Leeds Central Library

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Leeds Central Library
Interactive Dinosaur Exhibition

Contents

Research

1.1 Introduction and Brief
1.2 Research
1.3 Mind Map

Design Process

2.1 Textures
2.2 Initial Design Process
2.3 Dino Design
2.4 Asset Design
2.5 Poster Design
2.6 Application Design

The Exhibition

3.1 Introduction
3.2 Pre Event Information
3.3 During Event Information
3.4 Application Screens

Introduction

I began my research by looking on Behance at illustrator styles for Dinosaurs. I also looked up interactive dinosaur exhibitions aimed at children.

In the past, I have seen interactive Pokemon Go style applications where you walk around and look for dinosaur animations on a Tablet or Mobile device. I plan to adopt this kind of concept for my campaign.idea.

The idea is that Dinosaurs can be found by scanning QR codes in and around the library on posters and signage.

The Brief

The client wants to modernise their current image to increase their presence within the city. Resulting in audience engagement and more visitors frequenting the library.

"The library would therefore like to follow other institutions such as the Leeds Museum and Art Gallery and develop new visual identity to help it engage with the modern Leeds public and attract new audiences."

As such I plan on creating an interactive exhibition to encourage families into the library.

Research

Researching Graphic Styles

I began by making a mood board of interesting Illustration styles that I found of behance. I particularly like the bottom left cartoon style. In order to do this I would have to create a number of assets to make up the background of my illustrations.

I particularly admire the use of gradients and textures in the designs which make them more visually appealing and eye catching.

Researching Graphic Styles

I then researched illustrations on Behance which were aimed at a younger Audience to see what typefaces were used, and how primary and secondary typefaces were paired together in visual materials.

I noticed that there was a mixture of serif and sans-serif fonts used to portray information. I find using serif fonts a little harder to read in comparison to sans-serif such as one similar to Comic Sans used in the detective book pictured at the left.

Because I have chosen to use the typeface Tiki Tako as my primary choice, I want to keep my secondary typeface choice to be clear and simple to read.

Researching Graphic Styles

I also noted that in some of the examples I have researched that when portraying information to children sometimes information is laid out in bubbles or speech bubbles.

In the first example the information is separated by bubbles etc. However I do find that this typeface choice may be harder to read for smaller children who are just learning to read. My exhibition is aimed at children ages 2 to 10 years old, the secondary typeface I choose to use needs to be appropriate for all children within this aged bracket.

You Tube Tutorials

Next I decided to look on You Tube to see whether there were any relevant tutorials for mocking up Dinosaurs. This gave me inspiration on how I would go about creating my series of Dinosaurs.

I began by following a You Tube tutorial which produced a Dinosaur in my particular style that I was hoping to achieve. I was pleased with my first attempt and the style of the dinosaurs, as such I will build upon this over the coming weeks.

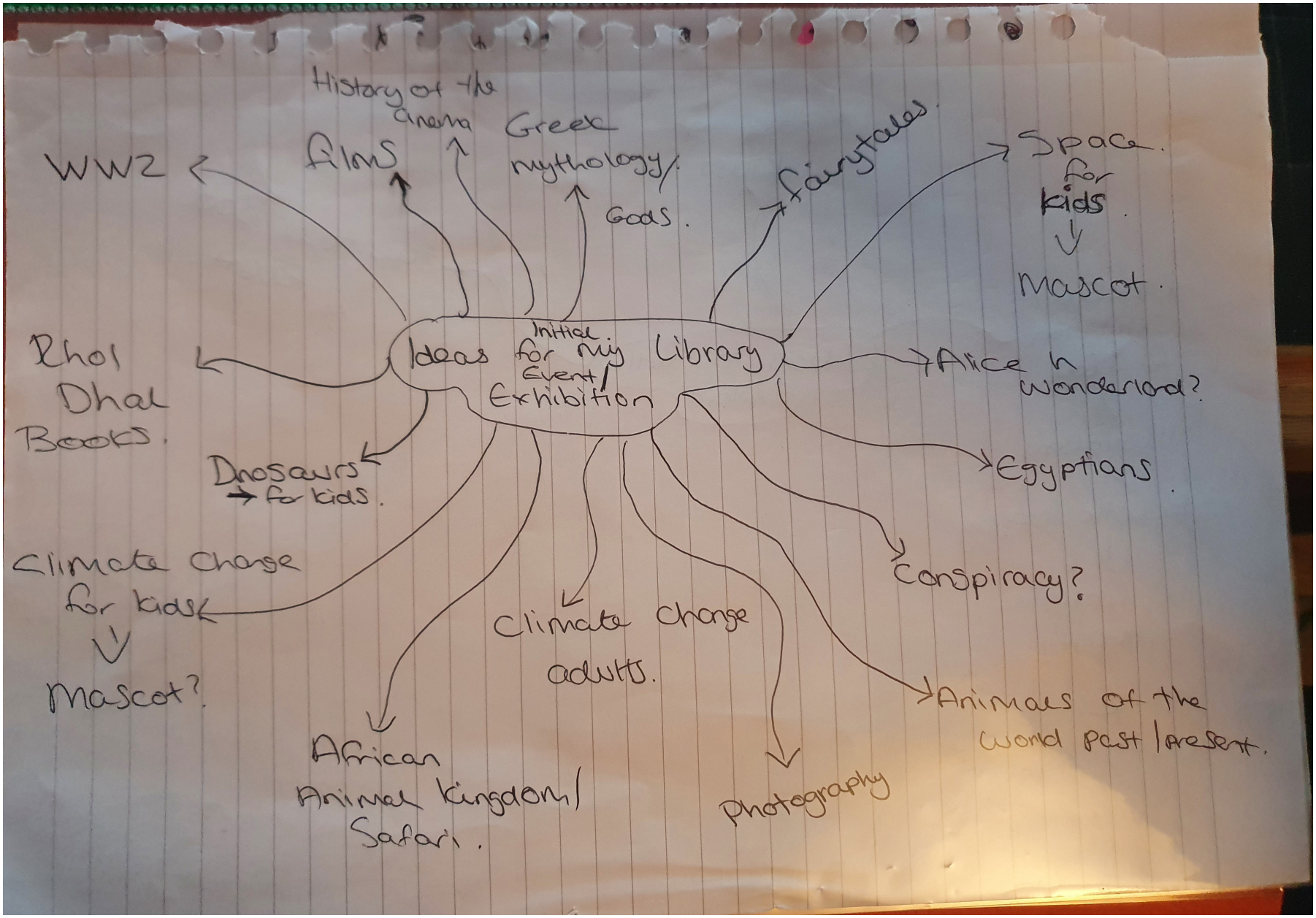
This design was created mainly using the pen tool and basic geometry. For the spikes on the back, I created a custom art brush consisting of squares which I resized at different points. I then altered the stroke style to give this cartoon effect.

Tutorial Source: https://www.youtube.com/watch?v=yES6aRQ-MIM

Researching Further Styles

As part of my initial planning and research, I wanted to gather as many examples of my chosen style as possible.

This allows me to create a library of possible images to trace or use as inspiration in my designs. All of these match the style I want to try and recreate, I also believe I have the knowledge in Illustrator to try and recreate similar images to these for my exhibition. I will need a number of different dinosaur types for the purpose of how my chosen exhibition will work.

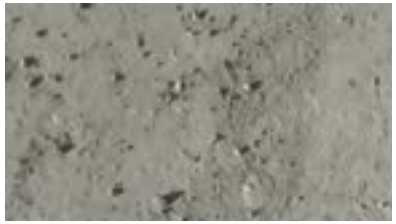

History of the cinema
WW2
films
Greek mythology/ Gods.
fairytales.
Space for kids
Mascot.
Initial ideas for my Event/ Exhibition Library
Rhol Dhal Books.
Alice in wonderland?
Dinosaurs → for kids.
Egyptians
Climate change for kids
Conspiracy?
Mascot?
Climate change adults.
Animals of the world past/present.
African Animal kingdom/ Safari.
Photography

Design Process

Gathering Textures

To make my designs more interesting I wanted to gather a number of different textures to use in the different elements of my designs.

I gathered a range of paper, concrete sand and bark textures as options to use within my designs.

