



SUPERHERO
School

JANINE NATALIE B. EDOVAS

CAPSTONE 2023 | 100% DESIGN DOCUMENTATION
FIT MA EXHIBITION & EXPERIENCE DESIGN

EX-00-00

GENERAL

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MY SUPERPOWER



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Superhero School



SITE
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KEY PLAN

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EXHIBIT EXECUTIVE SUMMARY

EX-01-00



Superhero School is not your typical school. It is where kids of diverse cognitive abilities discover and harness their strengths, where they learn that being different is a superpower. With the guidance of their mentors, kids save the earth from climate change while engaging in Science, Technology, Engineering, and Mathematics (STEM).



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CONCEPT DIAGRAM

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CONCEPT DIAGRAM

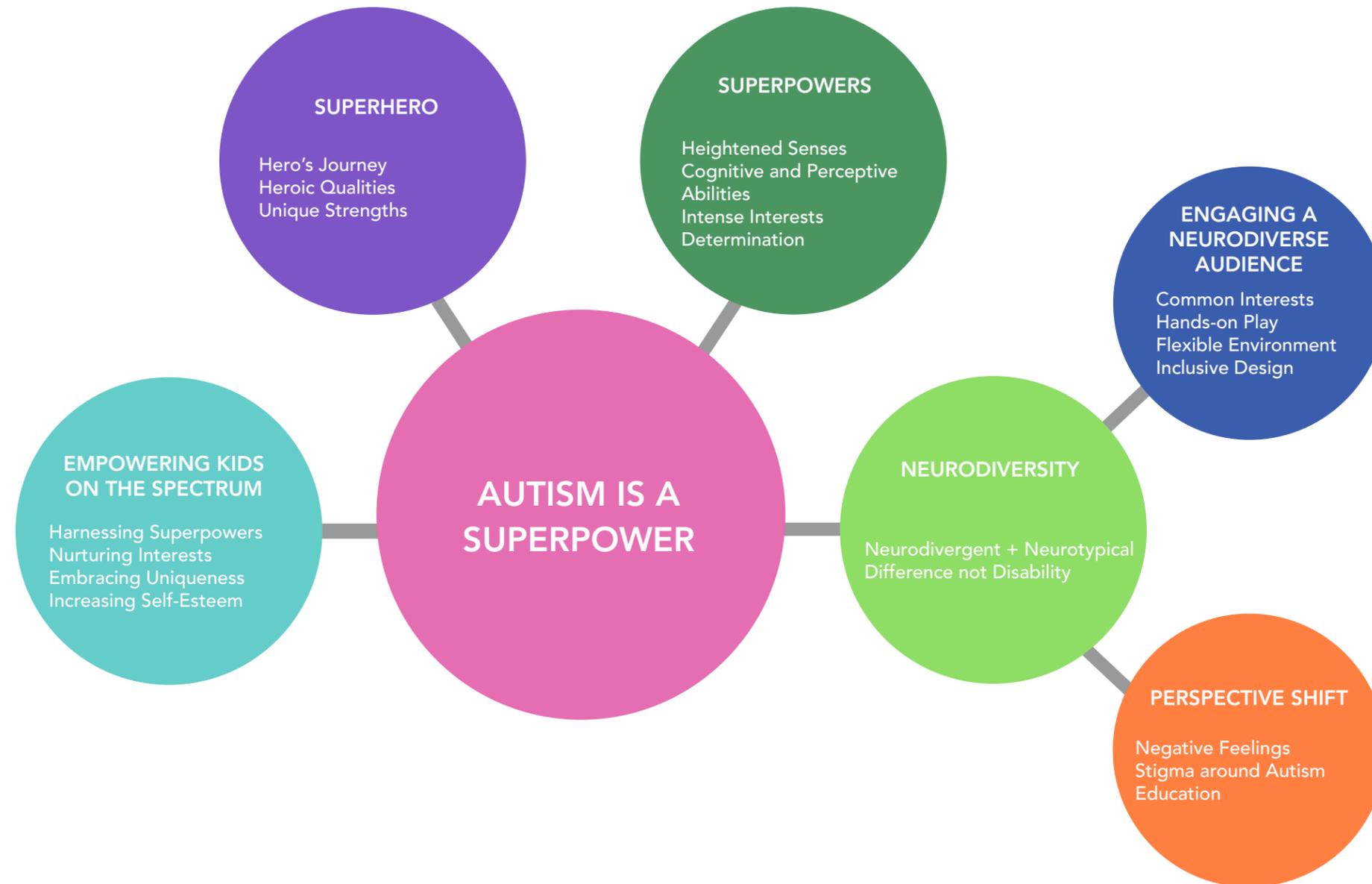
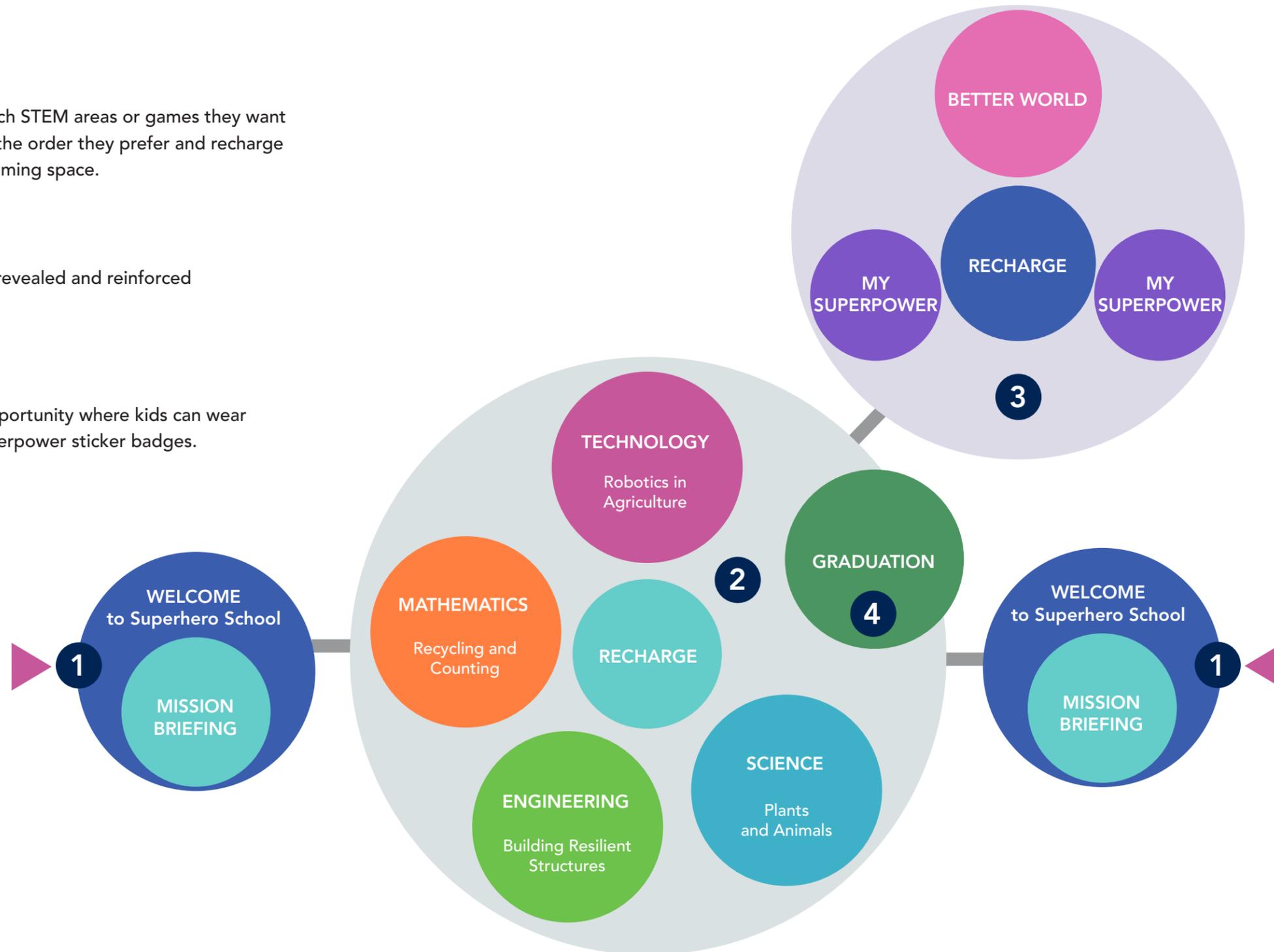


Diagram description

VISITOR EXPERIENCE DIAGRAM

- 1 INTRODUCTION**
The exhibition can be started from either of the opposite entries.
- 2 TRAINING**
Visitors can choose which STEM areas or games they want to play. They can go in the order they prefer and recharge anytime they need a calming space.
- 3 REVELATION**
Their superpowers are revealed and reinforced at The Ellipse.
- 4 GRADUATION**
It ends with a photo opportunity where kids can wear costumes and their superpower sticker badges.



