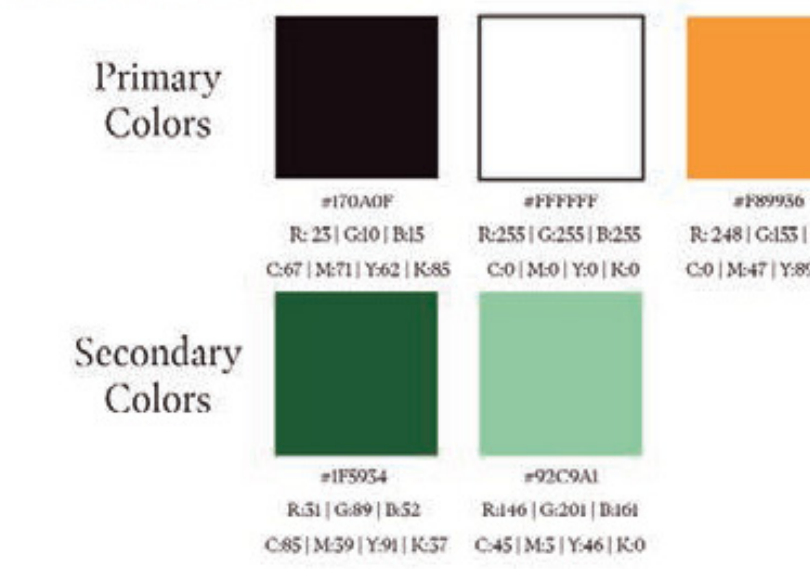


Abstract and/or Background

The Museum Exhibition Project uses environmental design principles, branding strategy, and interactive promotional materials to create a conceptual museum exhibition based on a topic chosen by the researcher. Requirements include a brand identity page, two mockups of an interior exhibit, a title wall, an exterior advertisement exhibit mockup, and a narrative literature piece.



Colors



Typography

FOLK OT LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ

CoconPro Regular | SC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Masquero Light | Light Italic
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz



Results and/or Conclusions

The visual style was designed to convey the seriousness of the subject through harsh line work and high contrasting colors that signify danger, such as orange and black. Green was added as a visual tie back into the environmental nature of the subject matter. A hand-drawn illustration style was chosen to give the topic a visual tie back into the tactile and naturalistic elements of its origin while also adding into the harsh aesthetic with jagged line work. Negative space and alternating use of black and white were used as a signifier of what subjects on display were extinction or still viable, with the backgrounds of each subject alternating as well to reflect this. The narrative of the exhibit focused on tying the species's absences or decline with cultural and environmental value to further relate the message back to the viewer.

Introduction and/or Research Question

Hands of Extinction is an exhibit dedicated to teaching patrons about the species of animals that have gone extinct in recent history due to direct or indirect human involvement as a way to encourage environmentally responsible action and deter environmentally hazardous habits. Its goal of the exhibit is to impress upon the viewer a sense of urgency at the rate of disappearing species from Earth in the recent past, as a way to convey the idea that this is a problem that will keep repeating if action is not taken.

Future Work

Future work for this exhibition could include a detailed floor with more exhibits and displays. There were several conceptual ideas, like digital displays, that had to cut from the final product which would be worthy of being expanded upon. Finally, a more expansive narrative could be implemented to further tie into the idea of human involvement in the species' extinction.

Methods

The process started with exploring samples of different types of environmental design exhibits to gain a better understanding of this design style's methods. The research conducted drew in sources from multiple types of species and differing causes of extinction to better understand the subject and how to communicate it. Imagery and visual presentation was based upon an understanding of color theory and design principles learned in previous courses. Software such as Adobe's Image Capture, Photoshop, InDesign, and Illustrator was used extensively during the creation of this project.

References and/or Acknowledgments

Birds of the World. The Cornell Lab of Ornithology, 7 September 2023, <https://birdsoftheworld.org/bow/home>

Scotville, Caleb. "Hydraulic Society and a 'Stupid Little Fish': Toward a Historical Ontology of Endangerment." *Theory and Society*, vol. 48, no. 1, 2019, pp. 1-37. ProQuest, <https://go.oped/docview/2168404895/se-2>, doi:<https://doi.org/10.1007/s11186-019-09339-3>.

Raymond, Leigh, and Laura Schneider. "Personal Moral Norms and Attitudes towards Endangered Species Policies on Private Land." *Conservation and Society*, vol. 12, no.1, 2014, pp.1-15. Proquest, <https://www.proquest.com/scholarly-journals/personal-moral-norms-attitudes-toward-endangered/docview/1524660563/se-2>, doi:<https://doi.org/10.4103/0972-4923.132115>

The IUNC Red List of Threatened Species. IUNC Global Species Programme Red List Unit, 8 September 2023, <https://www.iuncredlist.org/>