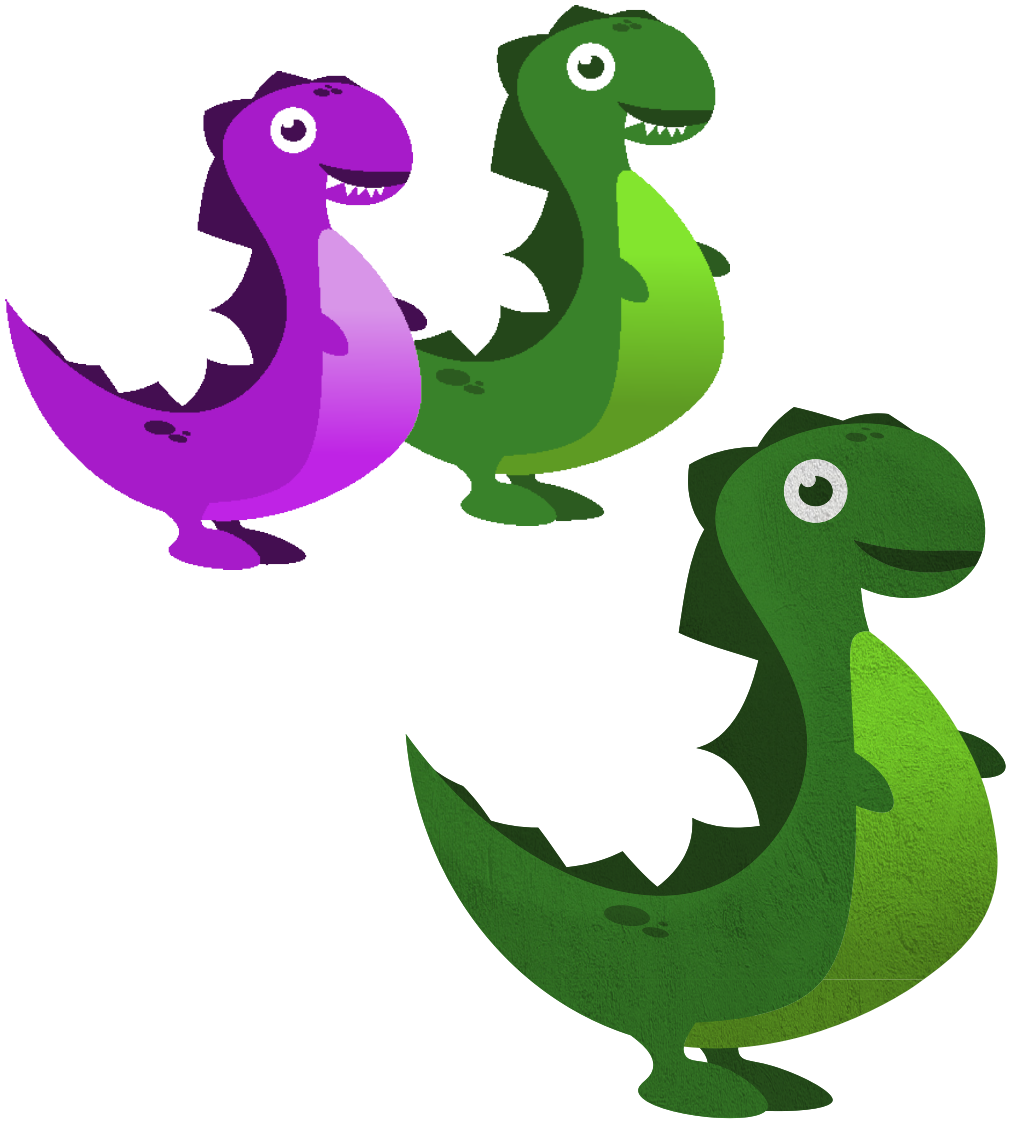


You Tube Tutorials

This was the first Dinosaur I created early in to the design process.

I then added textures to create a more visually appealing style. I also took out the teeth as the mouth did not go quite right.

Tutorial Source: https://www.youtube.com/watch?v=yES6aRQ-MIM

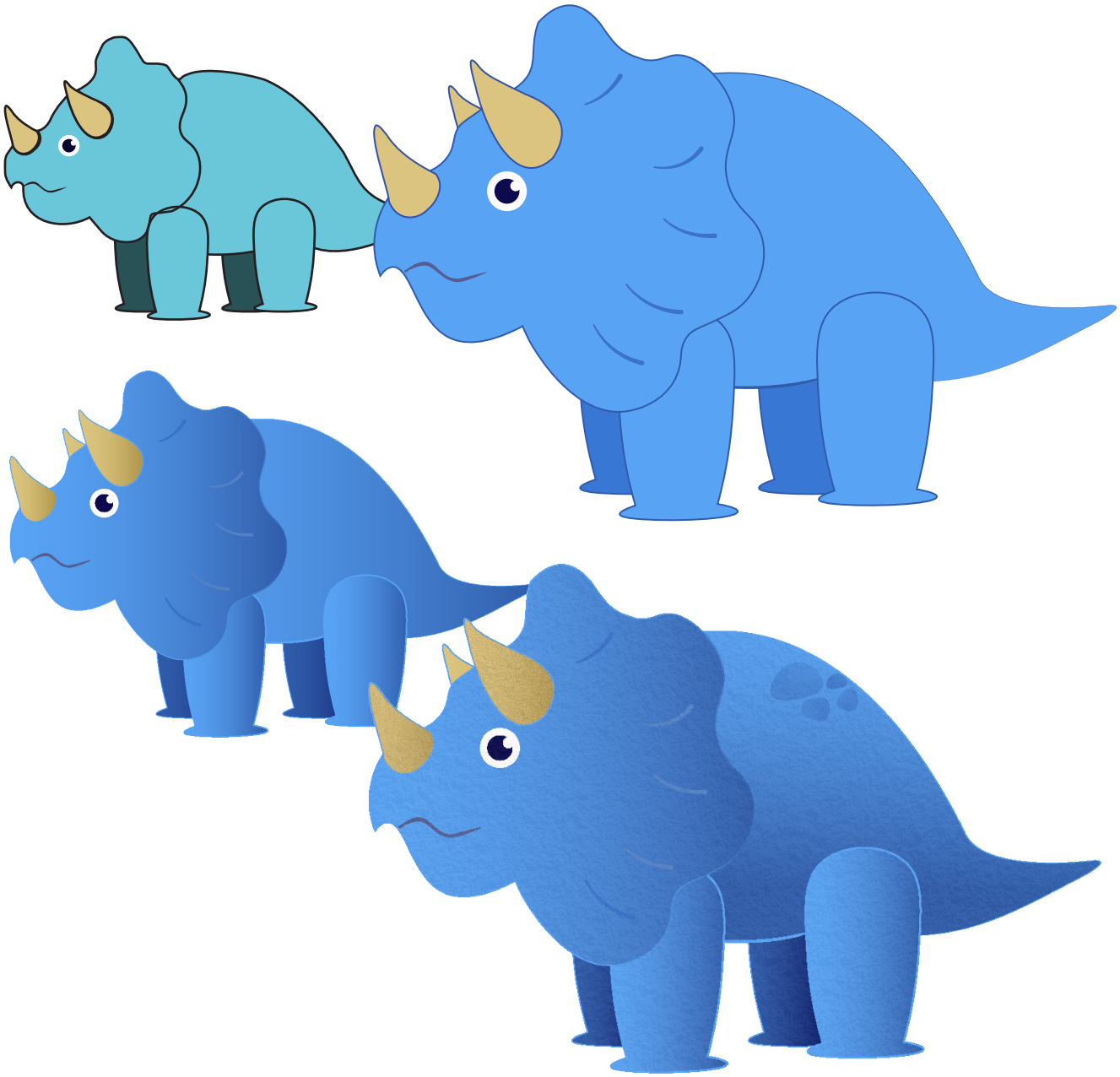


Exhibition Dinosaurs

In addition to the week 10 tutorials and the You Tube tutorial. Applying those techniques I then traced round or drew some other Dinosaurs that I had collated during my research. I required a total of three different Dinosaurs for the purpose of pitching my exhibition.

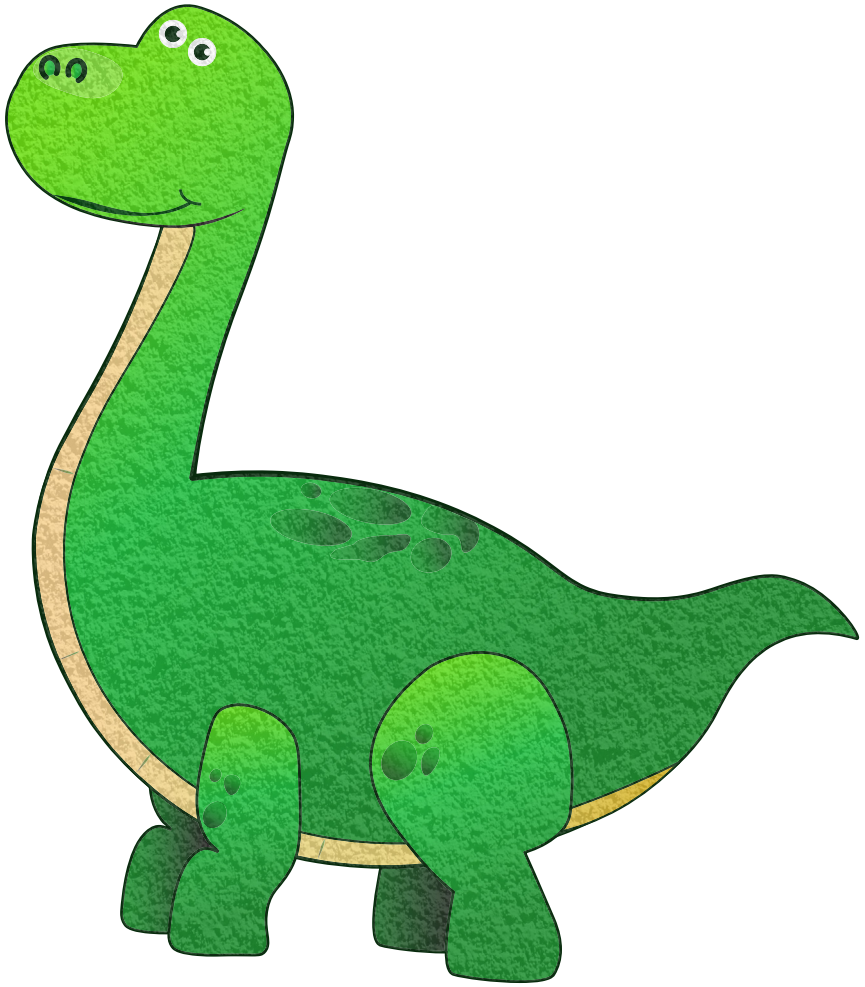
Triceratops

This is the process for my Triceratops design. I began with creating a basic outline and an aqua type blue for the fill. I then started again and drew the head and body separate so they could be treated desperately as I wanted separate gradients between the head and the body. I then decided to change the shade of blue slightly which matches the hue range I wanted to use more effectively. Here you can see the design process going from the initial design, then smoothing out the design by simplifying the splines. For the mouth I used the pen tool followed by the width tool for the mouth and then added gradients to each separate element. I then went on to add textures.