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VISITOR EXPERIENCE DIAGRAM

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KEY PLAN

KEY CONTENT
OUTLINE

SCALE

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EX-01-04

KIDS

SAVE THE EARTH

Help fight climate change with your superpowers!

Biodiversity

I-Spy Animals and Plants
Matching Habitats

Coding

Robotics in Agriculture
Robot Design

Building

Floodwall
Wind Farm

Numbers

Trash Sorter
Counting Recyclables

Superpower

Discover your superpower

ADULTS

NEURODIVERSITY

Diverse cognitive abilities of children on the autism spectrum

Science

Attention to Detail
Memory Recall

Technology

Logical Thinking
Creativity

Engineering

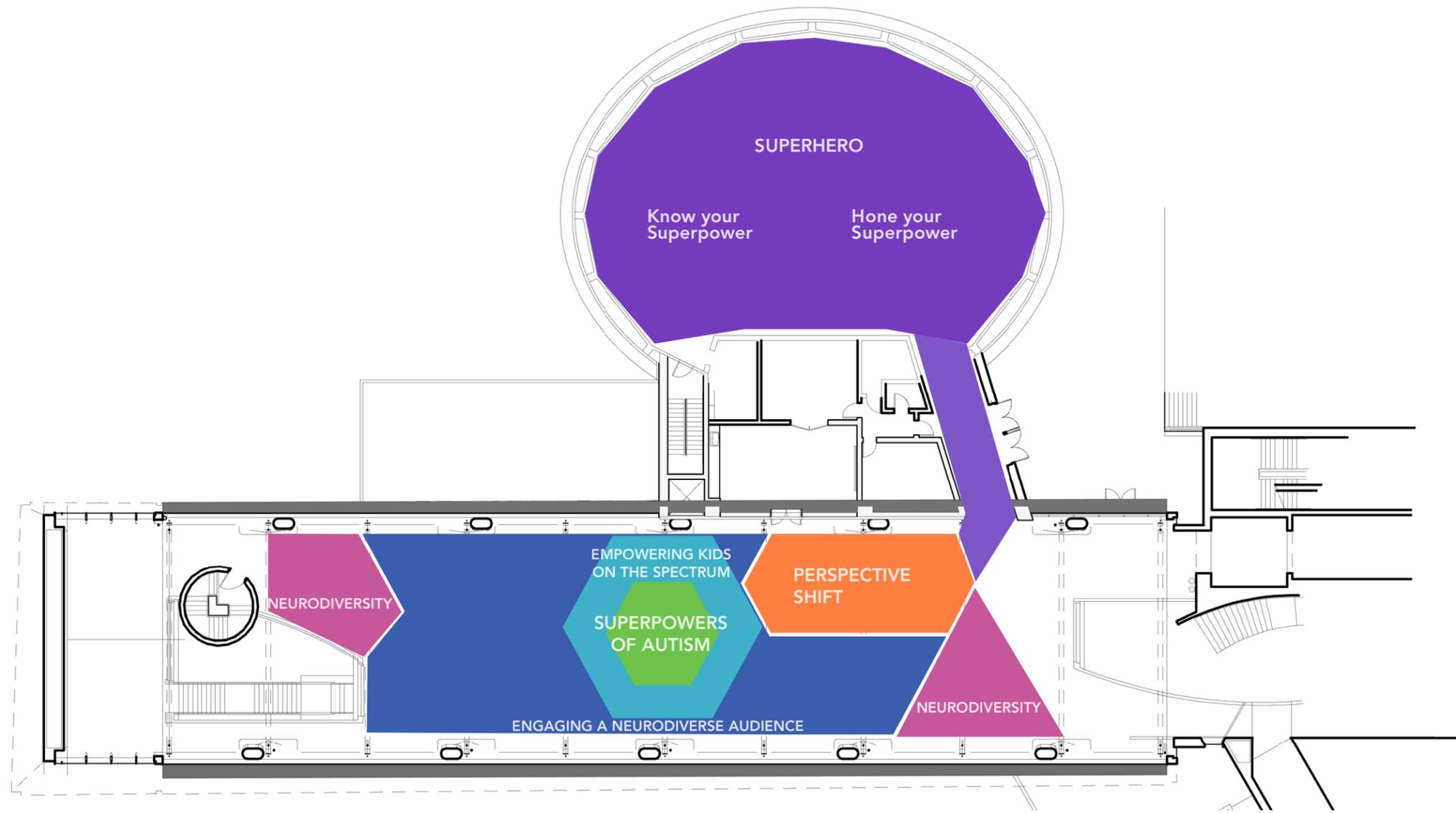
Visual-Spatial Thinking
Problem Solving

Mathematics

Sorting
Counting

Strengths

Being different is a superpower



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CONCEPT BLOCKING DIAGRAM

SCALE
 NTS

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EX-01-05

PROJECT

The exhibition will:

- Serve the mission and vision of the New York Hall of Science (NYSCI)
- Serve the institution’s visitor base including students, families and educators
- Enhance an awareness of autism and promote positive attitudes towards children on the spectrum

EDUCATION

Visitors will learn:

- What neurodiversity is, and that everyone is special in their own way
- How “weaknesses” can be viewed as strengths

EXPERIENCE

Visitors will experience:

- Welcoming environment that accommodates their needs
- Feelings of pride in who they are and acceptance of other kids’ abilities and interests
