

Art March Savannah

By Ji Young Kim

Graphic Design Media Management
GRDS-285-A01 | Holly Quarzo | Winter 2015

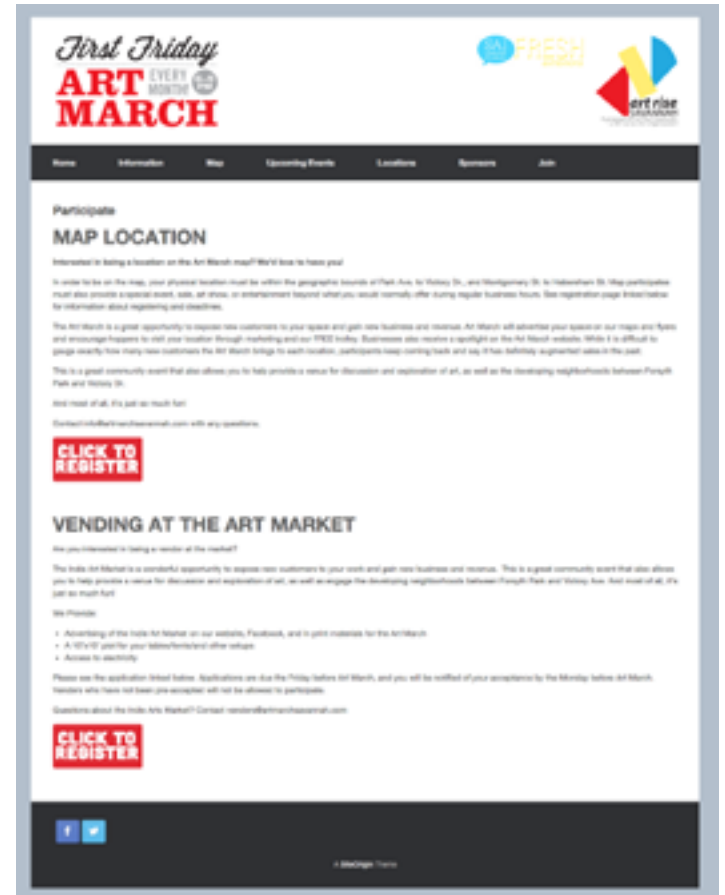
Overview

- "A monthly collaborative community experience combining business, art, and the public."
- Happening on the first Friday of every month from 6 to 9PM.
- Most of the galleries and studios in Midtown Savannah have receptions around then to attract more people to their shows.

Overview

- Activities:
 - Go to different galleries to attend different exhibitions
 - Live performances in cafes or galleries
 - Cafe hopping, Indie Markets hopping, vintage clothes shopping, vinyl record shopping, etc.
- Target Audiences:
 - SCAD Savannah students (10's~30's), especially SCAD Savannah Fine Arts Students
 - Savannah Art Academy students (10's).
 - Tourists (10's~70's).
- Kinds of Artworks Being Showcased:
 - Fine Art Pieces (Paintings, Illustrations, Photographs, Prints, Sculptures, etc.)
 - Digital Art
 - Performances

Screenshots



Art March Savannah's Website as of January 2015.

Problems

- The following varieties are not effectly conveyed through their website:
 - of the activities which the participants can do;
 - of the genre of the artworks shown during the event;
 - of the demographics of the event.
- Some of the contents in the current website are unnecessarily redundant, and organized in an unclear manner.
- The color choices (vivid red and black), type treatment in their logo (a combination of a cursive typeface and a big slab serif typeface), and choices of pictures, didn't really succeed in encompassing different characteristics of the artworks and of different places.
- The size of the sponsors logos are too big.
- Other than using their own website to promote events, Art March Savannah actively use other social media platform like Facebook to promote their events.

Goals

- Redesign the website so that its users would find about the event more on the website rather than through Facebook or Twitter.
- Remove the redundancy on the website (such as having different maps for different locations – instead of having all the locations in one map).
- Make the website to be a good promotional material to those people who don't really know about this event, and who doesn't have the access to Facebook or Twitter.
- Make the website to encompass a various characteristics of artworks being showcased at the event.

Identity: Before & After



Art March Savannah's current logo



New identity

Since their current identity didn't really succeed in encompassing different characteristics of the different places and the artworks featured in the Art March, I took an initiative to redesign their logo.

I believed that redesigning the logo with calligraphy would add more humanistic quality to the whole identity. I used India ink and a Chinese calligraphic brush to write "Art March", scanned it, and adjust the letter spacing and adjusting base-line covariates.

I tried to strike a good balance between the humanistic and modern nature of the event by adding "Savannah" in a sans-serif geometric typeface on the bottom of the calligraphy.

Identity: Sketches & Handlettering Exploration



Art March
SAVANNAH

Moodboard

Sample Images



Sample Text

GALLERIES / STUDIOS

Montserrat 18pt / 24px

THE GRAND BOHEMIAN GALLERY

Montserrat 14pt / 16px

The Grand Bohemian Gallery is an eclectic and visually stimulating art gallery that was established by hotelier and art enthusiast Richard C. Kessler. Mr. Kessler displays original and rare pieces of artwork ranging from oil paintings, glass, wood, contemporary jewelry, bronze sculptures and unique gift items within the gallery as well as throughout his luxury hotels.

