OBJECTIVE

The purpose of this project was to create promotional print materials to bring attention to the Art + Tech exhibition that was held at the Foster Art Gallery this past January. The exhibition focused on artist’s integration of technology into their works. The challenge as designers was to figure out the essence of the exhibition and create visuals that portrayed a combining of various mediums, technologies, and art forms.

RESEARCH  

VISUALS | 20 HOURS
- color
- style
- form
- layout
- typography
- printing techniques

EVENT | 20 HOURS
- artists
- gallery space
- audience
- theory

CONCEPTUALIZATION

In our research we discovered a common relation between the various artists and works being shown. We used this relationship to create a design that represented the multitude of artists as having equal significance in the exhibition, while giving the show its own identity.

We identified and explored the common visual notions that are associated with both ideas of technology and art. For example, technology is generally associated with clean, sleek, rigid, geometric shapes, where art is thought of as colorful, organic, and expressive. Our visual research culminated in the fusion of the right and left brain as the art featured in the show was in some way influenced by technological means.

IMPLEMENTATION  

VISUAL ELEMENTS

TYPOGRAPHY
We chose a sans serif typeface to emphasize the logical and sensible structure of technological components.

GRAPHIC SOLUTION
Our graphic elements represent the contrast and unity that exists between art and technology in this exhibition.

OVERALL STYLE
We used a minimalist aesthetic to further express the streamlined qualities of technologies.

PRINTED SOLUTIONS
POSTER  
Cost effective advertising

EXHIBITION BOOKLET  
In depth look at the artist’s relationships to technology in their works.