- A space where they can be themselves and learn about themselves and other kids through multisensory play



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The logo for NYSCI (New York Hall of Science) consists of the lowercase letters 'ny' in a bold, black sans-serif font, followed by 'sci' in a smaller, black sans-serif font, all contained within a red circle.

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KEY PLAN

GOALS

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AUDIENCE

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Primary

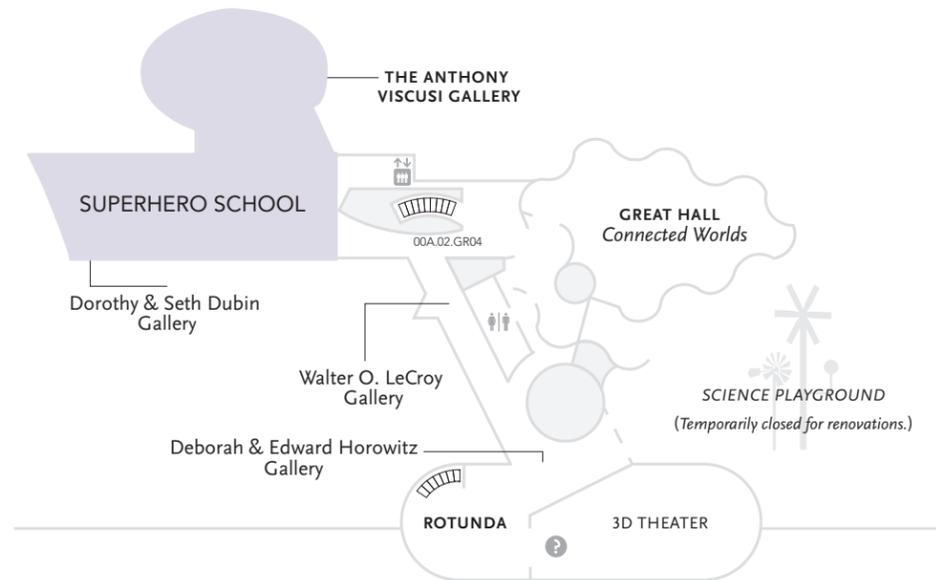
Families with Children on the Autism Spectrum

- New York City residents, diverse population
- Adults ages 21 to 50, facilitator motivator type, including caregivers
- Children ages 4-8 (Pre-K to 3rd Grade), explorers, including siblings
- Different from neurotypical in terms of sensory processing, social communication, and patterns of behavior

Secondary

Families with Non-Autistic Children

- Same demographics and motivator type as the primary target audience
- Neurodivergent other than autistic (e.g. ADHD, dyslexia, and other learning disabilities)
- Neurotypical children whose verbal, physical, social, and intellectual skills develop at an expected pace, order, and level



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NEW YORK HALL OF SCIENCE (NYSCI)

NYSCI was founded at the 1964–65 World’s Fair and has evolved into New York’s center for interactive science, serving a half million students, teachers, and families each year.

