

# EDUCATION BRANDING

How do Museums attract children?

- A separate children museum / department for children within a museum.
- Special programs / events during school holidays.
- Education programs (could be paired with schools).
- Interactive exhibits / activities that engage children into specific artist or art genre.
- Digital and technological elements that combine art and hand-on engagement.

Example's from various museums:

## **Children's Museum Indianapolis**

- Exhibits focus on hands-on learning. For example, within the archeological area they allow kids to engage within the exhibit by digging up for fossils. The Museum offers over 120,000 artifacts to discover and analyze.
- This Museum also has a HUGE outdoor presence with Mutiple areas for outdoor activities.
- Indoor exhibits are also very impressive, each exhibit perfectly captures its correlating theme and content utilizing color schemes and implements technology towards hands-on engagement.

## **Please Touch Museum**

- This Museum provides exhibits that can be felt and engaged tangibly, different from the traditional aspect "no touching/crossing lines". Although The Dali Museum holds artwork that need to be preserved, maybe creating an area that allows people to engage and "touch" would be a refreshing installment.
- Looking at the layout of both the museum and its digital presence online, both have a correlating high-color attitude. Bright and exciting, utilizing the entire spectrum of colors. The Museum had also gone through an entire re-branding phase and this is apparent through its name change and interior rebuild.

## **Liberty Science Center**

- Liberty Science contains a plethora of activities from rock climbing, live animals, planetarium, etc. These are all elements that appeal to children.
- Aside from the various activities, each exhibit follows a very sleek, professional, and clean look towards its environment, yet younger kids still Hoover back for more. This offer's the idea that a museum can appeal towards kids without having to present itself

as mainly “kid friendly” or following distinct color schemes as discussed in color psychology.

### **Museum of Science + Industry**

- Another example of a Museum that highlights every exhibit with an element of being “hands-on”.
- They also have very interesting exhibits that explore other mediums outside of just art and science, for example they have a “communication” exhibition that investigates different ways to express oneself through written, spoken, gestural, symbolic, electronic, and digital etc... perhaps creating an event / exhibit that explores a small subject within Dali’s art and exploiting it to appeal to both children and adults?

### **Reflections**

- After researching a few museums, I have analyzed in trend in utilizing small elements within subjects be that art or otherwise. These elements can be exploited and correlated with things such as individuality, elements of the human conscious, acceptance, self-improvement, etc. All applicable to education branding!
- Utilizing outdoor spaces can also provide more room for “hands-on” exhibits, events, or activities without compromising or tampering within the interior of the Dali Museum or the compromising the safety of the art. Thus, creating somewhat of a “safe space” for kids – adults to explore Dali’s work. (botanical garden?)
- Going back to utilizing elements from Dali’s art and exploiting them, maybe using Dali’s interest and influence of science (Sigmund Freud) and having activities / events that focus on that? Kids love science! Another opportunity for some hands-on stuff.
- Exhibit, events, or activities that dive into the different animals within Dali’s art?
- Art Classes? Considering the complexity of Dali’s art and how to exactly create Surrealist art towards younger children -> “Collage Project” have kids use magazine cutouts, or cutouts in general, and allow them to create their own “surrealist art” through collage style? Could be a part of an event or could even be applied towards advertising?
- Looking into color schemes/ fonts/ and images used by various museums geared towards kids, there is repetition when it comes to bright colors, cartoon images, and playful themes/tones. This is seen not only throughout the interior of the museum but also within their online presence and marketing tactics.

### **BRANDING IDEAS:**

- One idea I had was to incorporate a child-like font onto the already existing logo. For example, **Portland's Children Museum** implemented this concept by having the “Museum” font within

their logo generated as scribble: <https://www.portlandcm.org> This would be very effective if we were trying to conserve the integrity of the original Logo.

- It would also be effective if we introduced a link onto our website that would lead to all events/activities kid friendly or specified. If need be, this could be our chance to create such a page along with social media pages that correlate. Given we have enough content to go with it.
- As far as website development goes, just as I mentioned above, many museums incorporate the entire color spectrum within their content and web development. I also noticed some sites change their theme based on season/holidays. For example: <https://www.cmhouston.org>