Georgia 12pt / 16px

Color Swatches

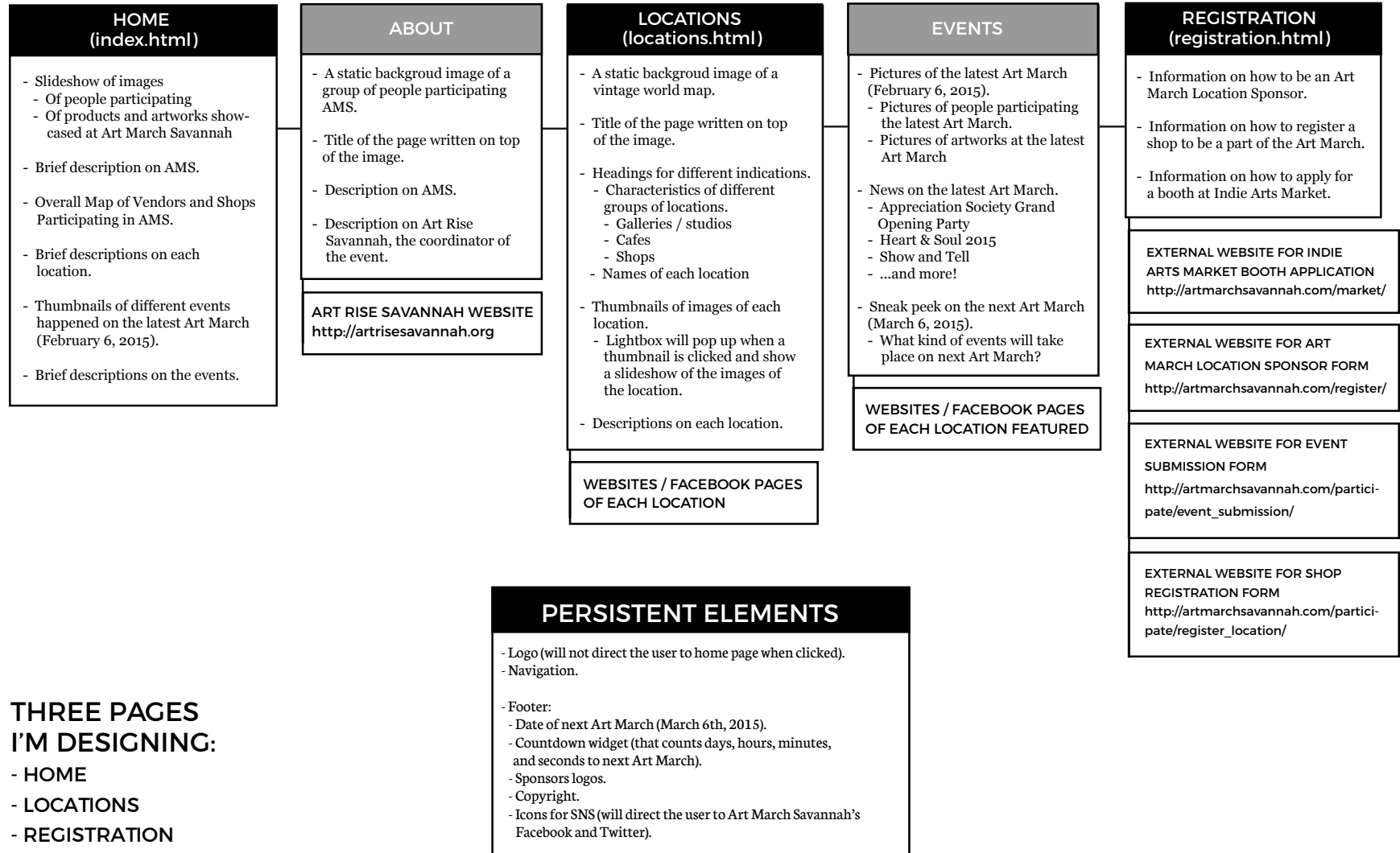


PANTONE Solid Coated Cool Gray 1 C #F2F0EB	PANTONE Solid Coated 7499 C #FCF9D6	PANTONE Solid Coated 556 C #70A796	PANTONE Solid Coated 5477 C #376765	PANTONE Solid Coated Black 7 C #404041
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Sample Iconography



Sitemap



THREE PAGES I'M DESIGNING:

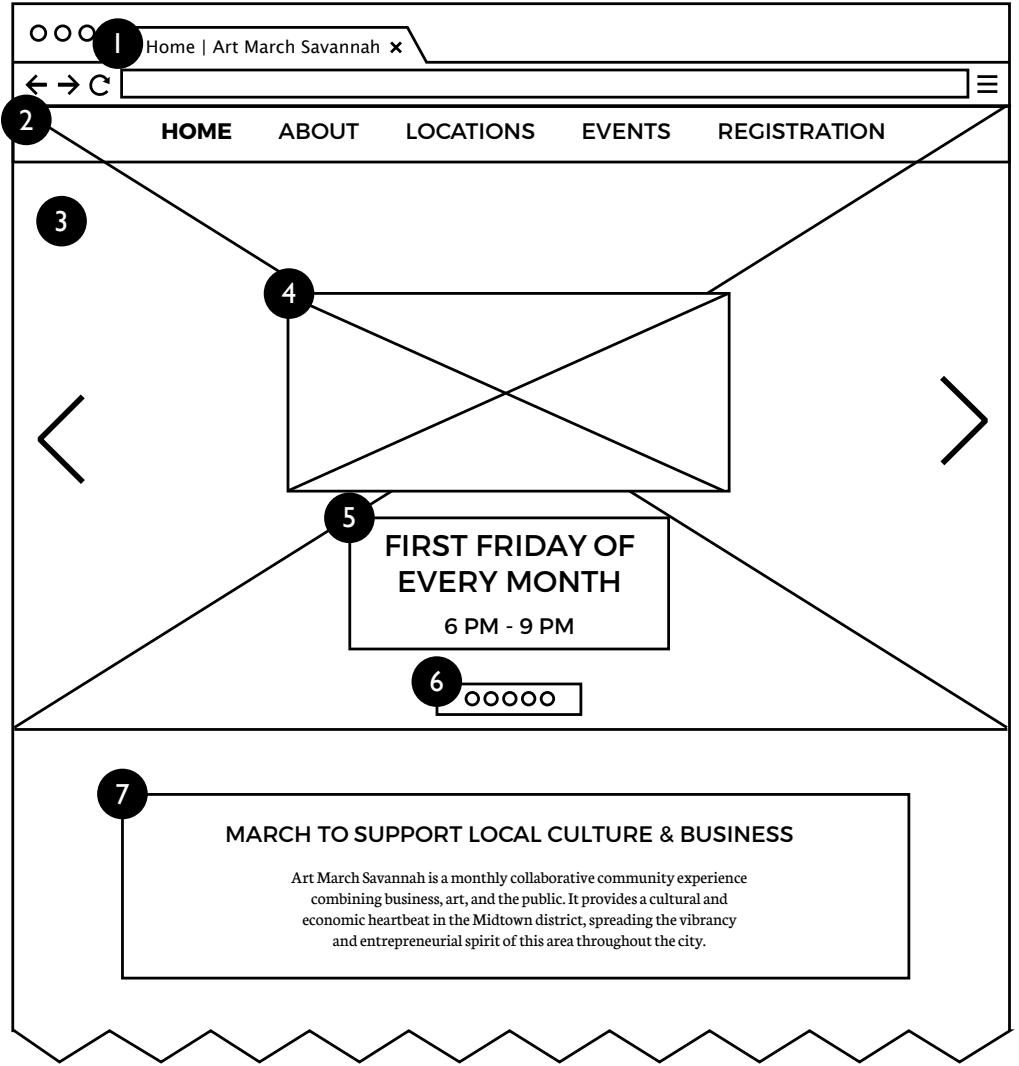
- HOME
- LOCATIONS
- REGISTRATION

Wireframe: Home

Mini Site Map

HOME <ul style="list-style-type: none"> - Slideshow of images - Brief description on Art March Savannah. - Overall Map of Vendors and Shops participating in AMS. - Brief descriptions on each location. - Thumbnails of different events happened on the latest Art March (Feb 6, 2015). - Brief descriptions on the events. 	ABOUT <ul style="list-style-type: none"> - A background image of a group of people participating AMS. - Title of the page written on top of the image. - Description on AMS. - Description on Art Rise Savannah. <p>ART RISE SAVANNAH WEBSITE http://artrisesavannah.org</p>	LOCATIONS <ul style="list-style-type: none"> - A background image of vintage world maps. - Title of the page written on top of the image. - Headings for different indications. - Thumbnails of images of each location. - Descriptions on each location. <p>WEBSITES / FACEBOOK PAGES OF EACH LOCATION</p>	EVENTS <ul style="list-style-type: none"> - Pictures of the latest Art March (February 6, 2015). - News on the latest Art March. - Sneak peek on the next Art March (March 6, 2015). <p>WEBSITES / FACEBOOK PAGES OF EACH LOCATION FEATURED</p>	REGISTRATION <ul style="list-style-type: none"> - Info on how to be an