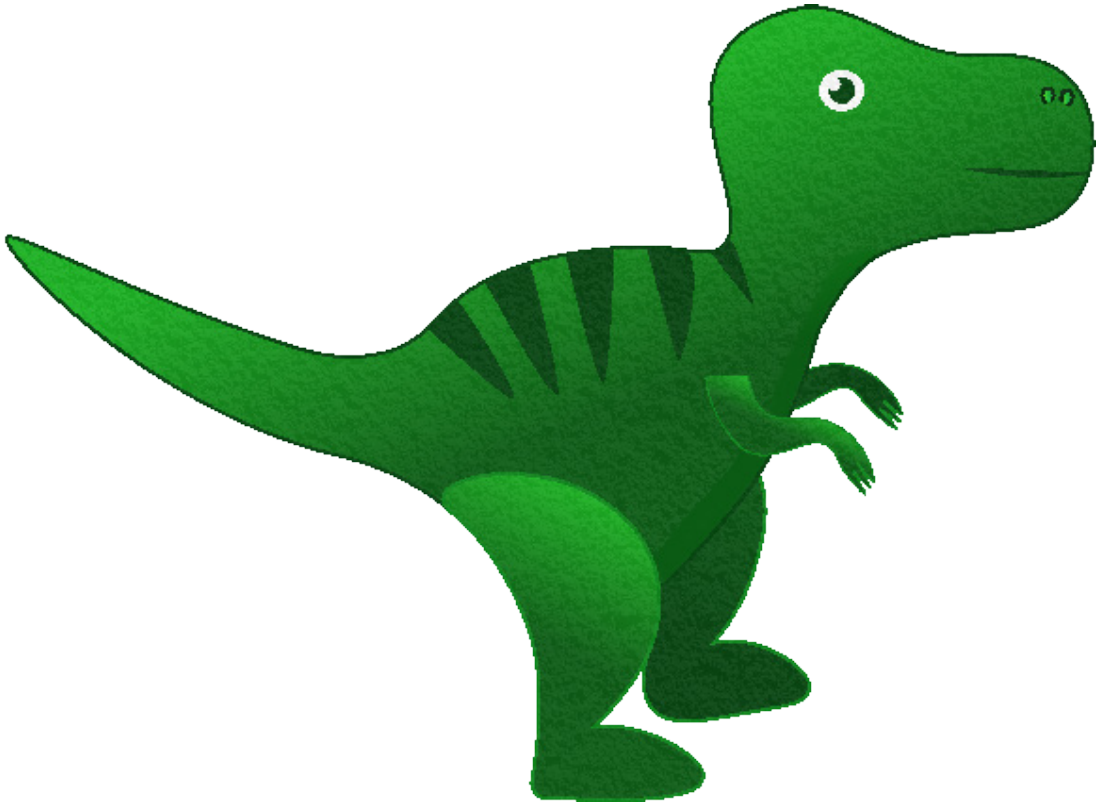
Diplodocus

This is the Diplodocus I created. I used a the same techniques as in the other designs and added a more prominent texture.



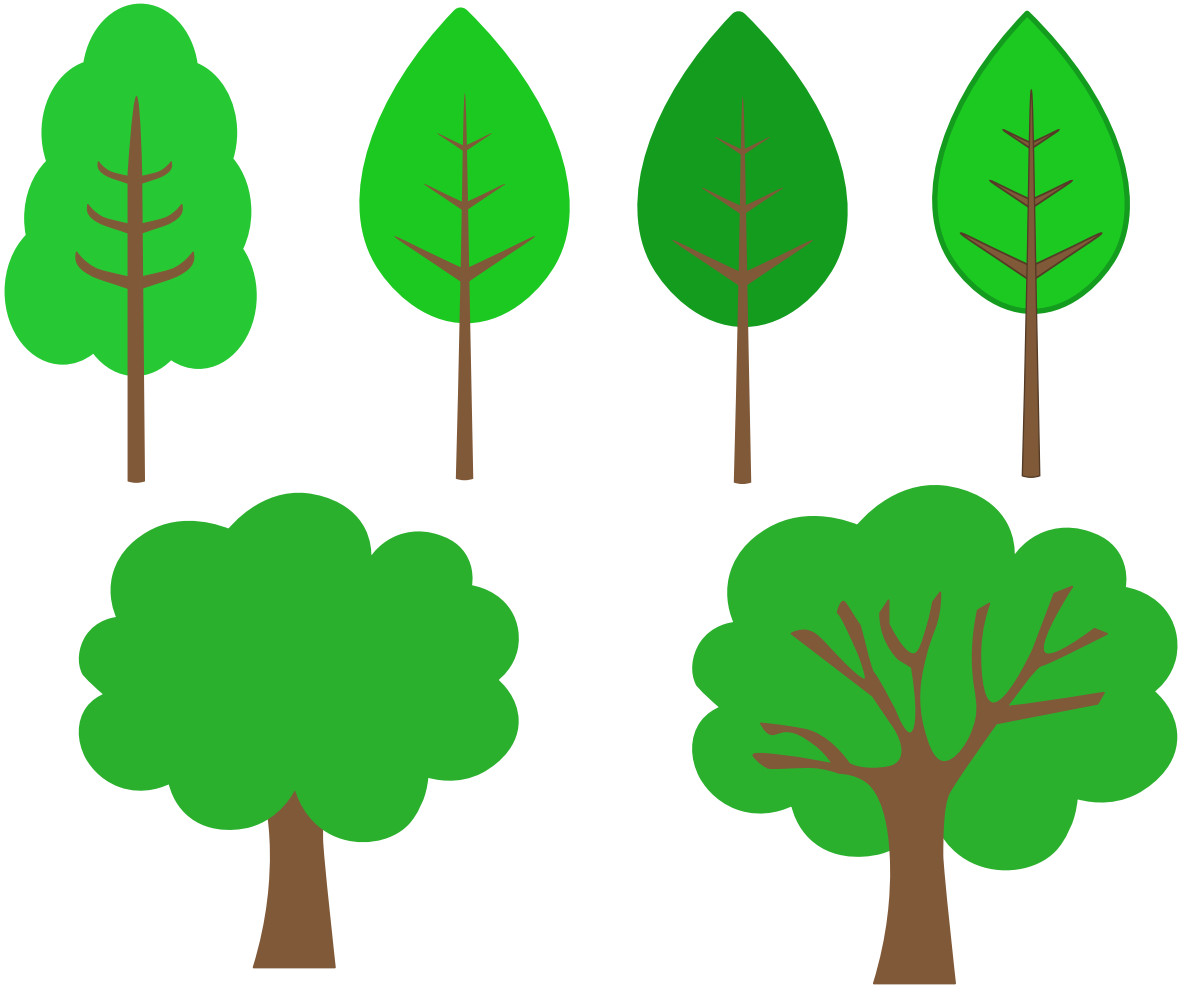
Tyrannosaurus

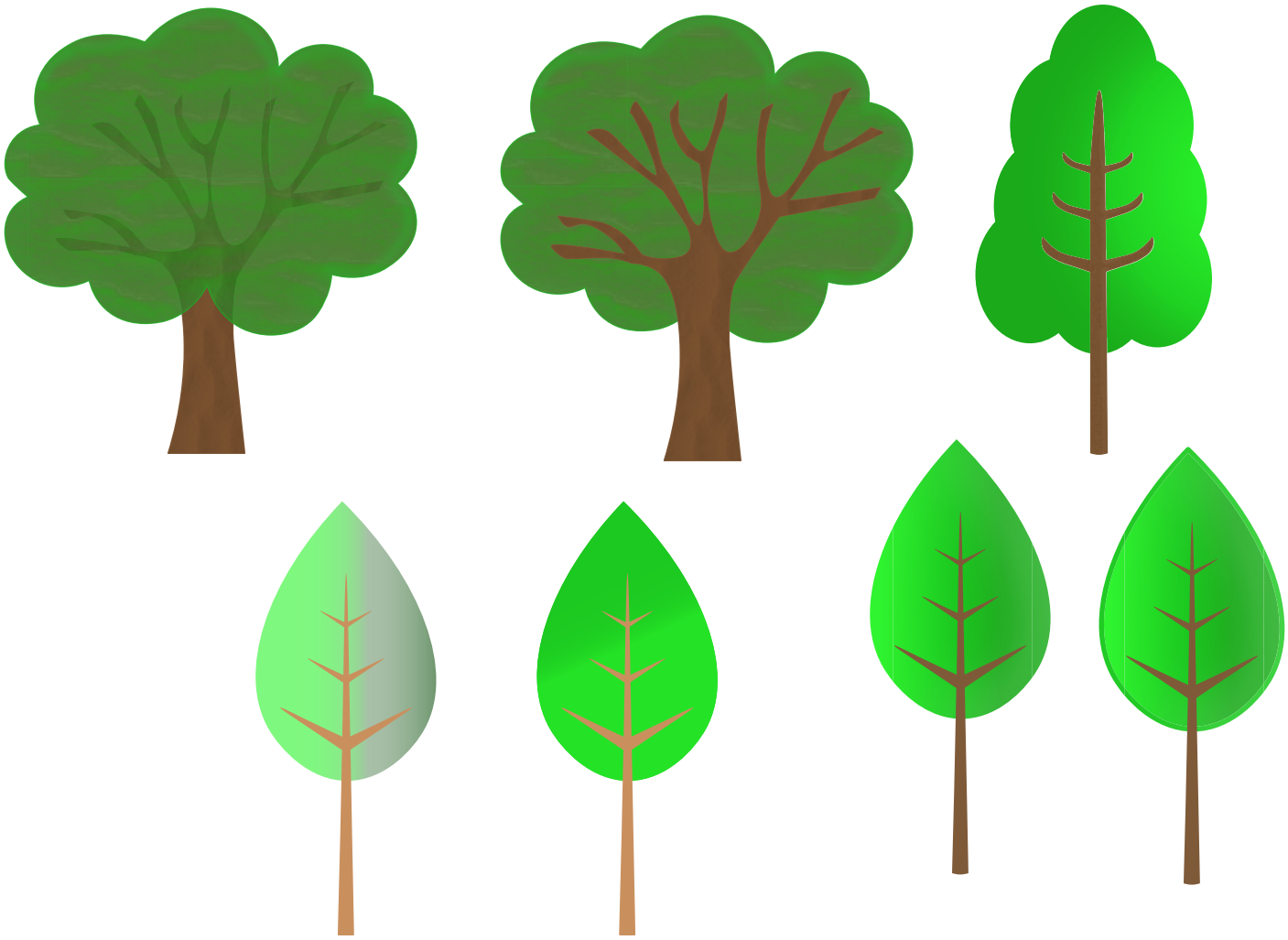
Although I was happy how the first Dinosaur design turned out, I did not think it fitted in with the style of the others in the respect that it looks like a Dinosaur but not a traditional known species. Therefore that design would not work as a part of my exhibition. I wanted to make sure I drew this design facing right so I can vary the app layout when It comes to the build. Should All the Dinosaurs be facing the same way. This would limit the text to always been placed on the left. With a right facing Dinosaur this will allow the text to be placed to the right further down the line on the app design.



Background Assets

Using a range of techniques learned so far, such as the pen, curvature, shape and pathfinder tools. I then began to build a number of trees to use in my background. I began by creating simple designs and then added textures and gradients to certain elements to create more interesting designs.



