

SUMMARY

Graphic design for the exhibition „Magical Realism of Kopli“ in Kalamaja Museum

This work has two purposes: give overview of the role of graphic design in exhibitions and secondly, describe and analyze the creative process of the exhibition „The Magical Realism of Kopli“.

First part of the study opens with the history of museums and museal graphic design and is focused on the role and influence of graphic design in exhibitions. Analyzing them through Rob Carter's „typographic resonance“ and Margaret Hall's design idiom theory, it appears that graphic design has a much more important role than we initially assumed. Graphic design not only helps us to see the content of the exhibition, but also helps to form the narrative – and is therefore a part of the content of the exhibition.

Second part gives a detailed overview of the creative process. It analyzes the principles by which the design is made, how and why the colour blue becomes the visual center of the exhibition and therefore inspires to make cyanotypes for posters, banners and illustrations for the exhibition. An in depth analysis of typography and layout design is given, along with the description of compromises and setbacks that came along.

I would like to thank the exhibition curator Hannele Känd, room designer Linda Zupping and Kalamaja museum for this wonderful opportunity. I am also especially thankful for the help from my supervisors Jaanus Eensalu and Rihhard Krüüner.