

Reverie

The Art and Science
of Dreams

Event Branding Campaign

Hannah Faragalla

Arts 352-001

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Introduction

This project was one of the most intimidating to me, but it quickly became one of my absolute favorite projects that I've ever had the chance to work on.

For it, we had to choose a song, and brand and name an event after it. I chose the song 'Reverie' By Isaac Gracie, and decided to design a museum exhibit about dreams, since the word reverie means 'a dream or daydream.' It's a song by an artist I've been listening to quite a bit this fall. The song itself is about the artist daydreaming about someone he's lost, but I decided to twist the idea a bit for the concepts of this project, making it a little bit easier to use for a museum exhibit. I wanted the vibe to be dreamy, hence the pastel colors and opaque objects and I wanted to stretch myself and use linework, hence the hands and other brand elements.

I'm someone who never thought I would do well with a conceptual piece, but I felt that I did a pretty good job on this piece, and I'm super proud of what I created.

So, enjoy Reverie.

Brand Strategy

Reverie is a museum exhibit on dreams hosted by the American Museum of Natural History in New York City. This event will be sponsored by the museum, and will give people an inside look into what dreams are and what causes them. There will be an interactive inside look into what causes dreams, including a simulation of the brain, artwork that has been inspired by dreams and explanation on the interpretation of dreams, as well as a history of dream interpretation.

The cost of the exhibit is included in the fee to enter the museum, but tickets must be requested and VIP tickets can be purchased for a fee of \$25.

This event is important because it helps people to understand the brain and why we dream about the things we dream about. It will also discuss daydreaming, something that is not always discussed when this topic is brought up. The event hopes to accomplish a better understanding of why we dream and what that means. This exhibit aims to combine art, science and factual information about dreams to create a unique experience.

Audience Persona

Meet Kathryn

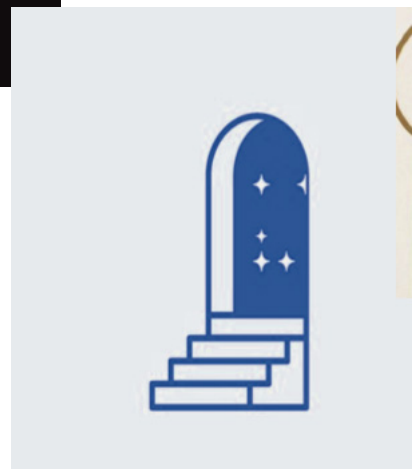
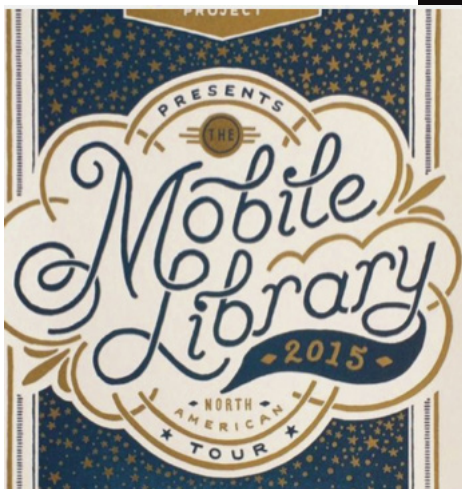


Meet Kathryn. Kathryn is a college student in NYC, who loves exploring, visiting different museums, art, and learning more about the world around her. Reverie is interesting to her because she loves art and the idea that art and factual information about dreams could be combined is incredibly interesting to her.

Kathryn is a huge fan of Isaac Gracie, so when she heard that he was going to be featured in the exhibit's opening, she was immediately excited. Kathryn immediately knew that she wanted to attend the exhibit when she heard that Isaac Gracie was coming, and she plans to come and bring several of her friends.

Visual Research

The visual research for this project was inspired mostly by large typography, dreamy images in and star-related images. I also was looking at images that had a little bit more of a leaning towards illustration.