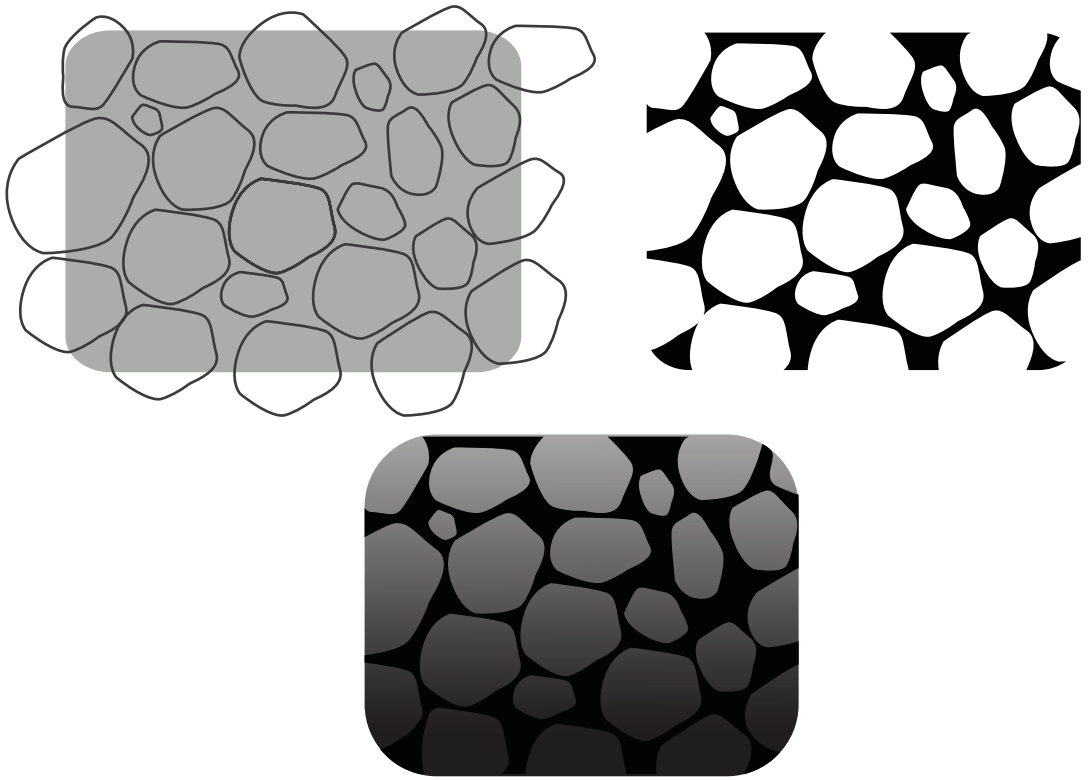


Creating a Pattern

For my main typeface I wanted to use the Tiki Tako font family. In addition to using this font, I wanted to make it look like it was made of stone. I tried a number of techniques one of which adding a texture to the paths, however due to the number of points on the text it did not work as desired.

I then tested a number of patterns from the swatches palette library. None of which created the desired effect. I then went on to create my own stone pattern to use on the text.

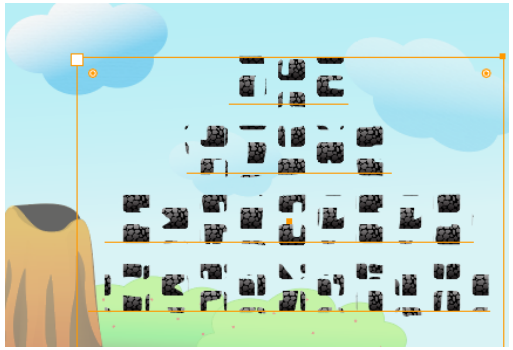
I began by drawing out the basic pattern, I then used the pathfinder tool to create the outline, to finish the pattern I added a gradient to the background.

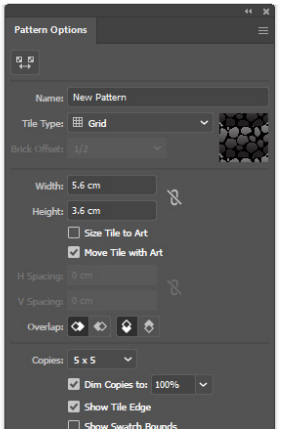


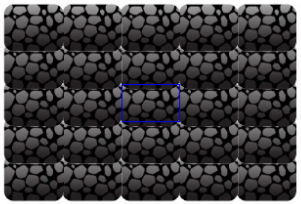
Pattern To Text

When I tried adding the pattern I created to the text path. This posed a few issues. The pattern did not seem to fill the entire shape of the letters.

I adjusted the pattern settings and this fixed the issue slightly, however the text still does not look quite right I think the issue is the gradient behind the stone outlines. The pattern repeat doesn't quite look seamless.

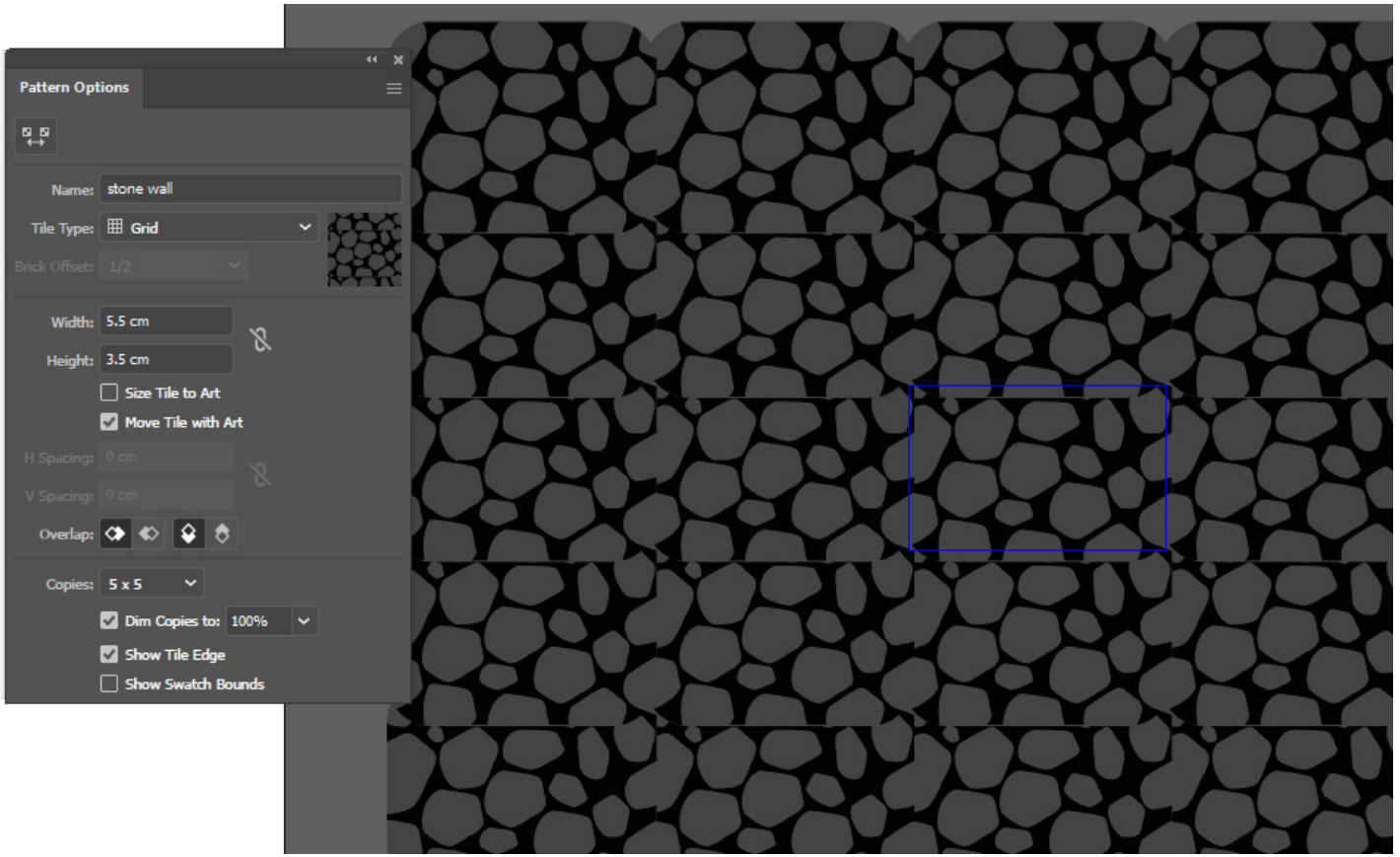






Pattern To Text

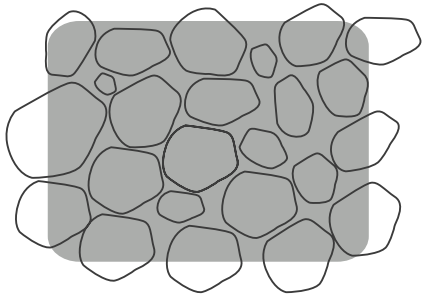
I then created this pattern.

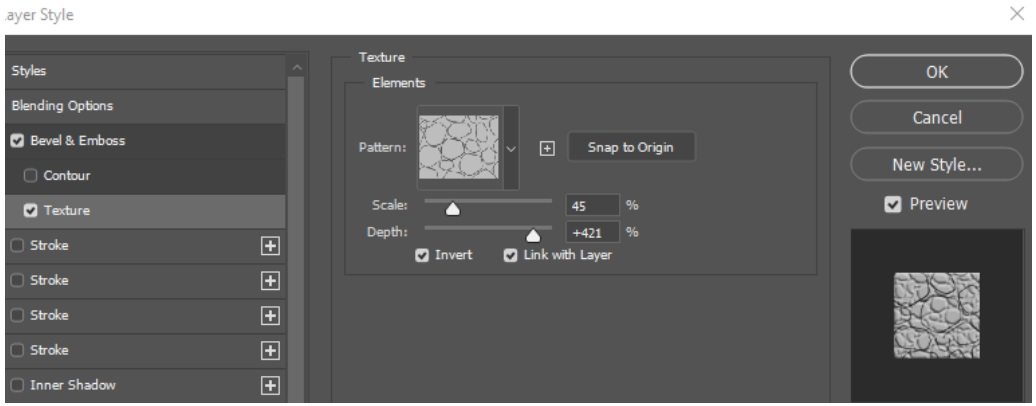


Pattern To Text

I also created a secondary pattern from one of the previous patterns steps and added it to the patterns palette in Photo Shop. Adding this as a layer texture to the text allowed me to invert the pattern which created this effect shown on the ‘This Way’ text.

