TARGET

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Research & Process
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Project Brief

This college project originated a little differently from the final outcome. The first step was to research a randomly assigned genre of literature and then create an exhibition based on the design themes that surround that.

I was assigned Historical Fiction. On the next few pages, you will find mind maps, matrices, mood boards (for topics) and survey results. All of these combined with my interest in environmental graphic design to adapt the project into what it became.
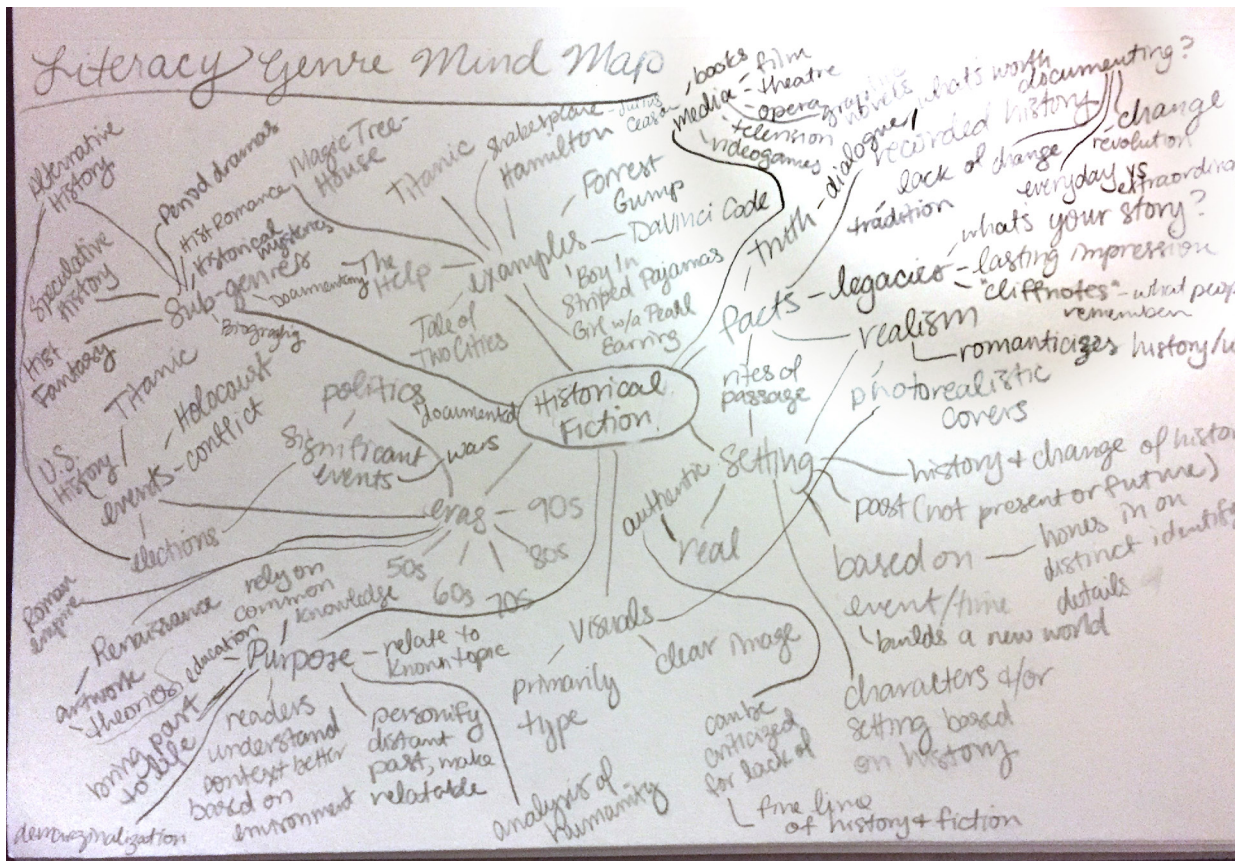
Visual Genre » Historical Fiction

Historical Fiction presents a story set in the past, often during a significant time period. The time period is an important part of the setting and often of the story itself. May include fictional characters, well-known historical figures or a mixture of the two. Close attention is paid to the details of their stories (settings, clothing, dialogue, etc.) to ensure that they fit the time periods in which the narratives take place.