Art March Location Sponsor. - Info on shop registration. - Info on Indie Arts Market booth application. <p>EXTERNAL WEBSITE FOR INDIE ARTS MARKET BOOTH APPLICATION http://artmarchsavannah.com/market/</p> <p>EXTERNAL WEBSITE FOR ART MARCH LOCATION SPONSOR FORM http://artmarchsavannah.com/register/</p> <p>EXTERNAL WEBSITE FOR EVENT SUBMISSION FORM http://artmarchsavannah.com/participate/went_submission/</p> <p>EXTERNAL WEBSITE FOR SHOP REGISTRATION FORM http://artmarchsavannah.com/participate/register_location/</p>
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PERSISTENT ELEMENTS <ul style="list-style-type: none"> - Logo, Navigation. - Footer. - Date of next Art March. - Countdown widget. - Sponsors logos. - Copyright. - SNS Icons.
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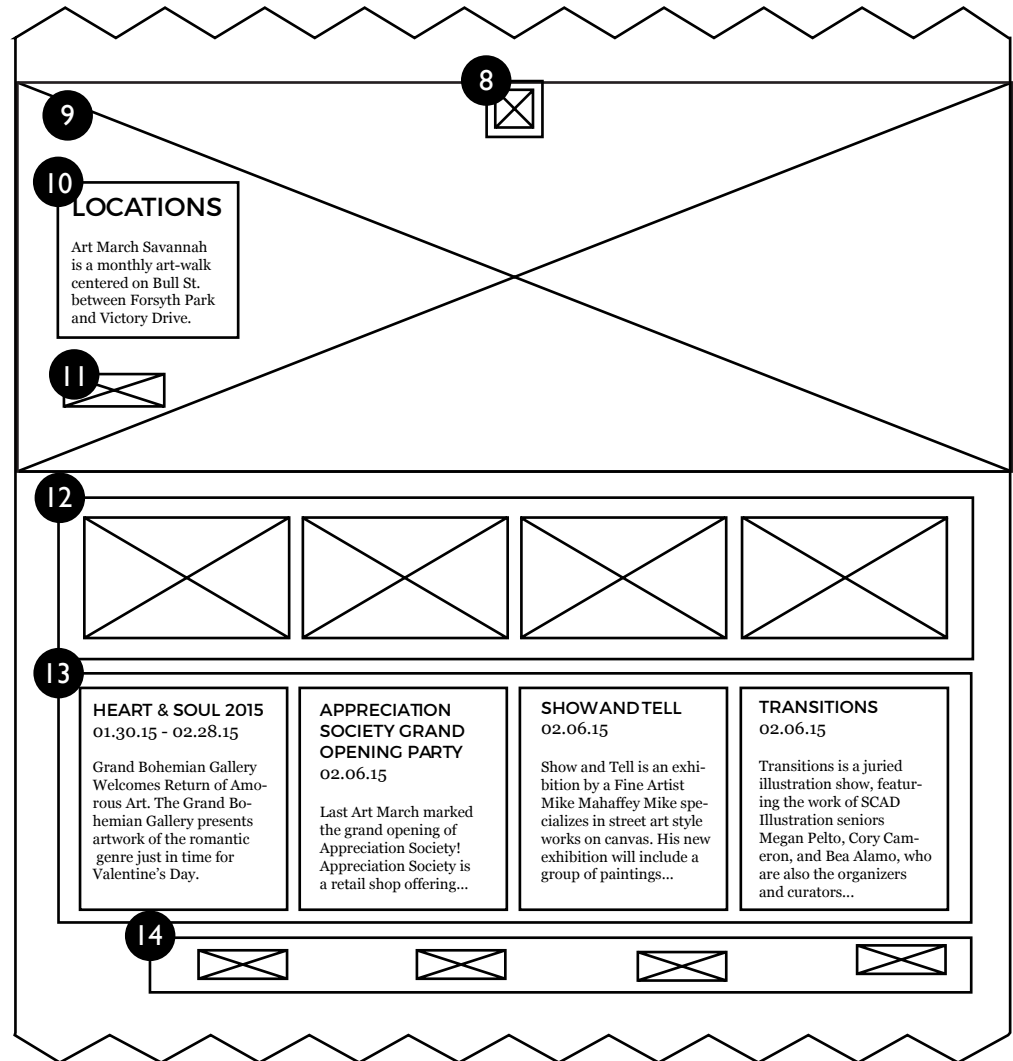
Annotation

1. Title of the page.
2. Navigation
 - Will be placed on the top the slideshow.
3. Slideshow of images
 - The images are going to be of people participating and of products and artworks showcased at Art March Savannah.
4. Art March Savannah Logo
 - Will stay on top of the slideshow.
 - Will not direct the user to home page when clicked.
5. Date and time of the event
 - Will stay on top of the slideshow.
6. Pagination
7. Brief description on the event