In the layer style settings I could also adjust the scale of the pattern, the depth and also the size.

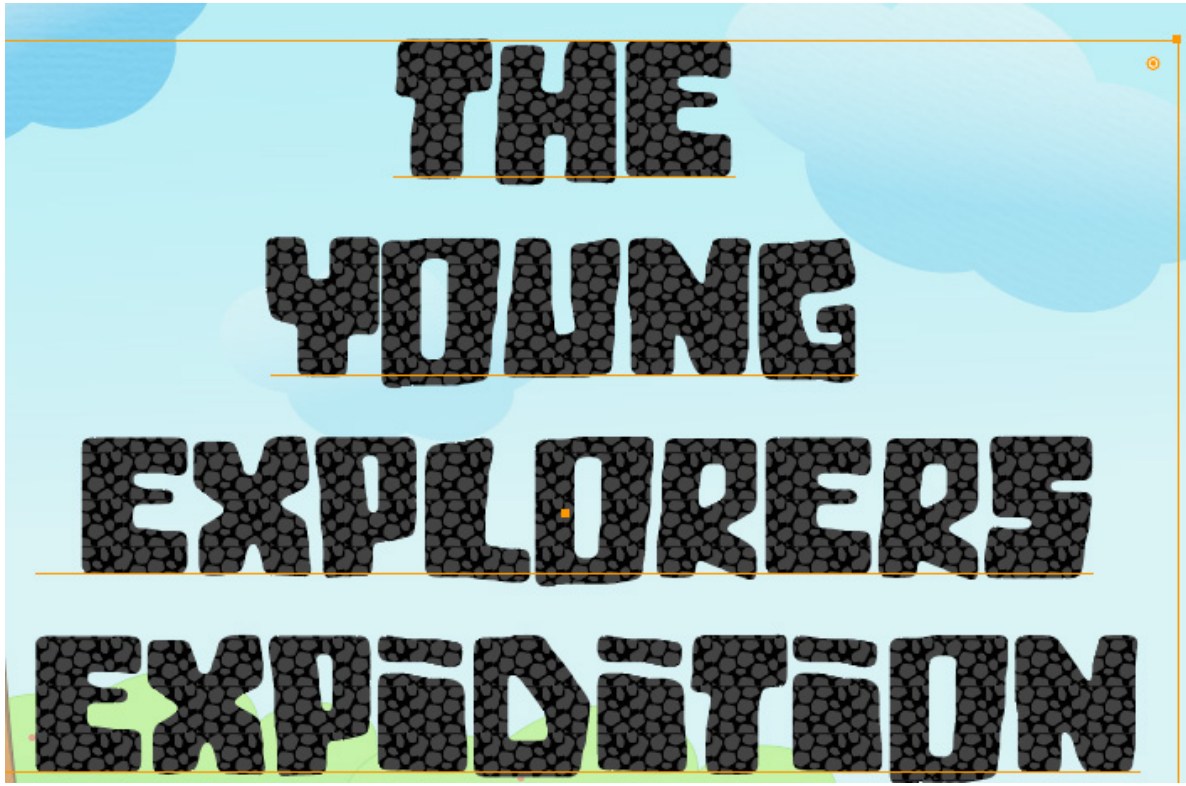




Pattern To Text

The outcome was almost what I wanted it to be. I would of hoped to achieve a more seamless pattern but I am happy with the outcome.

Please Note: when I was checking the final art work, I realised I had been spelling expedition wrong during the design process. All art work has now been altered however I have left these examples in just for visual purposes. w



Pattern To Text

I also explored these patterns as options for the text.

QR Code

I obtained the QR code copyright free from Pixabay.

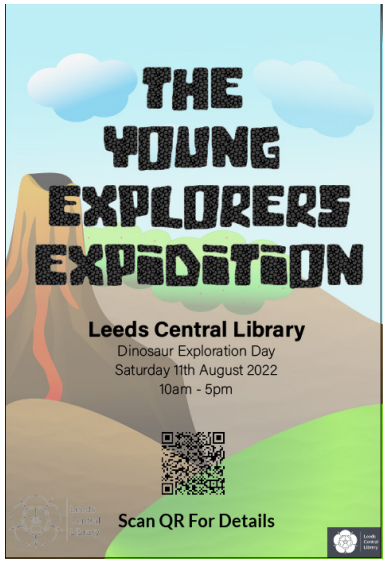
Source:https://pixabay.com/vectors/qr-code-quick-response-code-matrix-148732/

Bus Stop Poster

I experimented with different secondary fonts and layouts. Initially I wanted to use Lato as the secondary font which is the font used in the visual identity. However it just didn't look quite right, as such I think I will be using Acumin as the secondary font and Lato for the 'Scan QR Code For Details'.

I chose a simple secondary font to make it easy for younger children to read. However I later decided to change to a typeface that had a fun feel to it.

I also experimented with the logo placement and the type of approved logo I would use, For the purpose of the explanation I have left both logos showing.

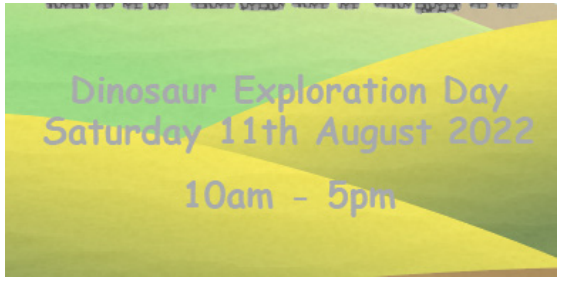


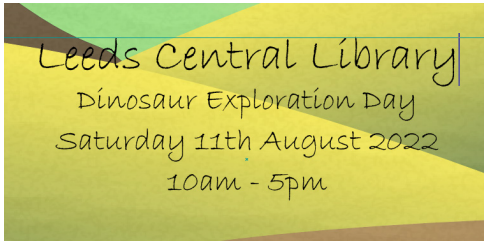
Bus Stop Poster

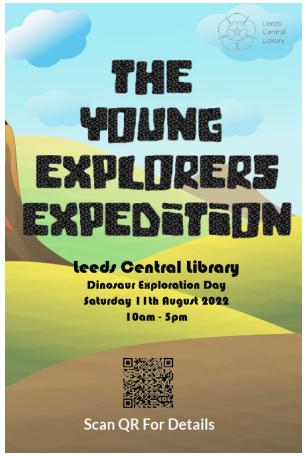
I made a last minute design choice to change the secondary typeface in my designs. I experimented further with different fonts and colours after changing my background elements.

In the end I chose to keep Leeds Central Library's typeface as 'Lato' as per what was laid out in the visual identity.

I then chose Comic Sans as the secondary font with a complementary font to emphasise certain elements of text. I made the choice aware that Comic Sans is usually an unpopular choice within graphic design, however on this occasion I believe it suits my target audience while being clear enough for younger children to read. I am going to pair this with Casc adia Code.







THE YOUNG EXPLORERS EXPEDITION
Dinosaur Exploration Day
Saturday 11th August 2022
10am - 5pm
Scan QR For Details
Presented By
Leeds Central Library

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Bus Stop Poster

This is my new poster design.

Leeds
Central
Library
THE
YOUNG
EXPLORERS
EXPEDITION
Leeds Central Library
Dinosaur Exploration Day
Saturday 11th August 2022
10am - 5pm
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Presented By
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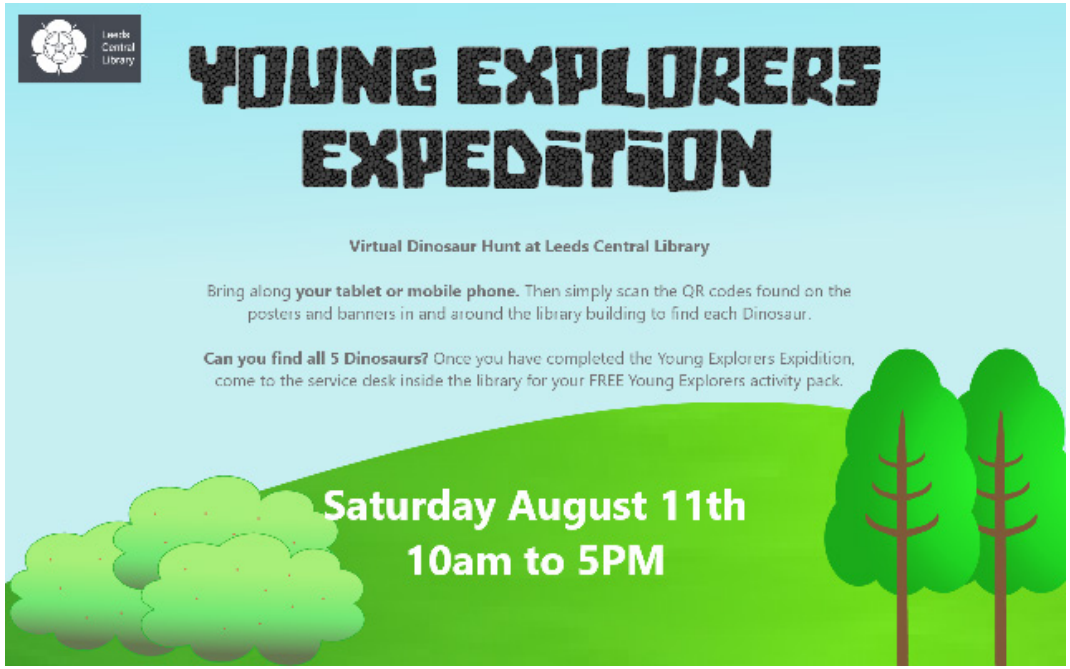
Tablet Designs

Once I had the assets built from the poster design. I then reused them for the app designs. I wanted to keep the app designs simple and not too cluttered so I could highlight some Dinosaur facts to make the 'Expedition' educational as well as fun.

My first design was the page that would be brought up when the QR code is scanned on the bus stop poster, and other posters which are advertising the event.

