in Illustrator and then for the red element I took it over to Photoshop converted it to black and white and used an overlay to give it a nice red effect. The narrative literature was also used the same process of using an overlay and then brought back to Illustrator and put together a document that could be printed double sided. The information was put on in Illustrator and then sent to the printer. This was then folded accordion style to create a nice and exciting hand out. The outside element was produced in mainly Photoshop very little text was used on this document so I used Photoshop to add text. I then placed it on a bus mock up to give it a more realistic effect. There were many elements that I used throughout the entire process. I used a newspaper element that I created in Photoshop and I also used a comic book collage with a red overlay throughout the entire process that appeared in multiple different pieces.