MISSION

NYSCI’s mission is to nurture passionate learners, critical thinkers, and active citizens through an approach they call Design Make Play.

NYSCI offers STEM learning opportunities for children with developmental disabilities such as Sensory Playdates—events aimed at giving neurodiverse children ages 4-8 an opportunity to explore science learning together in a communal environment.

PROJECT SPONSORS

The project will be funded by the **FAR Fund** and the **J.E. & Z.B. Butler Foundation** and will be supported, in part, by public funds from the New York City Department of Cultural Affairs in partnership with the City Council, and the New York State Council on the Arts.



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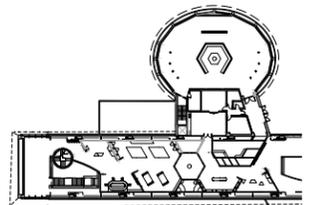
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KEY PLAN



CLIENT & VENUE

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EX-01-08

Inclusion in museums can extend **beyond physical access** to accommodating all audiences including the **neurodivergent** (with conditions such as autism, ADHD, and learning disabilities) through events such as early morning sensory-friendly programs. However, these programs are limited as they only happen occasionally and are very focused on accommodating sensory sensitivities, which vary even among neurodivergent visitors.

A **multisensory exhibition around common interests** can not just accommodate but **engage children across a range of cognitive abilities**, while focusing on visitors on the **autism spectrum**. This approach will **increase their self-esteem** and recognize that their **unique abilities** make them valued members of society.



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KEY PLAN

THESIS STATEMENT

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EX-01-09

A multisensory exhibition around common autism special interests and unique abilities

Like any individual, autistic children have diverse interests and abilities. An interest-themed exhibition can encourage social connections among autistic and non-autistic children who share the same interests. It will also be an experience where children learn about their abilities and use them to solve challenges.



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SUBJECT

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EX-01-10



The S in the logo is made into a symbol similar to the bat signal and spread strategically in subway stations with the 7 train line and at the venue's exterior. This symbol serves as a wayfinding element and a call to action for the budding superheroes.



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 ny sci

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KEY PLAN

RENDERING - WAYFINDING

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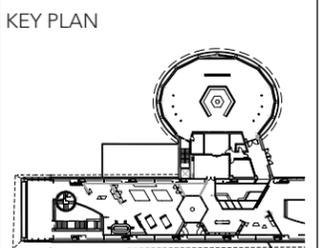
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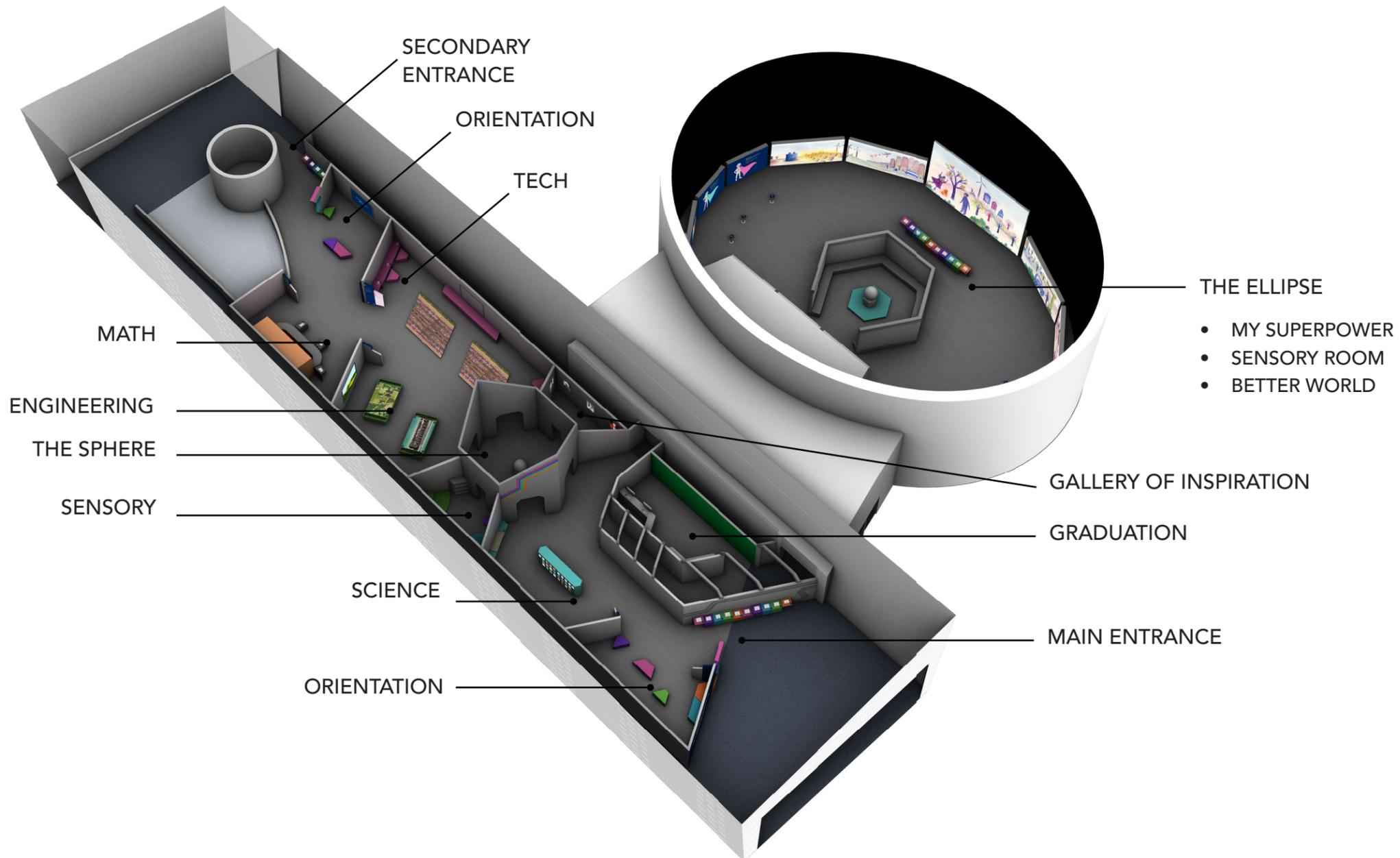