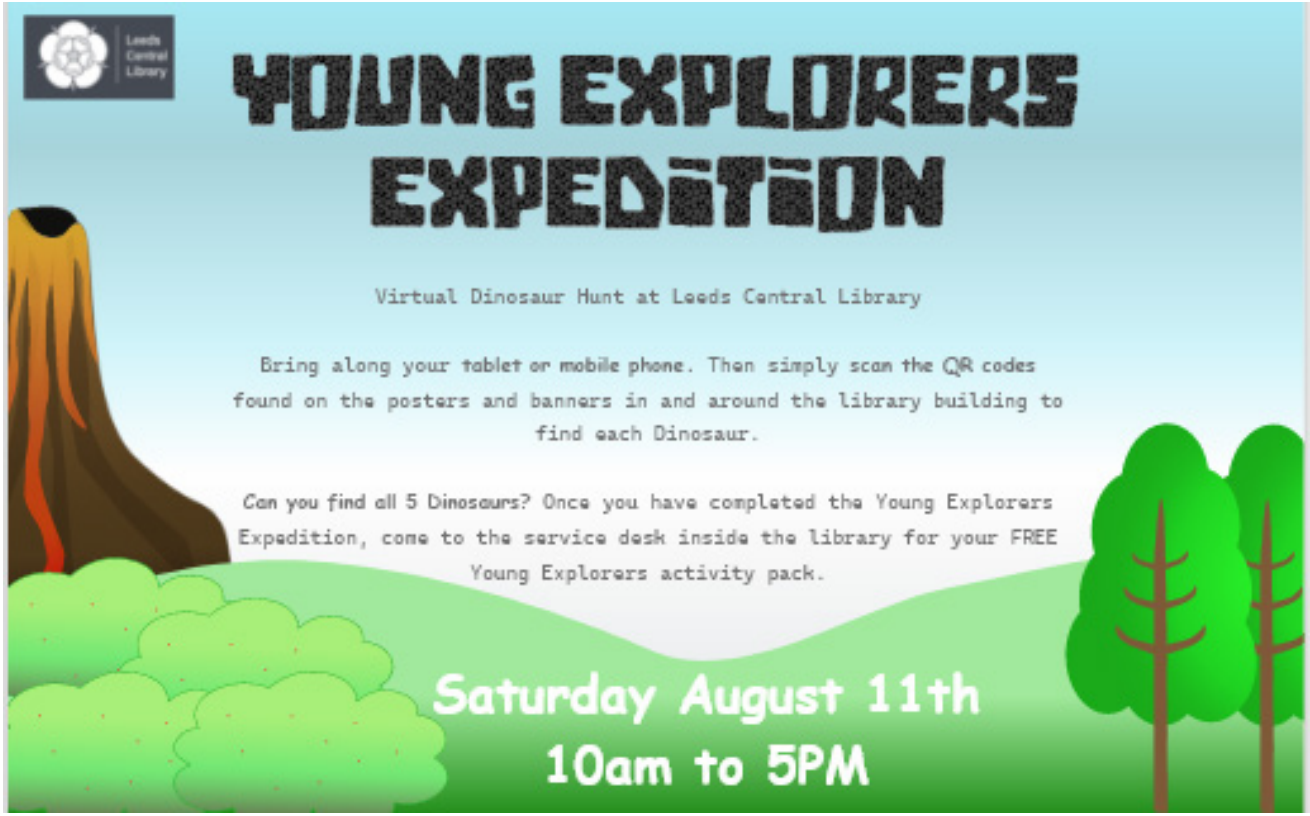


Tablet Designs

This is the new design for the opening screen.

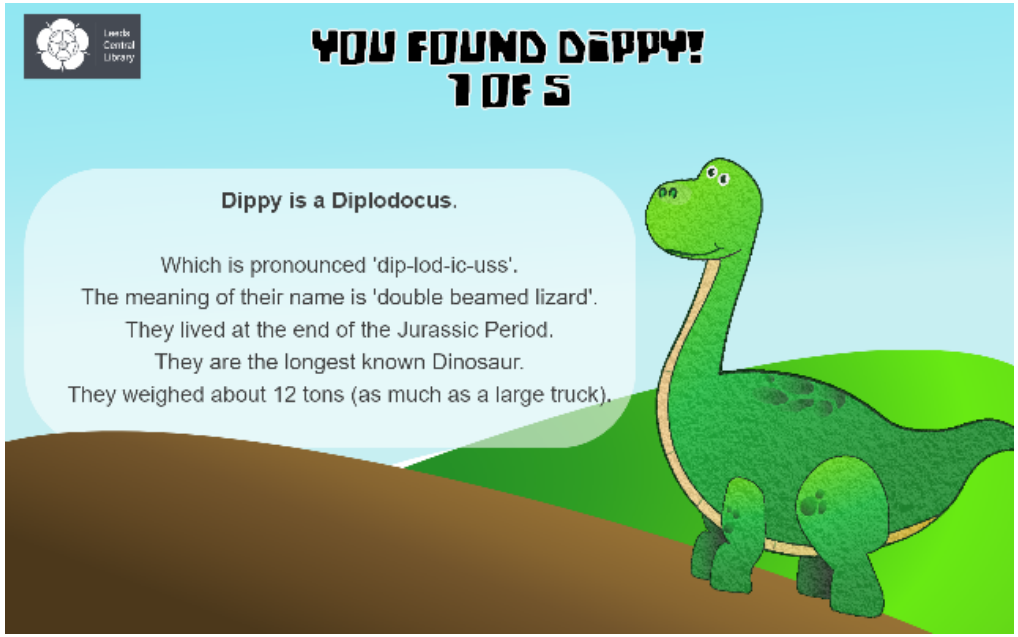
I have added the volcano and adjusted the gradient in the background. I have also altered the text to the new typeface choices.

I am glad I changed the secondary typeface, it has an old feel to it which matches my pre-historic theme.



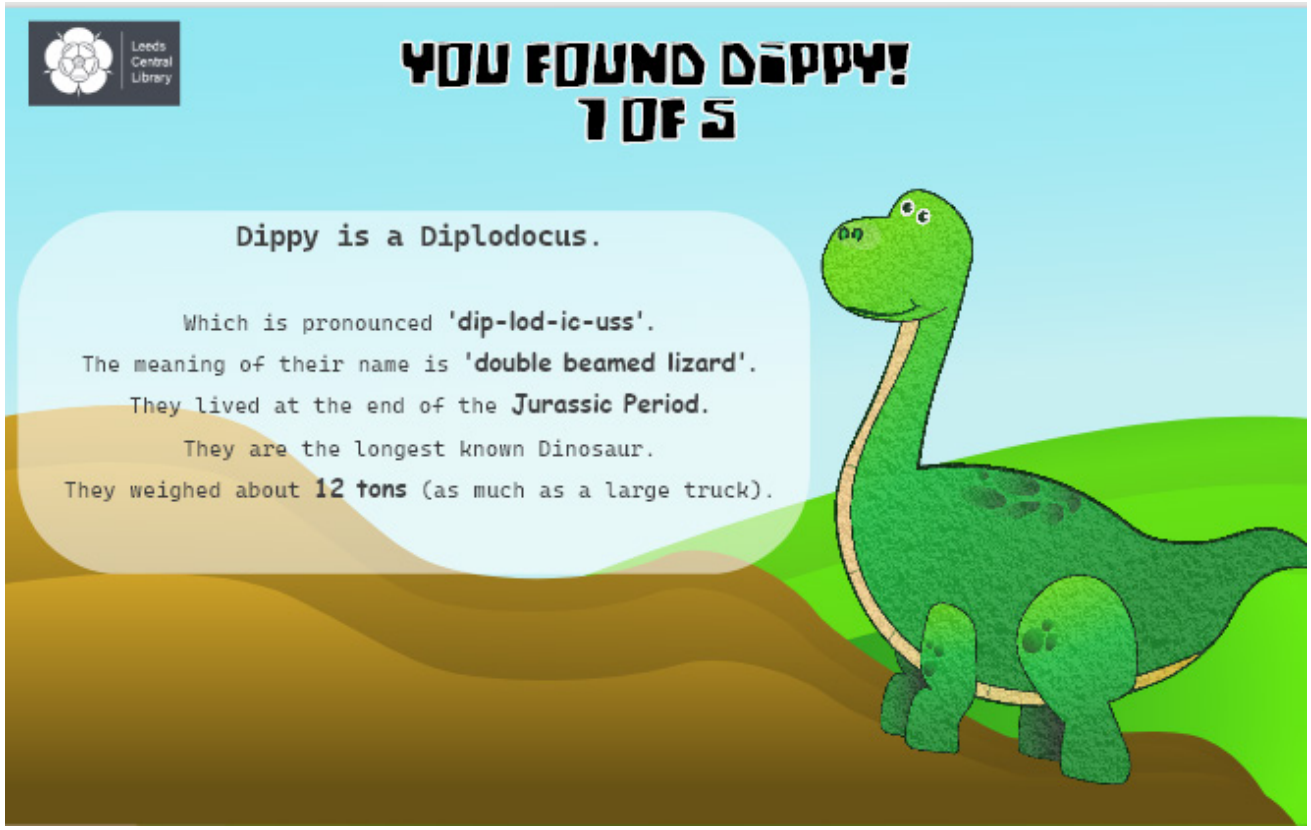
Tablet Designs

The second design was the Diplodocus page. This page will only be brought up when a QR code is scanned on a banner or poster inside and around the outside of the Library building.