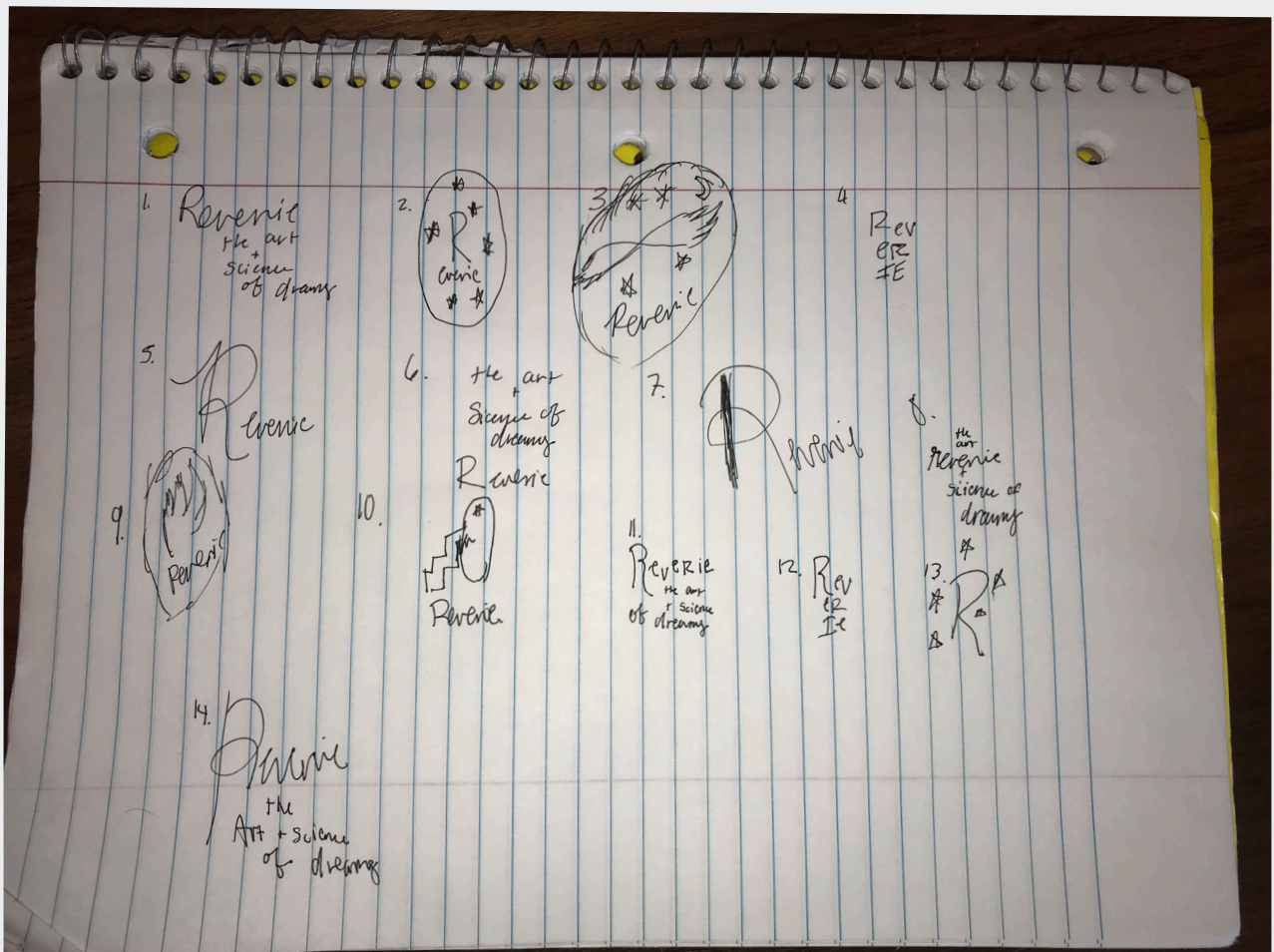


Sketches

Logo Roughs

When creating sketches for Reverie, I wanted to try different styles of more typographic logos. I wanted the focus to be more on the elements within the design.

