



STUCKEY

January 19, 2016

MUSEUM OR WHAT?

BRANDING A MUSEUM IS A GREAT INTRODUCTION TO CREATING A STRONG VISUAL IDENTITY THAT IS FULL OF PERSONAL INTEREST, ARTISTIC FREEDOM, AND PLENTY OF RESEARCH. THIS PROJECT WILL CULMINATE WITH A LOGO AND AN AD CAMPAIGN FOR A MUSEUM THAT REFLECTS SOMETHING OF INTEREST FROM YOUR HOME TOWN OR STATE. THE SUBJECT MATTER OF YOUR MUSEUM CAN BE AS WACKY AND ABSURD AS IMAGINABLE OR AS SOPHISTICATED AND REFINED AS YOU SEE FIT.

TAKE A LOOK AT OUR CLASS SITE wesleystuckey.com/class FOR SOME INSPIRATION FROM SOME OF THE WORLD'S GREATEST MUSEUMS. PAY CLOSE ATTENTION TO THE COLORS PALETTES AND STYLE OF TYPOGRAPHY USED TO REFLECT EACH BRAND.

We will be designing a logo system, ie wordmark, icon, and full logo, for a museum that you create. The content of the museum is up to you but must reflect something interesting from your home town and/or state. For instance, in Mississippi, where I am from, there are a bunch of off the wall museums like the World's Catfish Capital Museum, the Jim Henson Museum, and the recently closed Graceland Too Museum. Think weird and fun! If you would like to reenvision an existing museum's brand, that is just as cool as coming up with something new and strange. The choice is up to you!

BRANDING
SPRING 2016

TUESDAY 9-3

BROWN 308

WESLEY
STUCKEY

WSTUCKEY@MICA.EDU
601.953.0176

TIMING

JANUARY 19

IN-CLASS

Dig into a bit of research to find something interesting and/or odd to brand into a new world class museum.

HOMEWORK

Bring in at least 10 images and/or sketches of different objects that would be found in your museum. Also bring in at least 5 different names for your museum.

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JANUARY 26

IN-CLASS

Refine your idea into a solid concept and begin sketching ideas for the logo's icon and wordmark on paper with pen or pencil.

HOMEWORK

Narrow down your ideas/sketches into 2 named museums and create at least 10 different refined sketches of the logo's icon and wordmark for each museum. Still work in black and white. You may begin working on the computer at this point.

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FEBRUARY 2

IN-CLASS

Rough Critique of the 2 concepts for your museum. Followed by in class work time with one on one feedback.

HOMEWORK

Finalize your black and white logos and begin defining your museum's color palette. Bring in both Black & White and Full Color prints of logos for next class.

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FEBRUARY 9

IN-CLASS

Final Critique of Logo with Marcia Minter, Creative Director / VP at LLBean

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