In some historical fiction, famous events appear from points of view not recorded in history. Other times, the historical event or time period complements a story's narrative, forming a framework and background for the characters' lives. Sometimes, historical fiction can be for the most part true, but the names of people and places have been in some way altered. *www.goodreads.com/genres/historical-fiction*

Negative Space/ Layout	Typography	Fictionalization	Graphic Elements	Illustration	Photography	Texture	Setting/Events	Color
· Text large and impactful · Imagery secondary · Second imagery (see photography section for more) · Text starts at top	· Large and primary hierarchy · Classic typefaces · Serif	· Changes or adds to actual historic events in some way	· Impactful when used · Eye-catching	· Whimsical · Used when photography wouldn't show the time period accurately · Evokes more of the fictional aspect	· Brings in element of reality and authenticity · Foreground/ background, two tiers of images · Evokes historic/ reality	· Added to date the imagery	· Historical in nature · Based on true events	· Earth tones · Blues

Idea Mood Boards

Map Exploration

History of Modern Maps & Visualization

Shopping Displays

Shopping through Eras - food or clothes

Outdoor Tours

Bike Tour of Hidden Gems

Research - Survey

What is your age?	What was your favorite fashion trend growing up? (High school age or younger)	What fashion trends have you seen come back within your lifetime?	Please select any of the trends you currently follow: (check all that apply)	Where do you learn about trends?	What is your favorite way to shop (In-store, online, etc) and why?	Thinking about fashion trends, what historical events do you think of with the fashion that reoccurs today?	Disregarding fashion, do you have any favorite historical, or even current, eras or events?
18-25	I tended to go with the fads, like hair feathers	Headphones (not earbuds)	Pastels, Graphic Tees, Converse	Social Media, Friends, Shopping Displays/What's in the front of the store	In store, so I can try clothes on	Woodstock -> Coachella	Not in particular
18-25	high waisted shorts and jeans	mom jeans	Scrunchies, Pastels, Graphic Tees, Athleisure, Oversized Shirts/Sweaters, Jumpsuits/Rompers	Social Media, Friends, Celebrities	online because it's easy		
18-25		70's trends, platforms, 90's grunge	Graphic Tees, Converse, Doc Martens, Chokers, Oversized Shirts/Sweaters, Overalls, Jumpsuits/Rompers	Social Media, Celebrities	In store	Woodstock	
18-25	peter pan collars	jeans under skirts (ick)	Scrunchies, Blazers, Pastels, Chokers, Oversized Shirts/Sweaters, Overalls, Jumpsuits/Rompers	Televisions Shows, Social Media, Friends, Shopping Displays/What's in the front of the store	in store	1920s drop waists	there is so much context here
18-25	thick headbands, layering shirts, "shrug" sweaters	scrunchies, fishnets, chuck taylor's, floral prints	Blazers, Graphic Tees, Athleisure, Converse, Oversized Shirts/Sweaters, embroidery	Social Media, Friends, Shopping Displays/What's in the front of the store, seeing what students are wearing around campus- many are much more fashion forward than I am	in store to try things on- theres something great about shopping at home but return policies stress me out	the very 90s patterned, oversized, overalls, graphic tees, etc. remind me of antiestablishment and anarchist movements a little- but mostly just generally the 90s	I love the 60s, woodstock timeperiod with floral everything and flowy bohemian with tiny prints and a wide variety of colors
18-25	It's changed too often! No specific favorites, but what I liked early middle school was more gothic/punk (but not too gothic? Think Avril Lavigne, maybe), high school was skinny jeans paired with a cute blouse.	Folded off the shoulder tops	Scrunchies, Fringe, Blazers, Pastels, Graphic Tees, Branded Clothing (Nike, PINK, etc), Converse, Oversized Shirts/Sweaters, Jumpsuits/Rompers, High waisted skirts	Social Media, Friends, Celebrities, Shopping Displays/What's in the front of the store	Both have their own advantages/disadvantages and it depends on my mood! In store is nice to get to try stuff on, but it takes so much longer to search through clothes. Online is just quicker and you get to see what outfits look like when they're on people, but it's difficult to judge whether it would look good on yourself. It's also nice to just shop online in the comfort of your own home, and not take extra time to go out looking for clothes.	N/A	Roaring 20s, modern boys and modern girls
18-25	Combat boots	Chokers	Doc Martens, Chokers, Oversized Shirts/Sweaters, Overalls, Jumpsuits/Rompers, big earrings	Social Media, Friends, Celebrities, Shopping Displays/What's in the front of the store, Blogs (does this count as social media?? idk)	Love browsing online because it's easier, but prefer to try on in store because my sizing is challenging	Lots of 70's inspired warm colored, wide-legged pants, bell sleeves....	the 70's! And 90s.
18-25			Scrunchies, Graphic Tees, Converse, Oversized Shirts/Sweaters	Friends, Shopping Displays/What's in the front of the store	In store so I can try the clothes on and see how they look on me		
46-55	Layering Oxford shirts with polos and popping collars	Mini skirts, clogs, boho	Athleisure, Oversized Shirts/Sweaters	Shopping Displays/What's in the front of the store	Online - hate to shop	Not sure	No
18-25			Graphic Tees, Athleisure, Oversized Shirts/Sweaters, Jumpsuits/Rompers	Social Media, Friends	in- store so I can try on the clothes and see them in person first		
18-25	Fringe on the hem of my jeans	Scrunchies, hair glitter, Cropped tops, tanks over t-shirts, 90s matching outfits (pants and tops)	Scrunchies, Blazers, Graphic Tees, Oversized Shirts/Sweaters	Televisions Shows, Friends, Pinterest and YouTube fashion bloggers	Online- I hate trying on clothes and I get to see every single item offered when I shop online	I don't understand this question	90s tomboy aesthetic, 60s mod makeup
18-25	Camis under shirt to make layers	Scrunchies	Scrunchies, Converse	Social Media, Friends, Shopping Displays/What's in the front of the store	In store to try stuff on	Woodstock	1920s fashion
18-25	60's	60's on	Athleisure, Branded Clothing (Nike, PINK, etc), Converse	Social Media, Shopping Displays/What's in the front of the store	Instore		20's
18-25	Gauchos	Faux fur and flat forms	Graphic Tees, Athleisure, Branded Clothing (Nike, PINK, etc), Converse, Oversized Shirts/Sweaters, Jumpsuits/Rompers	Televisions Shows, Social Media, Friends, Celebrities, Shopping Displays/What's in the front of the store	Stores so I can try them on		
18-25	Denim	Flared jeans, scrunchies	Pastels, Graphic Tees, Athleisure, Branded Clothing (Nike, PINK, etc), Converse, Oversized Shirts/Sweaters, Overalls, Jumpsuits/Rompers	Televisions Shows, Social Media, Friends, Celebrities, Shopping Displays/What's in the front of the store	Both. In-store if I'm at home but online while at school.	Fringe with the 1920's, converse with the 50's	80's/90's fashion, post WW2, 1920's