Wireframe: Home

Annotation

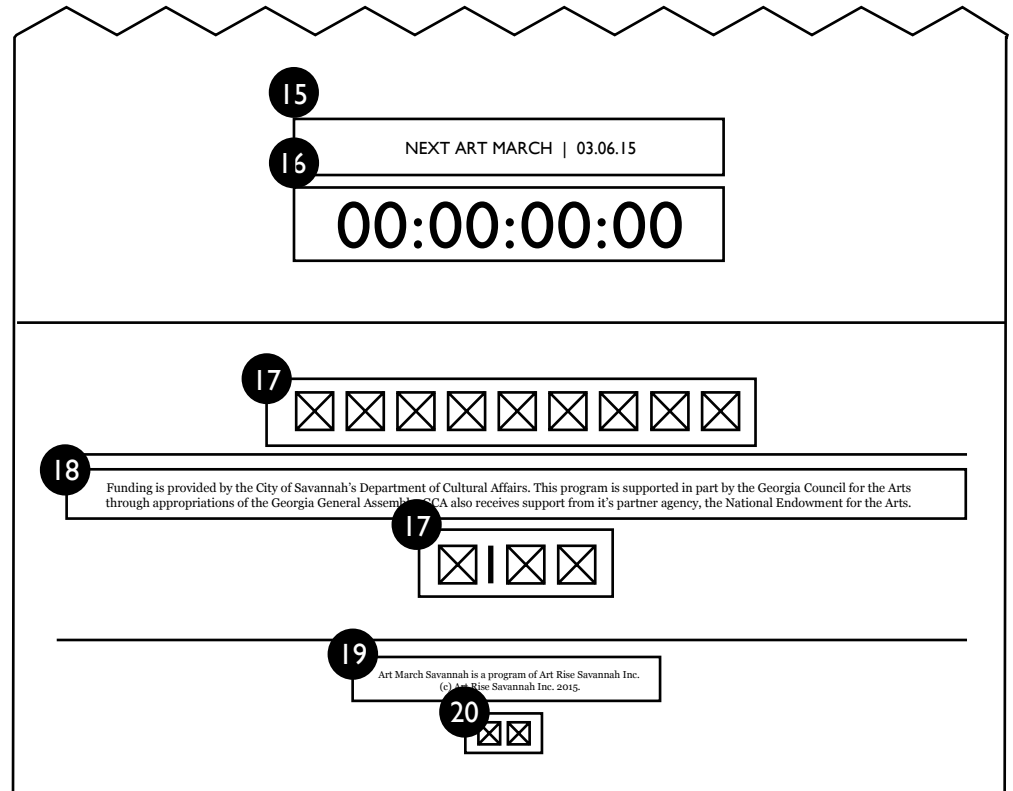
8. A button for a semi-transparent "screen blind" on top of the map
 - The "screen blind" will go up and show the content of the map, and the user will be able to touch the map when the button is toggled.
9. Overall Map of the event
 - Map provided by Google Map
 - Location pinned by the designer (of the wireframe)
10. Brief description on where the events are happening
 - Will be placed on top of the "screen blind", will follow it, and go up when the button (#8) is toggled.
11. Button to Location page
 - Will provide the user more details on the locations participating Art March Savannah.
12. Thumbnails of different events happened on February's Art March
13. Brief descriptions on the events happened on February's Art March
14. Read More buttons
 - Will direct the user to Event page.
 - Will provide the user more details on what happened during February's Art March.



Wireframe: Home

Annotation

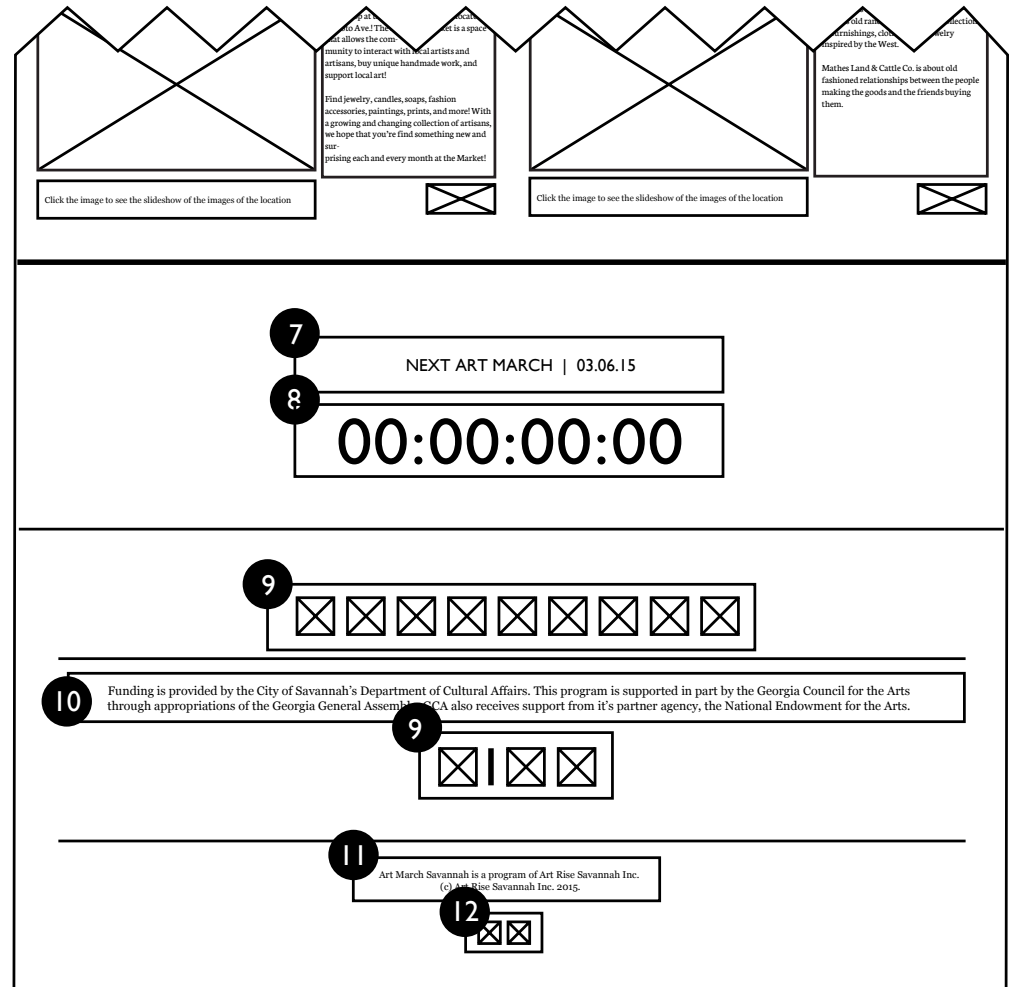
15. Date when the next Art March is happening
16. Countdown Widget
 - counts days, hours, minutes, and seconds to next Art March.
17. Sponsors logos
18. Descriptions on sponsors and supporters of the event.
19. Copyright
20. Icons (for social media)
 - Social Media icons:
 - Will direct the user to each social media page when clicked.
 - Facebook.
 - Twitter.