I really enjoyed working on these and I found it so fun to sketch out the logos, however, I felt as though I wasn't able to really streamline them until I got into the computer.



Iterations

For some areas of this project, I had no issue with the iterations, however, with areas of the mailer and parts of the poster, I truly did struggle with it. I wanted them to stand out in a different way and I wanted people to see a unique side of this design.

I love how the hand-drawn elements turned out against the more structured font, I also felt like the colors looked much dreamier when all put together.

Iterations

Logo Roughts

Reverie

The Art and Science
of Dreams



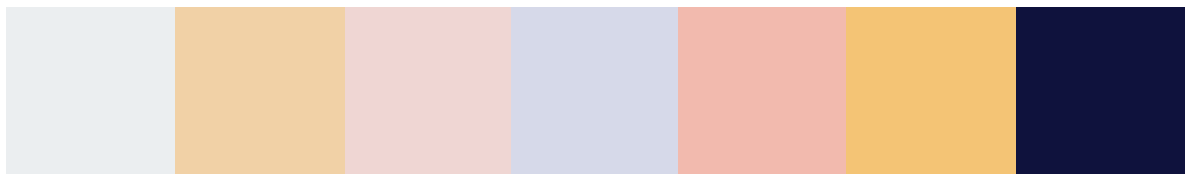
Iterations

Logo Refinement and

Brand Elements

Reverie

The Art and Science of Dreams



Iterations

Poster Roughs

*The New York Museum of
Natural History presents:*

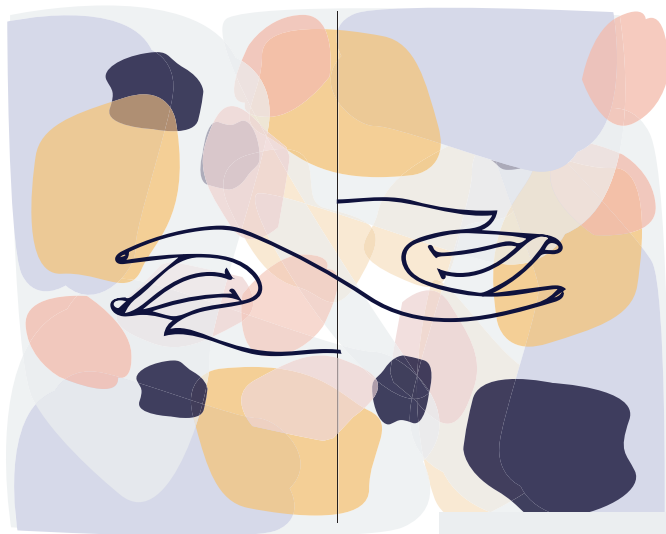


*Open the door to your understanding
of dreams....*

November 18th 2018 to January 28th 2019

Iterations

Mailer Roughs



Featuring:

*Open the door to your understanding
of dreams....*

*The New York Museum of
Natural History presents:*

Reverie

The Art and Science of Dreams

Iterations

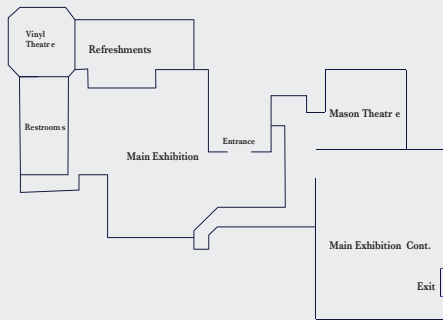
Event Roughs



Iterations

Event Handouts

Map



*We hope you enjoy your
discovery*



Featured Exhibitions

Science and Research:

"An Introduction and history of Dreams" by Jonathan Scott

"Notes on Dreaming Through the Ages" by Jason Wilkins

"A Comprehensive Study on Reverie: Understanding Sleep and Dream States" by Jennifer Waters

Art and Music:

"A Dream or A Wish", Sculpture by Henry Go Idrich

"A Unique State of Being", Painting by Alex Statham

"Reverie", Music featured by Isaac Gracie

"An Interaction with the Human Brain" in interactive exhibition by Leanne Waters

"Dreams for Future Use" A film by Annie Asker

Schedule

9:00 AM
Exhibition opens

11:45 AM
"Dreams for Future Use"
Showing #1
Vinyl Theatre

12:00 PM
Light Refreshments

2:00 PM
"Dreams For Future Use"
Showing #2
Vinyl Theatre

2:45 PM
Live presentation from Jason Wilkins, Author of "Notes on Dreaming Through the Ages"
Mason Theatre

3:30PM
Live music from Artist Isaac Gracie, featuring his song, Reverie
Vinyl Theatre

Final Solutions

Brand Elements



Reverie

The Art and Science of Dreams



Sunshine Script

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz

Ahellya

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz

Baskerville Semi-Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

Final Solutions

Poster

*The New York Museum of
Natural History presents:*



Reverie
The Art and Science of Dreams

*Open the door to your understanding
of dreams....*

November 18th 2018 to January 28th 2019

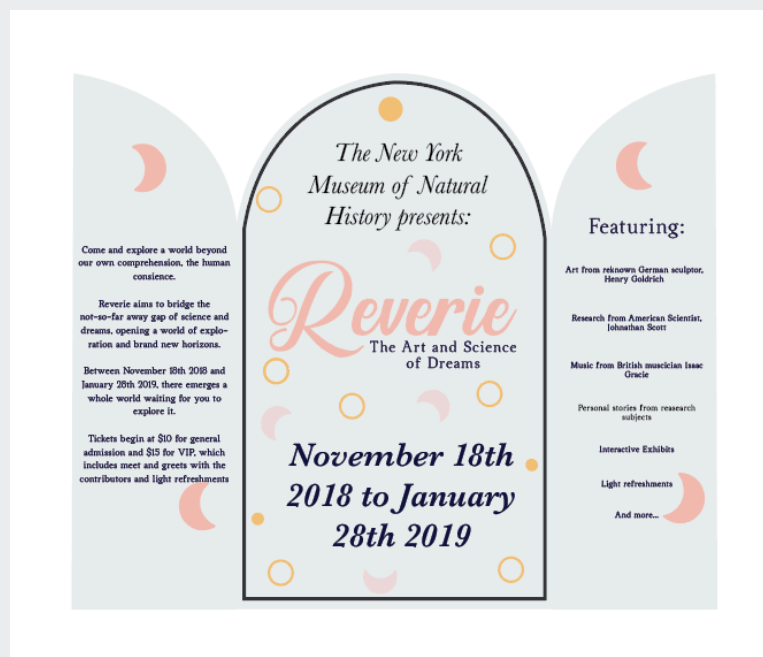
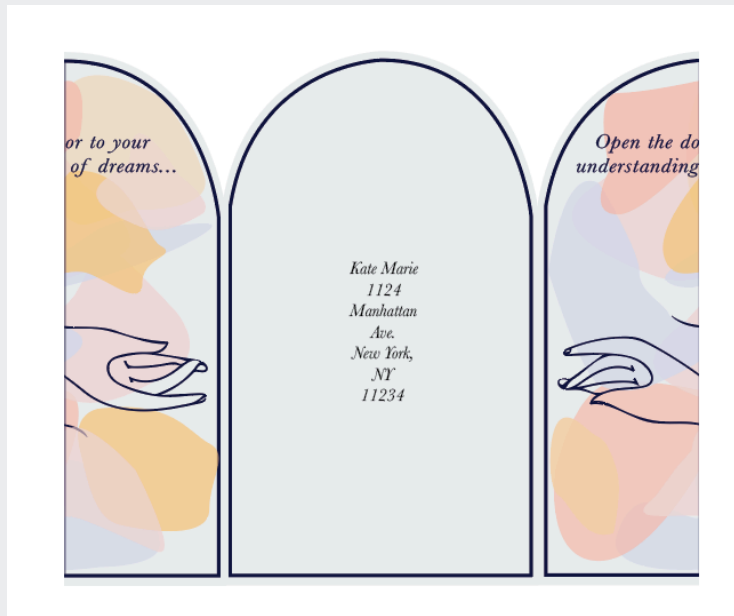
Final Solutions