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46-55	izod and ocean pacific	Bell bottoms	Blazers, Jumpsuits/Rompers	Social Media, Shopping Displays/What's in the front of the store	Both depends what I am looking for I can locate my size.	Bibs remind me of a show called he-haw / white bell bottoms John travolta in Saturday night fever	I like the makeup trends now
18-25	Scrunchies	Boot cut jeans	Pastels, Athleisure, Branded Clothing (Nike, PINK, etc), Doc Martens, Oversized Shirts/Sweaters, Jumpsuits/Rompers	Social Media, Celebrities, Shopping Displays/What's in the front of the store	In store	Decade inspired fashion (70s, 80s, etc.)	American revolution era
18-25	Denim on denim	Flare Jeans	Fringe, Pastels, Graphic Tees, Branded Clothing (Nike, PINK, etc), Converse, Doc Martens, Chokers, Oversized Shirts/Sweaters, Jumpsuits/Rompers	Social Media, Friends, Celebrities	Online	Antiwar movement in the 70s	First American woman to go into space
18-25	overalls	scrunchies, jean skirts	Pastels, Graphic Tees, Athleisure, Branded Clothing (Nike, PINK, etc), Converse, Chokers, Oversized Shirts/Sweaters, Overalls, Jumpsuits/Rompers	Social Media, Friends, Shopping Displays/What's in the front of the store	in store because you can find things you didn't even know you wanted (also more sales!)	Woodstock	90s because it's when I grew up and it was just a fun time
18-25	high waisted shorts	mules, gingham, fanny packs, high waisted, chokers, denim jackets, scrunchies	Scrunchies, Blazers, Pastels, Graphic Tees, Athleisure, Branded Clothing (Nike, PINK, etc), Oversized Shirts/Sweaters, Jumpsuits/Rompers	Social Media, Friends, Celebrities, Shopping Displays/What's in the front of the store	instagram because I can see how someone styled the piece	right now the feminist age is influncing fashion a lot. the future is technology AI and sustainability	Reagan era
18-25	Anything Justice	Flare jeans, velvet	Scrunchies, Athleisure, Branded Clothing (Nike, PINK, etc), Converse, Oversized Shirts/Sweaters, Jumpsuits/Rompers	Social Media, Celebrities	in-store because trying on clothes	woodstock, 90s	90s!
18-25	scarves with everthing		Blazers, Pastels, Athleisure, Branded Clothing (Nike, PINK, etc), Oversized Shirts/Sweaters, Jumpsuits/Rompers	Social Media, Friends, Celebrities	in stores because that way i can try things on and evaluate quality	80's	