Wireframe: Locations

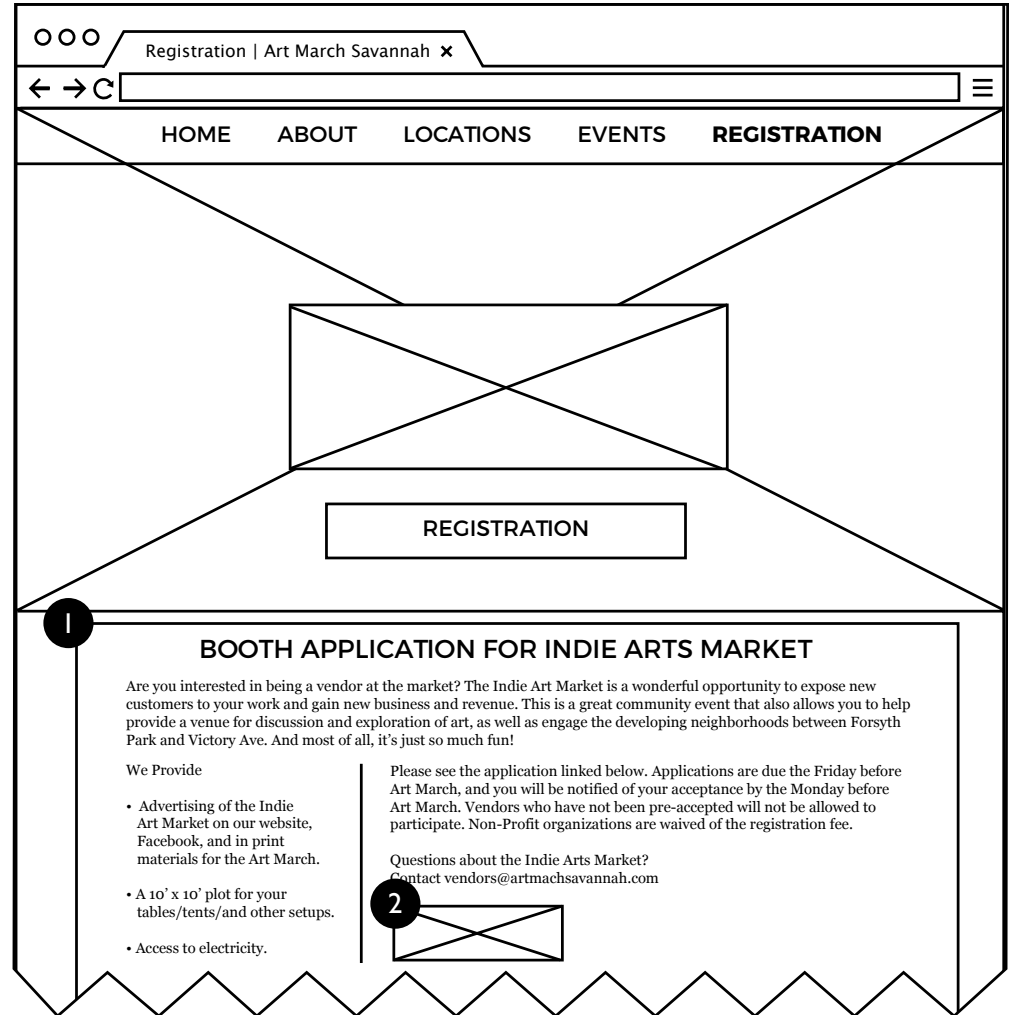
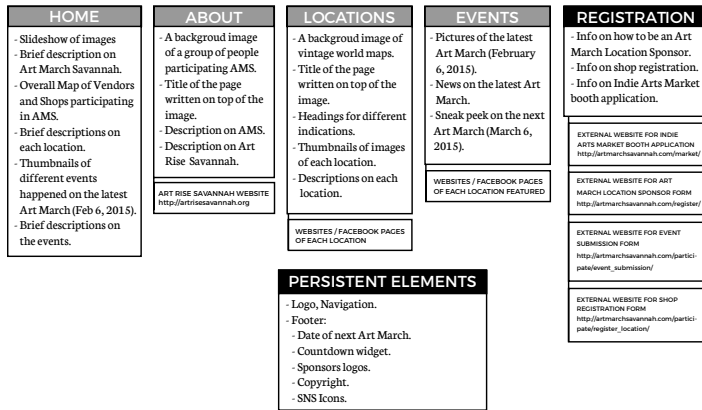
Annotation

7. Date when the next Art March is happening
8. Countdown Widget
9. Sponsors logos
10. Descriptions on sponsors and supporters of the event.
11. Copyright
12. Icons (for social media)



