

Looking

AND
THINKING
AT THE
MUSEUM



A hands on experience in communication design.

Design is no good if doesn't clearly communicate.

While in DC, you are asked to look at more than just the masterpieces around you. I am asking you also to consider the role of a designer in the museum institution.

You have several actions I want you to take in EACH gallery. You will bring all this material to class and respond to questions on your blog.

1. Find a map of the museum.

- Based just on the map, what can you learn about the museum? What useful information is included? What do you feel is missing?

- Does the **DESIGN communicate the feel of the museum & it's collection?** What fonts are used? How legible is

the type and layout. If you had poor eyesight, could you decipher it?

- Now, choose a work of art from the collection and then go attempt to find it in the museum using the map. How successful were you in finding it? Did the map help or hinder you? How could you make it better?

2. Look at the signage/posters

- Photograph or draw 3 examples from around the museum.
 - What is their function?
 - What does the DESIGN communicate about the museum and it's collection?
 - What fonts are used? Are they consistent with those on the map?
 - If a work of art is used, is it cropped? Where is the text located in relation to the signs.

3. Visit the Gift Shop

- Designers are responsible for creating many products with the images from the collection. Choose two objects with artwork from the collection. Photograph. Why did you choose these objects? What did the designer have to do to create these?

Where to be when:

Freer & Sackler Gallery	10-11
Hirshhorn	11-12
Check in at NGAcafe	12:15-1:15
NGA	1:30-3:45
Back at Drop point	4:00

The minimum number of people in your group?

3

Don't miss these!

- Vermeer at the National Gallery West Wing - ticketed event
- Mark Bradford: Picket's Charge at the Hirshhorn Museum
- AI WEIWEI: TRACE AT HIRSHHORN
- Subodh Gupta: Terminal - Freer/Sackler Gallery - Sackler Pavillion