

Informational Messages

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Museum of Art Hoarding

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Step 1

First, we gathered a list of names of the artists and looked up the artwork that will be exhibited. We then researched what other construction fences look like. Then, we gathered some images of fences that we found inspiring. We then started thinking about what color scheme we would like our fence to have; and what would the whole fence be unified by (color, pattern, texture). We brainstormed all the images from artists, artwork and color schemes.

Step 2

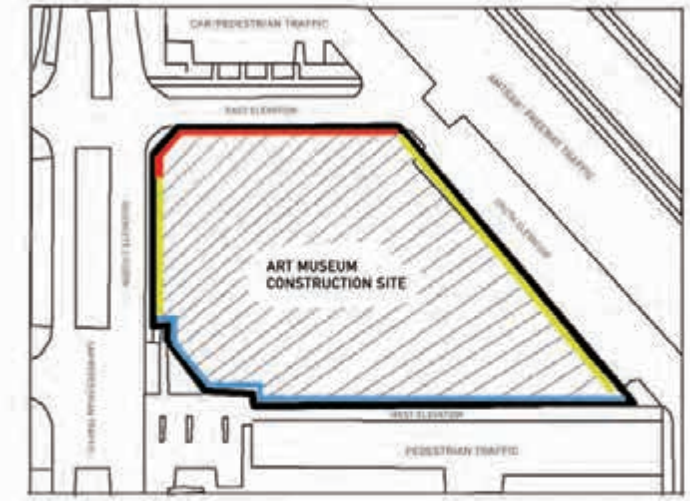
We started doing some hand drawn sketches of how we would like each side of the fences to look like. We then we came to a conclusion that we wanted to take a more bold graphic approach to make people get more excited about the construction of this new art museum. We decided to go with the urban/street style but clean. We wanted the fence to look artistic but at the same time clean and easy for the audience to understand.

Step 3

Thirdly, each of us came up with a design for each side of the fence. Then we decided what look we wanted to pursue as well as what content should each side have. The side facing the highway has the name of the museum in bold and visible letters. The other two sides that are facing the pedestrians, bicycles and vehicles have imagery. One side will have the artists and the other will have their artwork with dates resembling the idea of a timeline. We thought that having the artists could be a form of attraction for fans. On another panel we have illustration style representations of some key artists whose work is in the museum's collection.

Step 4

We came up with shapes, pattern and an illustrative feel that we would use throughout the fence to give it unification. We then designed each side of the fence keeping with key design elements, such as color and typography, put our designs together and ended up with a final design that we were all content with.



SITE PLAN
SCALE = 1" = 14'



● NORTH ELEVATION Close-up



● WEST ELEVATION Close-up



● EAST ELEVATION Close-up



● EAST ELEVATION



● NORTH ELEVATION



● WEST ELEVATION

ENLARGED ELEVATIONS
SCALE: 1/4" = 1' 0"