Wireframe: Registration

Mini Site Map



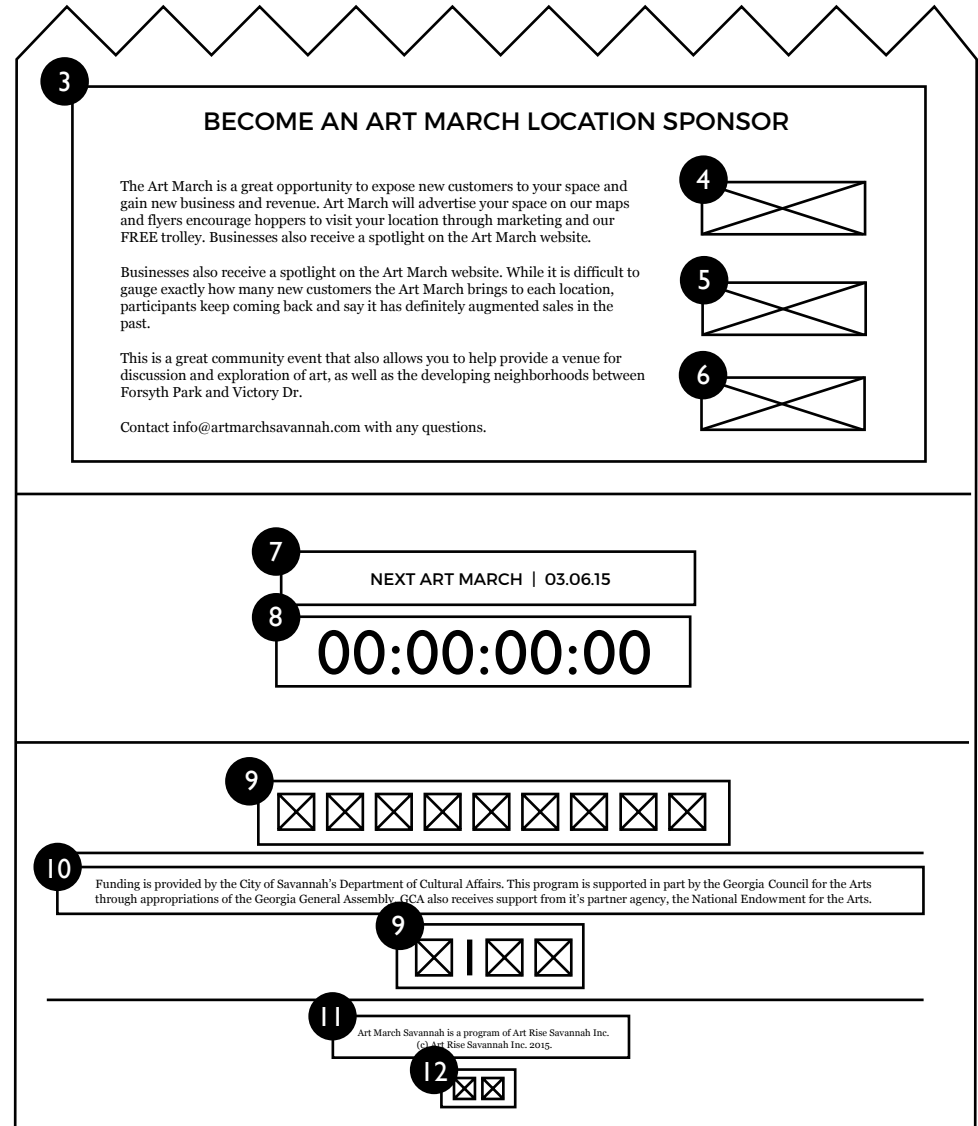
Annotation

1. Description on Indie Arts Market Booth Application
2. Button to Indie Arts Market Booth Application
 - Will direct the user to Market Registration page of the real Art March Savannah page.
 - <http://artmarchsavannah.com/market>

Wireframe: Registration

Annotation

3. Description on How to become an Art March Location Sponsor
4. Button to Art March Location Sponsor Form
 - Will direct the user to Location Registration page of the real Art March Savannah page.
 - <http://artmarchsavannah.com/register>
5. Button to Event Submission Form
 - Will direct the user to Submit Your First Friday Event page of the real Art March Savannah page.
 - http://artmarchsavannah.com/participate/event_submission
6. Button to Shop Registration Form
 - Will direct the user to Register Your Location to Join the Art March page of the real Art March Savannah page.
 - http://artmarchsavannah.com/participate/register_location
7. Date when the next Art March is happening
8. Countdown Widget
9. Sponsors logos
10. Descriptions on sponsors and supporters of the event.
11. Copyright
12. Icons (for social media)