Poster Mockup



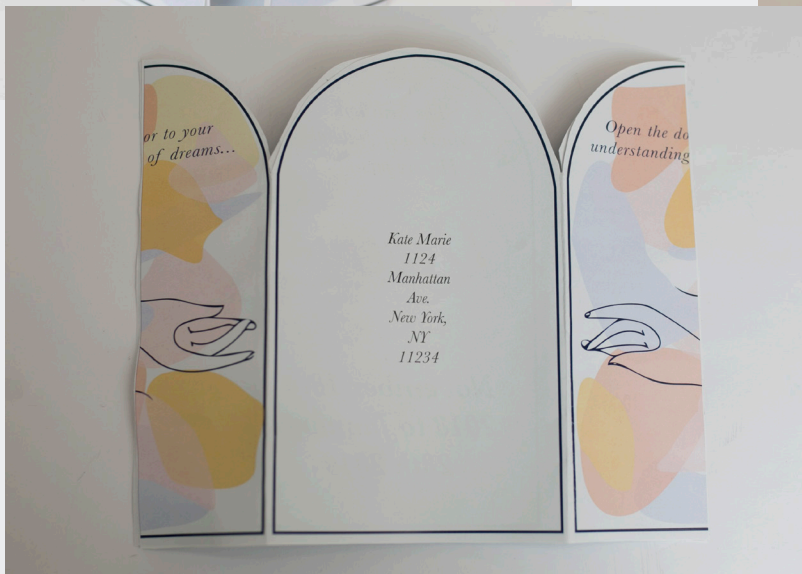
Final Solutions

Mailer



Final Solutions

Mailer



Final Solutions

Event Promotion and Tickets



Final Solutions

Event Promotion and

Tickets



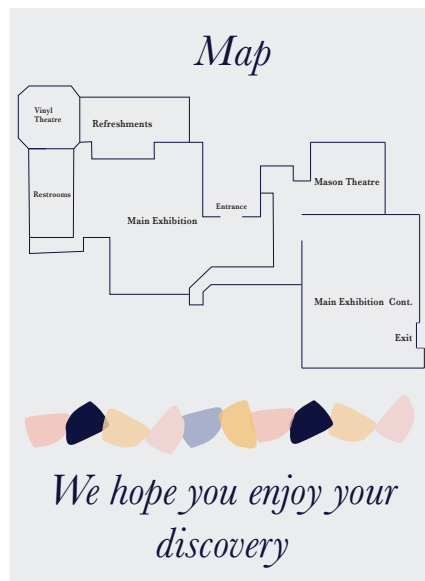
Final Solutions

Event Promotion and Tickets



Final Solutions

Event Handout



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Vinyl Theatre
- 12:00 PM
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- 2:00 PM
"Dreams For Future Use" Showing #2
Vinyl Theatre
- 2:45 PM
Live presentation from Jason Wilkins, Author of "Notes On Dreaming Through the Ages"
Mason Theatre
- 5:30PM
Live music from Artist Isaac Gracie, featuring his song, Reverie
Vinyl Theatre

Final Solutions

Event Handout



Project Defense

Being able to work on this project was so much fun, and it really did stretch me in different areas. I've always struggled with illustration and feeling as though my work is not creative enough, but I think this project truly stretched me creatively and forced me to step out of my comfort zone.

I loved my use of color in this project and I feel as though the elements within it are professional and very unique.

The thing I struggled with the most on this project was my motivation, as it is the end of the semester. I think it was hard for me to stay motivated after coming off of thanksgiving break and with finals coming up, but I think that this project was so fun overall and that I was able to pull off something that I am really proud of.