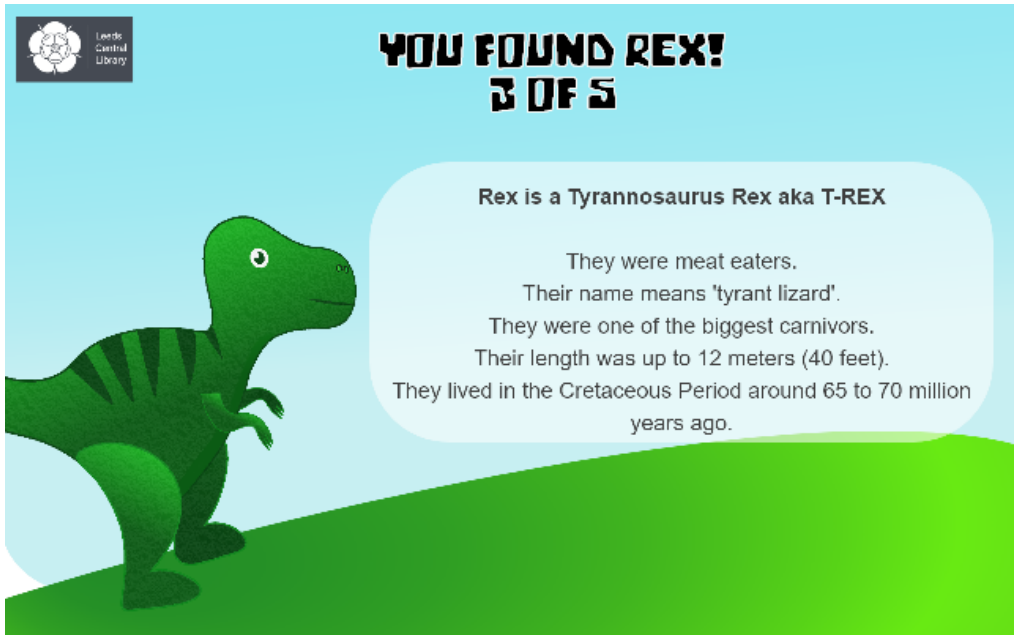
Tablet Designs

I have added extra layers and gradients to create a more visually interesting design.



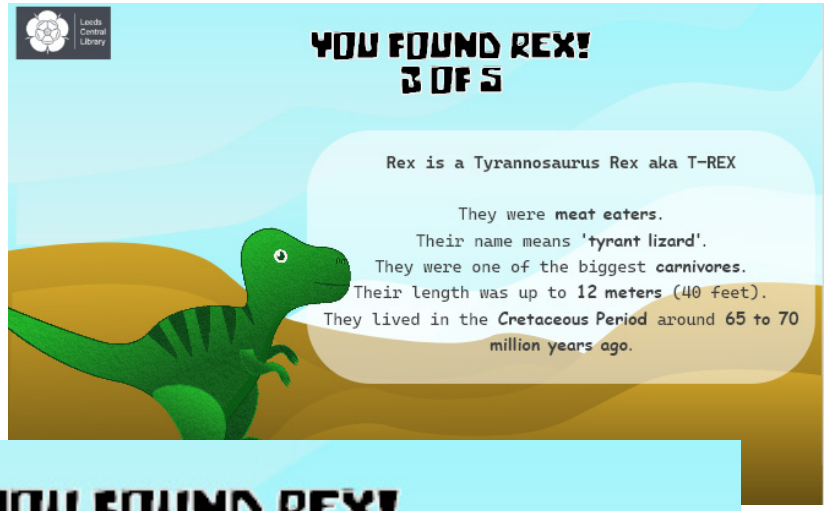
Tablet Designs

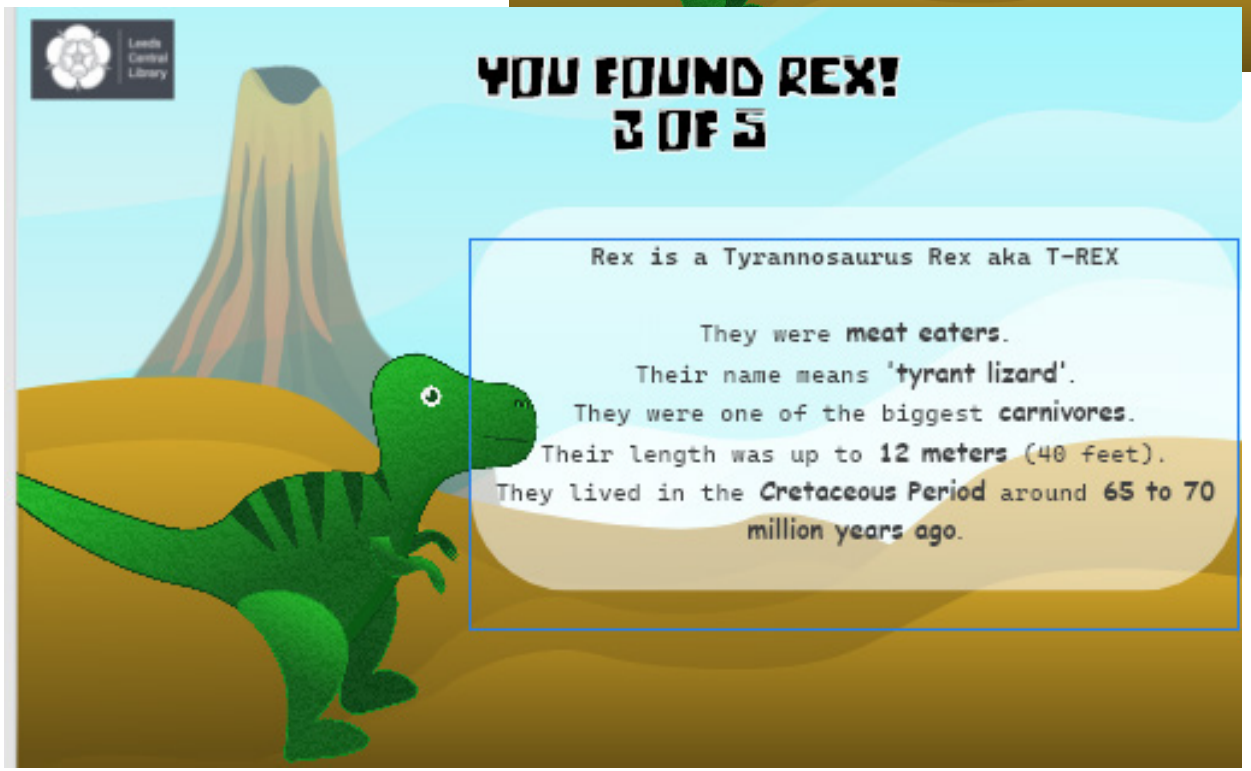
The third design was the T-Rex page. This page will only be brought up when a QR code is scanned on a banner or poster inside and around the outside of the Library building.



Tablet Designs

I amended the design as per the previous examples ad then decided to add in the volcano to the white space at the end.





Tablet Designs

The fourth and final Dinosaur design was the Triceratops page. This page will only be brought up when a QR code is scanned on a banner or poster inside and around the outside of the Library building.

Tablet Designs

Finally this is the last amended tablet design.

Tablet Designs

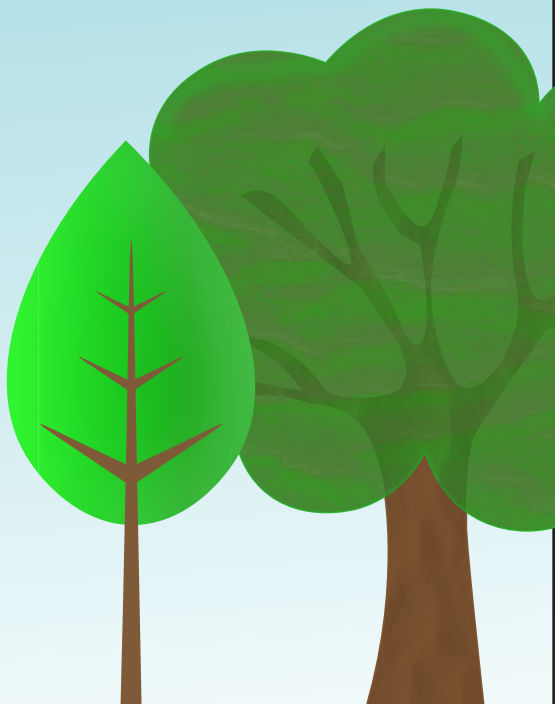
I found a copyright free tablet mock up to show my designs in.

https://www.freepik.com/free-psd/tablet-mock-up-isolated_4075554.htm#page=1&query=tablet%20mockup&position=2&from_view=keyword

The Exhibition

Leeds Central Library

YOUNG EXPLORERS EXPEDITION



The Exhibition Introduction

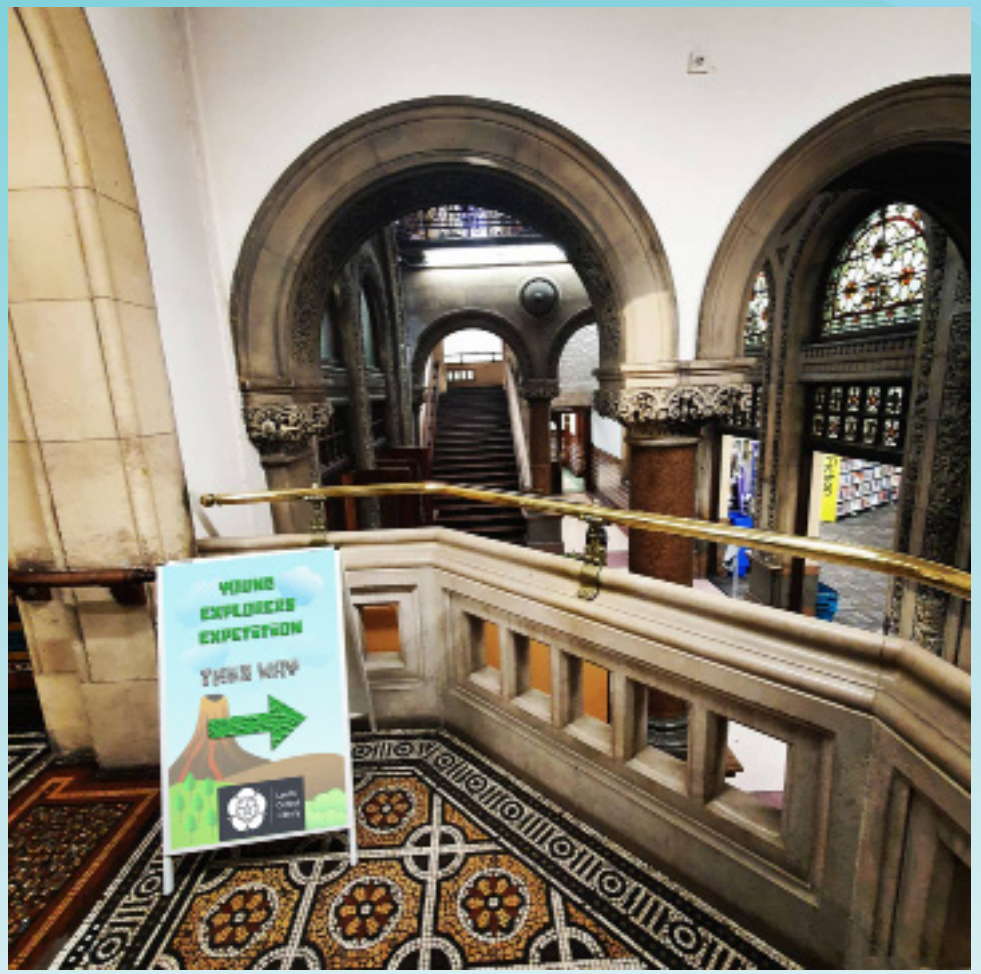
Introduction

The exhibition is aimed at families with children aged 2 to 10 years old.