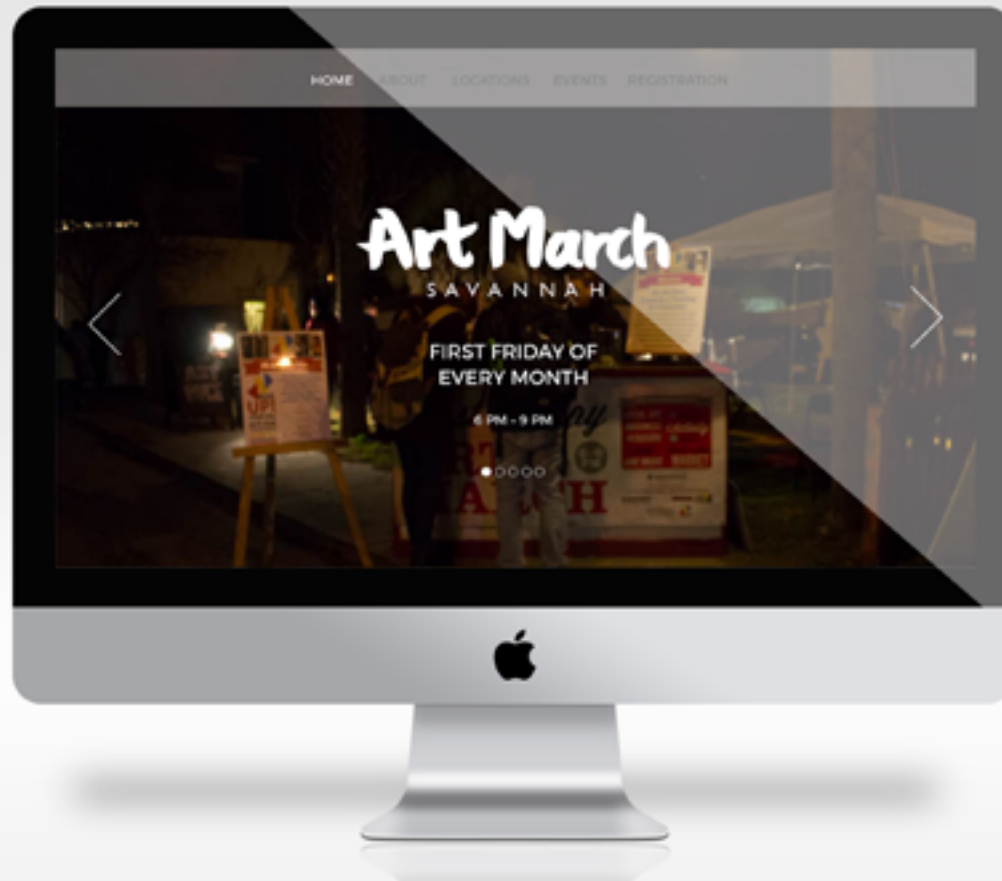


Art March Savannah

Visual Design: Home

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Visual Design: Home



Visual Design: Home



Art March Savannah

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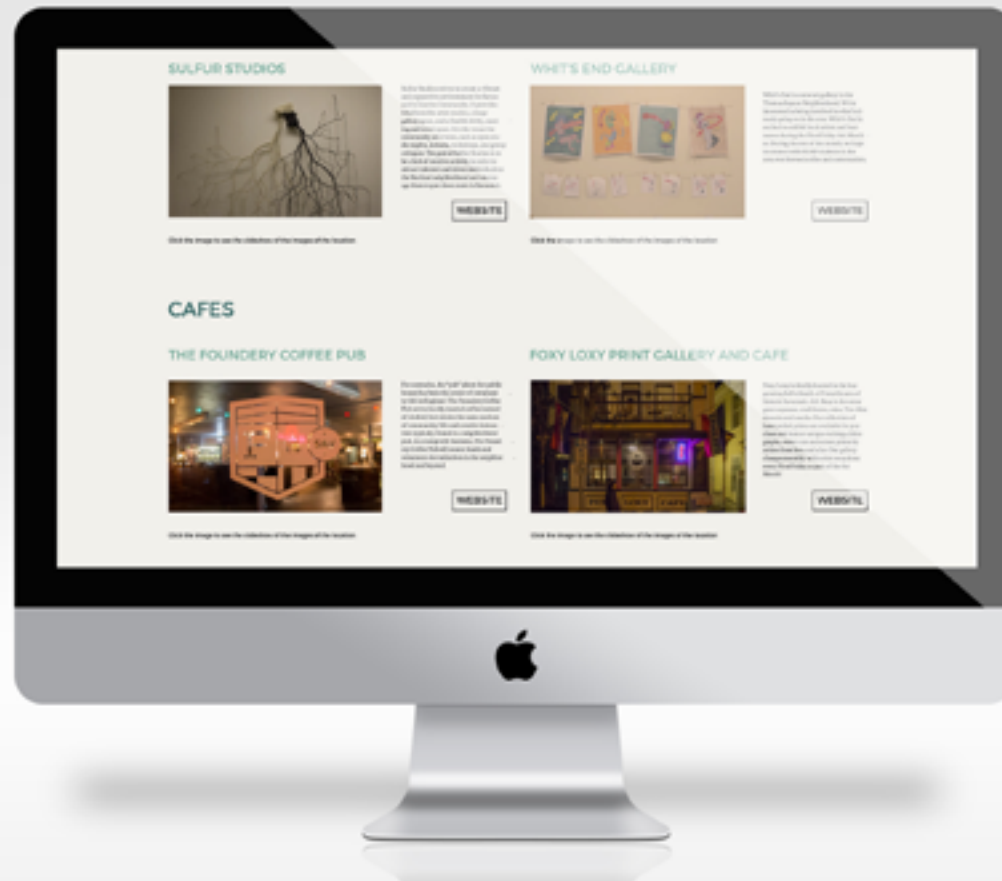
Visual Design: Locations



Visual Design: Locations



Visual Design: Locations



Visual Design: Locations



Visual Design: Locations



Visual Design: Locations



Art March Savannah

Visual Design: Registration

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Visual Design: Registration



Visual Design: Registration