The survey was originally intended to connect fashion trends over several decades and to create clothing displays (potentially in Macy's) for significant historical events. However, my survey revealed that the only major event where clothing connected to historical events in peoples' minds is Woodstock.

I decided to pivot and open up to a store with many departments - Target. Target's playful and quirky brand made it a perfect backdrop for this fictional campaign. Besides, who doesn't want to get a little distracted inside Target?

A small example of proposed displays

Department	Event in History	Date	Medium
Kids	Wright Brothers First Flight	Dec 17, 1903	Airplane Kid's Decor
Pets	Presidential Dogs?	1953-Present	Bandanas, Collars/Leashes, Toys
Cards	Pony Express	1860-1861	Letters, Stamps
Office	Constitutional Convention	May 25, 1787	Desk, Pens, etc
Beauty	National Parks	Mar 1, 1872	Beauty Products into natural scenes

Cart Stand Iterations

Title of Event

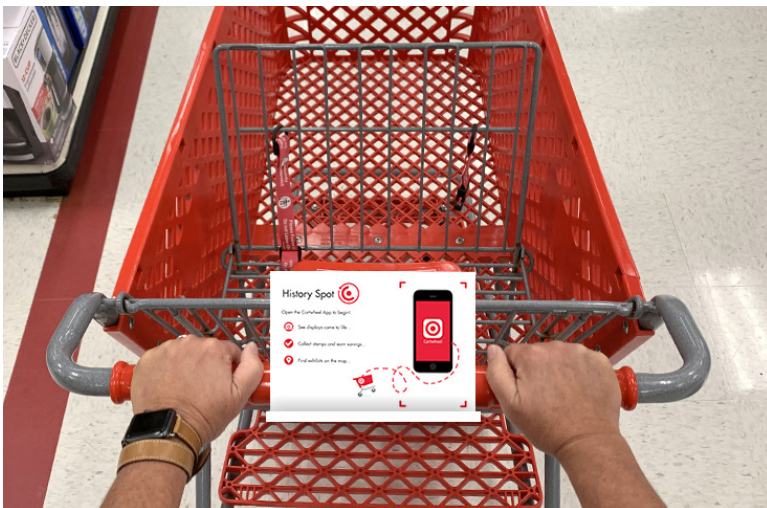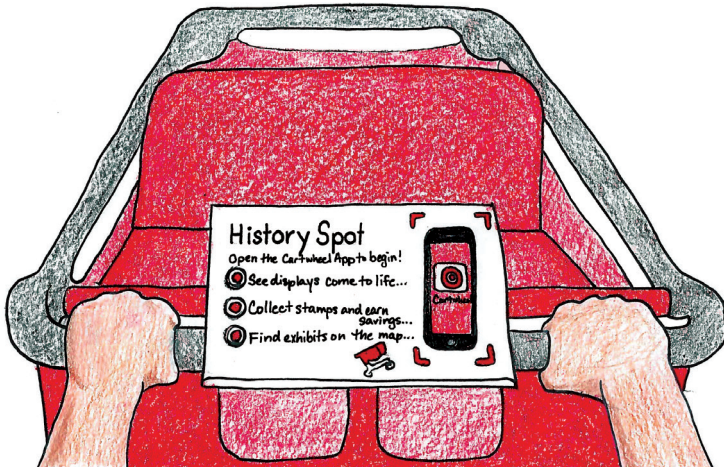- See displays come to life...
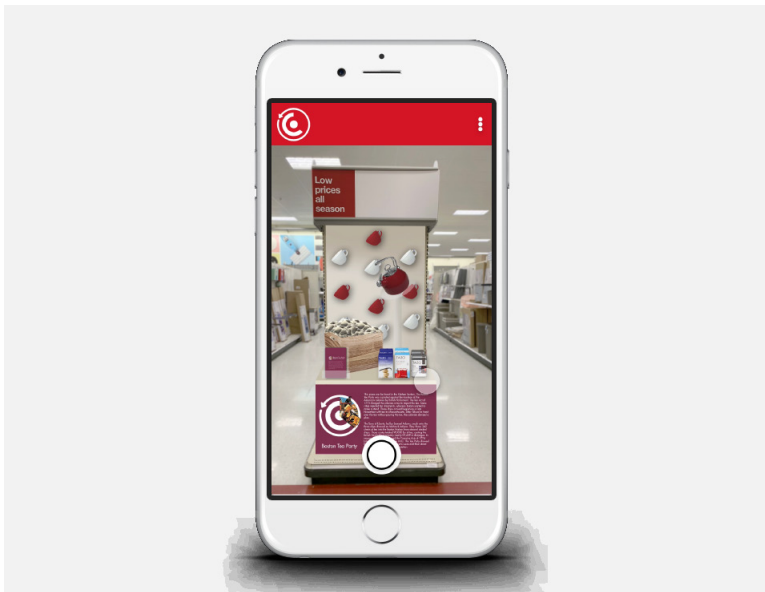- Collect stamps and earn savings...
- Interact with store map...