The interactive Dinosaur ‘expedition’ is designed to bring families into the library in order to complete hunt. There is a total of 5 Dinosaurs to be found, done so by scanning QR codes on various posters and banners inside and outside of the library building.

In order to take part in the event a smart device such as a mobile phone or tablet is required in order to scan the QR codes situated on the various graphic materials.

The Dinosaur Expedition will finish up in the children’s section of the library, where Dinosaur activity packs can be obtained for free, the pack will contain information on the libraries services for the parents to read. All participants of the event will be encouraged to sign up and become a member of the library which will increase the library’s visitor numbers as outlined in the commercial brief.



Bus Ad

The exhibition will be advertised on billboards and bus stops around Leeds and the surrounding areas.

The QR code can be scanned to give further event details.

The source for the bus advertisement mock up was taken from Freepik. Which is to be used for license attribution. (Attribution to rawpixel.com)

Advert App Screen

When an advertisement is scanned.
A link to the users app store will be brought up when the QR code is scanned. Once they have done so this app screen will appear.

This screen will also be brought up if another QR code on other visual material is scanned prior to the event date.

Banners

During the event these posters will be found on lamp-posts and advertisement boards around the library building in the city centre.

This poster is more aimed at bringing attention to the QR code, as opposed to advertising the event. I have included the event date and time for information on the day to anyone wondering what the poster is related to, because not everyone will be aware of the event.

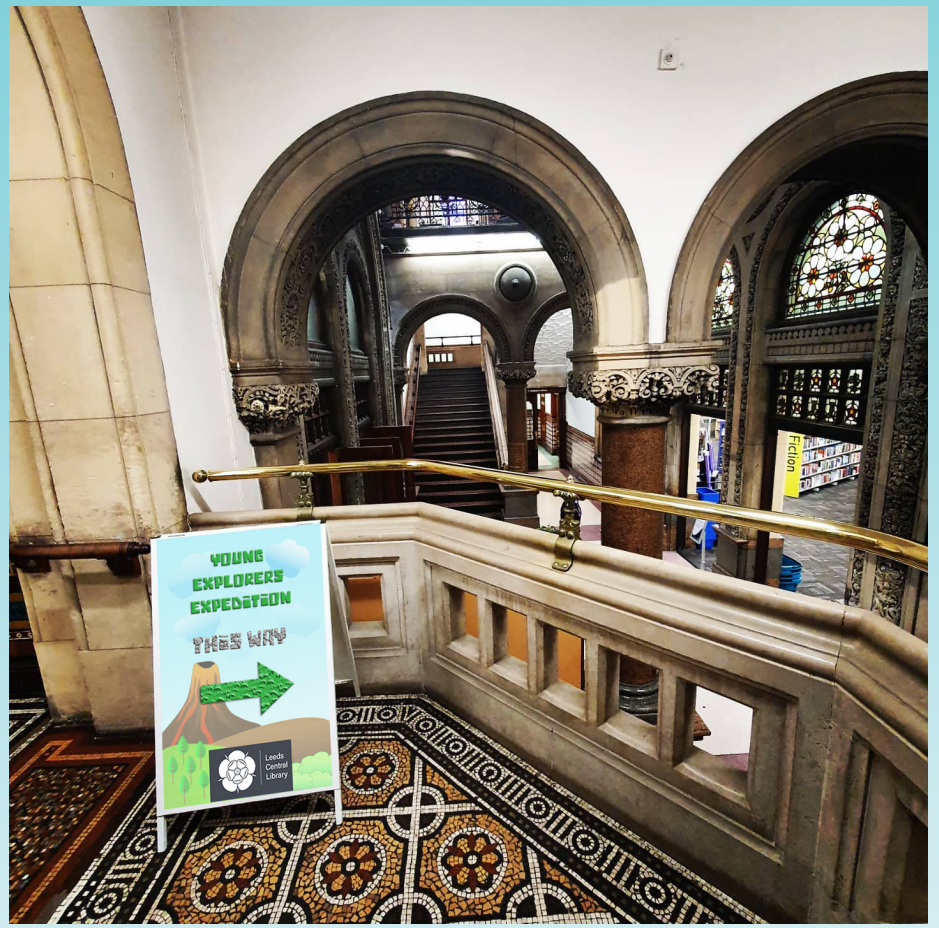
Please note, I took this photo myself to avoid copyright issues.

Leeds Central Library
SCAN
THE QR
TO FIND ALL
DINOSAURS
YOUNG
EXPLORERS
EXPEDITION
Dinosaur Hunt
Sat 11.08.2022
10am - 5pm
Leeds
Central
Library

This Way

These signpost boards will be located around the library building.

Please note, I took this photo myself to avoid copyright issues.



YOUNG
EXPLORERS
EXPEDITION
THIS WAY
Leeds
Central
Library

Inside Poster

When these posters are scanned the information screens will appear in the app. This will let you know how far into the ‘expedition’ they are by telling them how many Dinosaurs they have located.

Please note, I took this photo myself to avoid copyright issues.

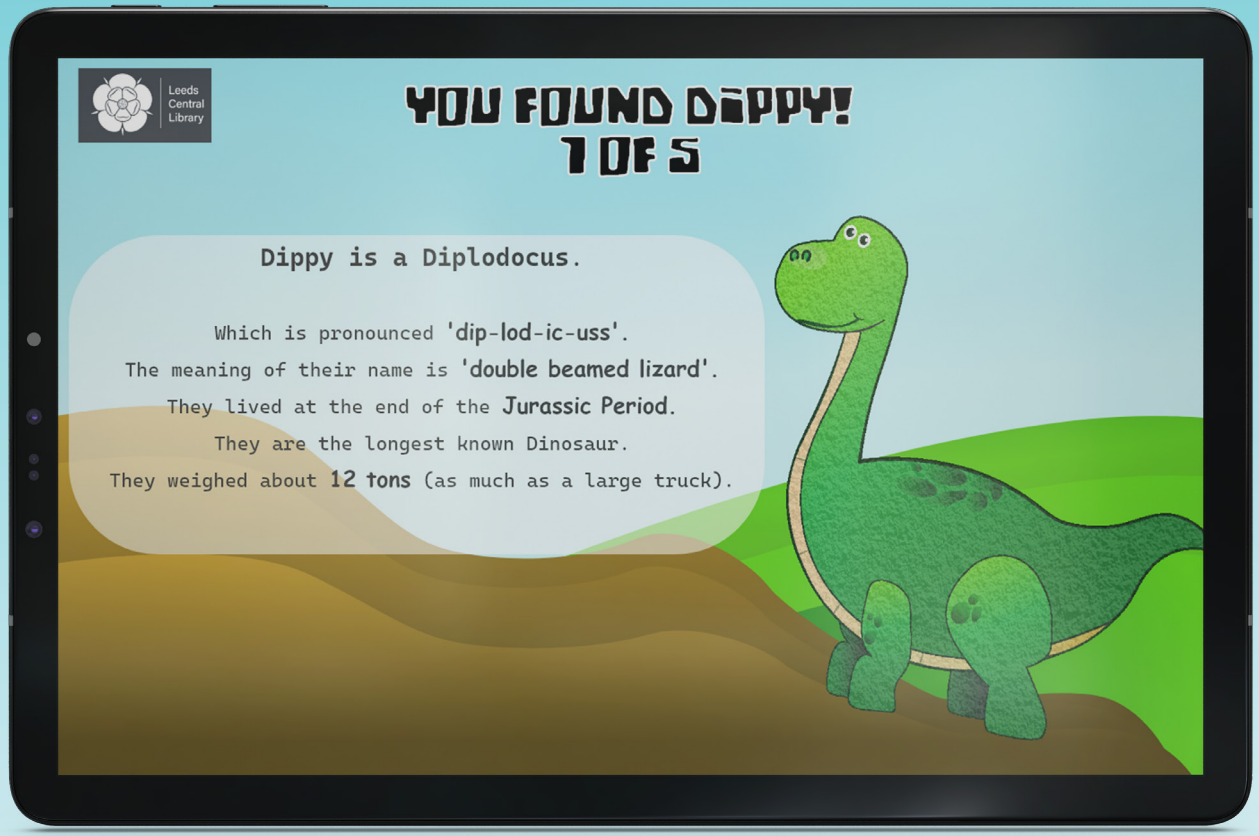
Final Poster

The expedition will end in the children's section of the library.

Scanning this QR Code will bring up the final Dinosaur to be found. Staff will be on hand to hand out activity packs and participants will be encouraged to join the library.

Please note, I took this photo myself to avoid copyright issues.

Leeds Central Library
YOU DID IT. HOORAY!!
Scan QR For The Last One! WELL DONE
YOUNG EXPLORERS EXPEDITION
By Leeds Central Library


Leeds Central Library
YOU FOUND DIPPY!
1 OF 5
Dippy is a Diplodocus.
Which is pronounced 'dip-lod-ic-uss'.
The meaning of their name is 'double beamed lizard'.
They lived at the end of the Jurassic Period.
They are the longest known Dinosaur.
They weighed about 12 tons (as much as a large truck).

Leeds Central Library
YOU FOUND REX!
3 OF 5
Rex is a Tyrannosaurus Rex aka T-REX
They were meat eaters.
Their name means 'tyrant lizard'.
They were one of the biggest carnivores.
Their length was up to 12 meters (40 feet).
They lived in the Cretaceous Period around 65 to 70 million years ago.

Leeds Central Library
YOU FOUND TONY!
5 OF 5
Tony is a Triceratops
Which is pronounced 'tri-Sera-tops'.
Their name means 'three horned face'.
They lived in the late Cretaceous Period.
Their length was up to 9 meters (30 feet).
They weighed 5 tons (about as much as a truck).

Thank You

References:

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