AXONOMETRIC VIEW

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EX-01-12



1 **AXONOMETRIC VIEW**
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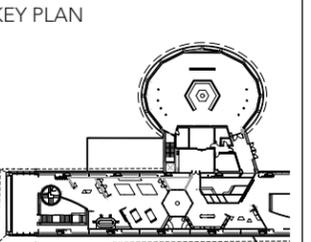
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RENDERING - MAIN ENTRANCE

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EX-01-13



1 PERSPECTIVE - 01A.01.GR01-04
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1 PERSPECTIVE - ORIENTATION & SCIENCE
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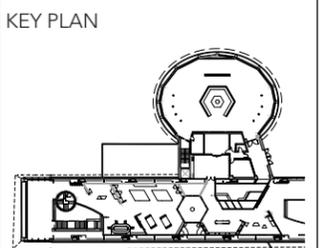
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RENDERING -
 ORIENTATION &
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1 PERSPECTIVE - THE SPHERE
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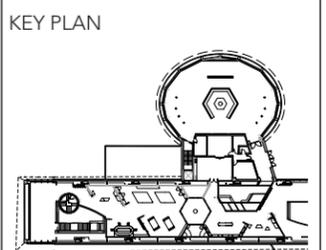
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RENDERING - THE SPHERE

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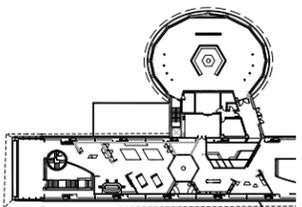
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KEY PLAN