Open the Cartwheel App to begin!

Cartwheel App

Home	Instructions	AR Screen	Passport
Intro/Earn Savings	Camera Lens	Camera Lens	Front cover
Rules	Event Descriptions	Event Descriptions	Page for each display
?	Reccommended Products	Reccommended Products	Back Cover/ Savings Revealed
			Search

Scroll down for more!

Boston Tea Party
This piece can be found in the Kitchen Section. The Boston Tea Party was a protest against the taxation of the American colonies by British Parliament. The Tea Act of 1773 charged the colonies a tax to import the tea. Some cities rejected tea

Read More

Featured Products

Tazo Iced Passion...
$3.29

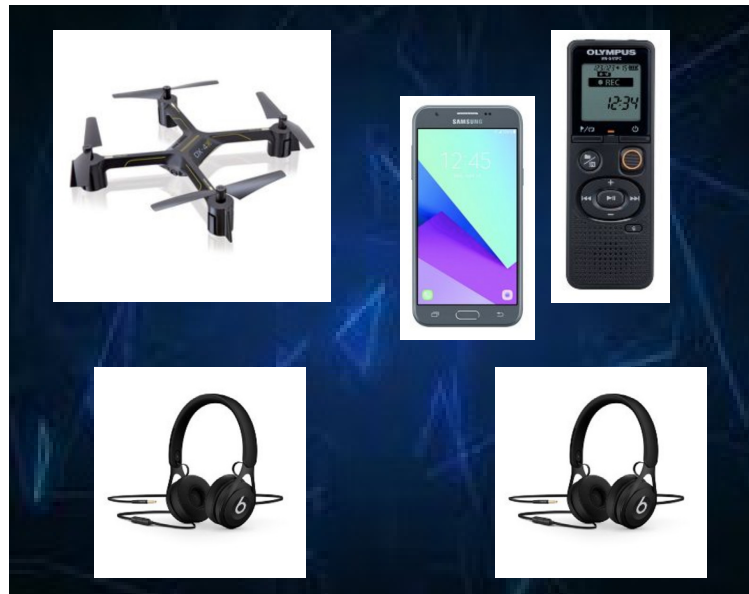Tazo Berry Trifle...
$2.99

Display Mock-Ups

Boston Tea Party

Moon Landing

Watergate

Boston Tea Party - Progression

Target Product Assortment

Initial Sketch

Photoshop Rendering