**RENDERING -
SECONDARY
ENTRANCE**

SCALE

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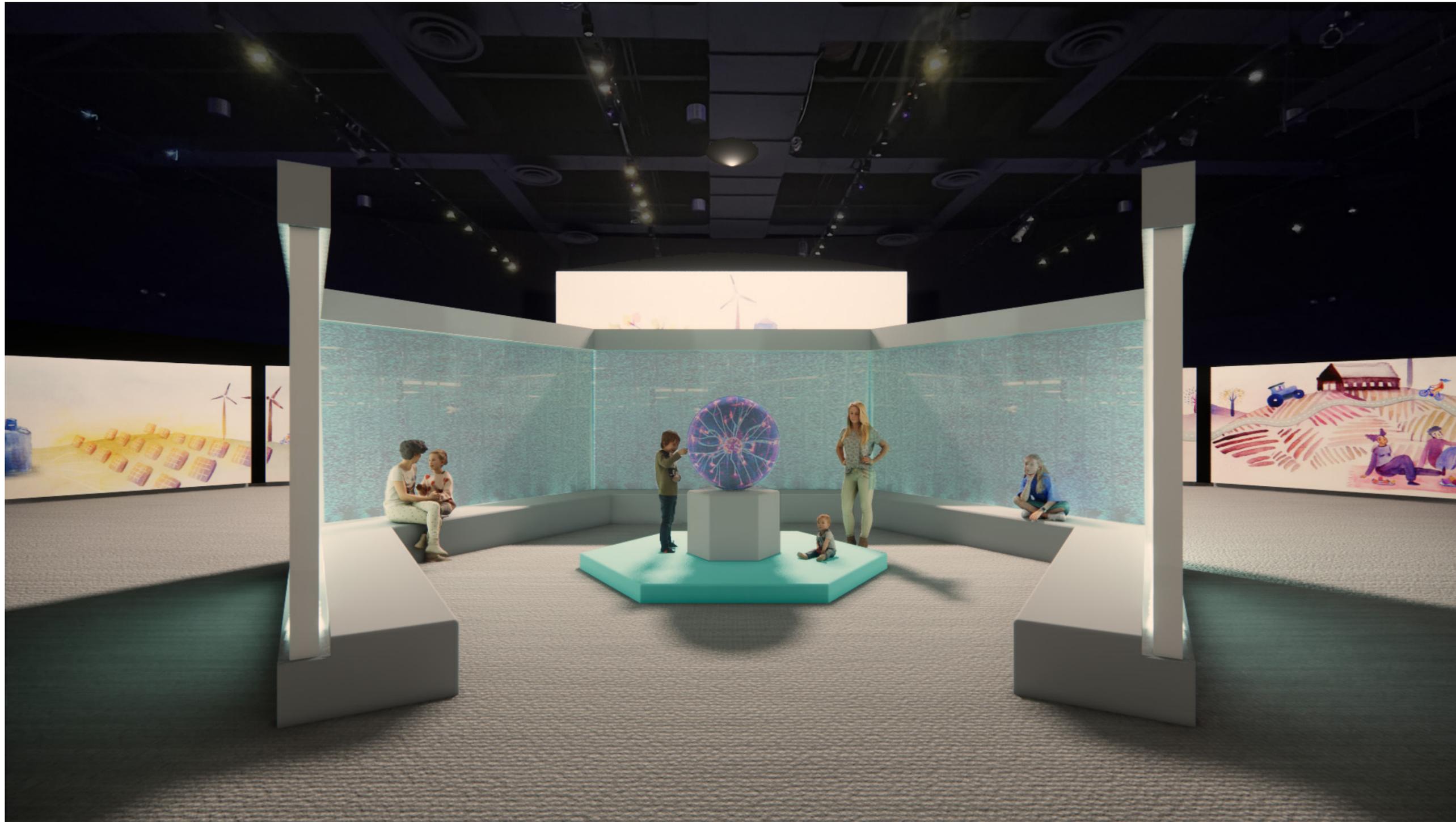
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1 PERSPECTIVE - SECONDARY ENTRANCE
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1 PERSPECTIVE - THE ELLIPSE
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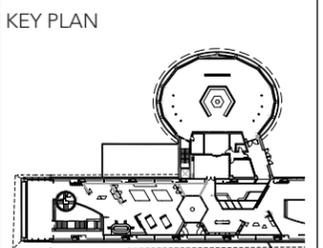
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**RENDERING -
THE ELLIPSE**

SCALE
NTS

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EX-01-17



Illustrations projected on the walls as shown in this rendering were drawn by Yuliya Parshina-Kottas for The New York Times, April 18, 2021
<http://www.nytimes.com/interactive/2021/04/18/climate/climate-change-future-kids.html>
 The intent is to work with an illustrator with a similar style for this exhibit.

1 PERSPECTIVE - BETTER WORLD
 NTS



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 THESIS CAPSTONE 2023
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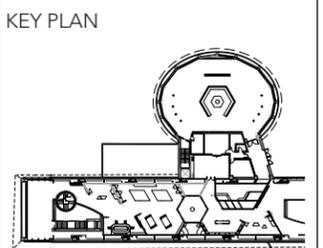
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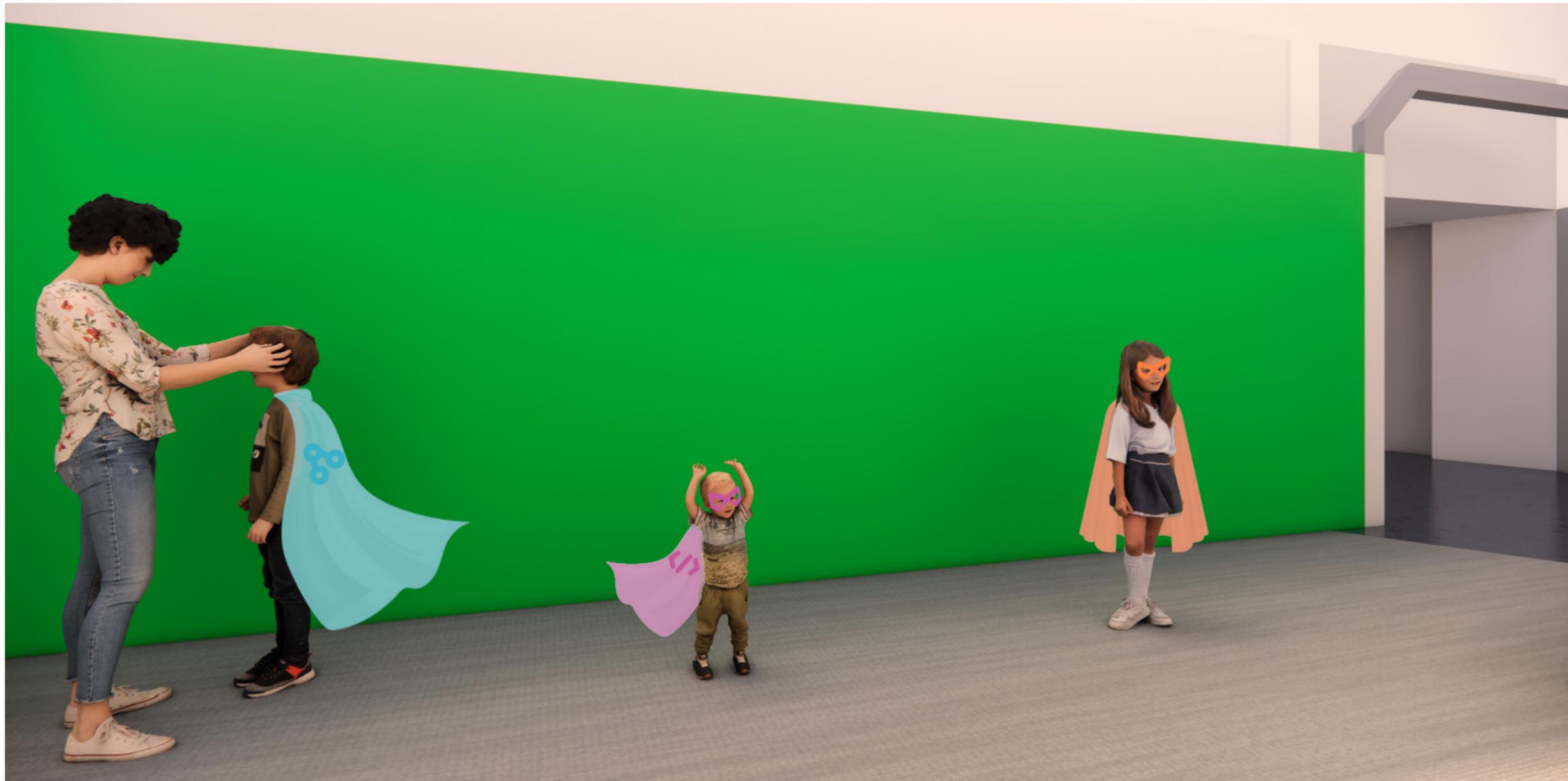


RENDERING - BETTER WORLD

SCALE
 NTS

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EX-01-18



1 PERSPECTIVE - GRADUATION
NTS



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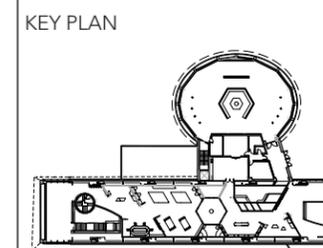
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RENDERING - GRADUATION

SCALE
 NTS

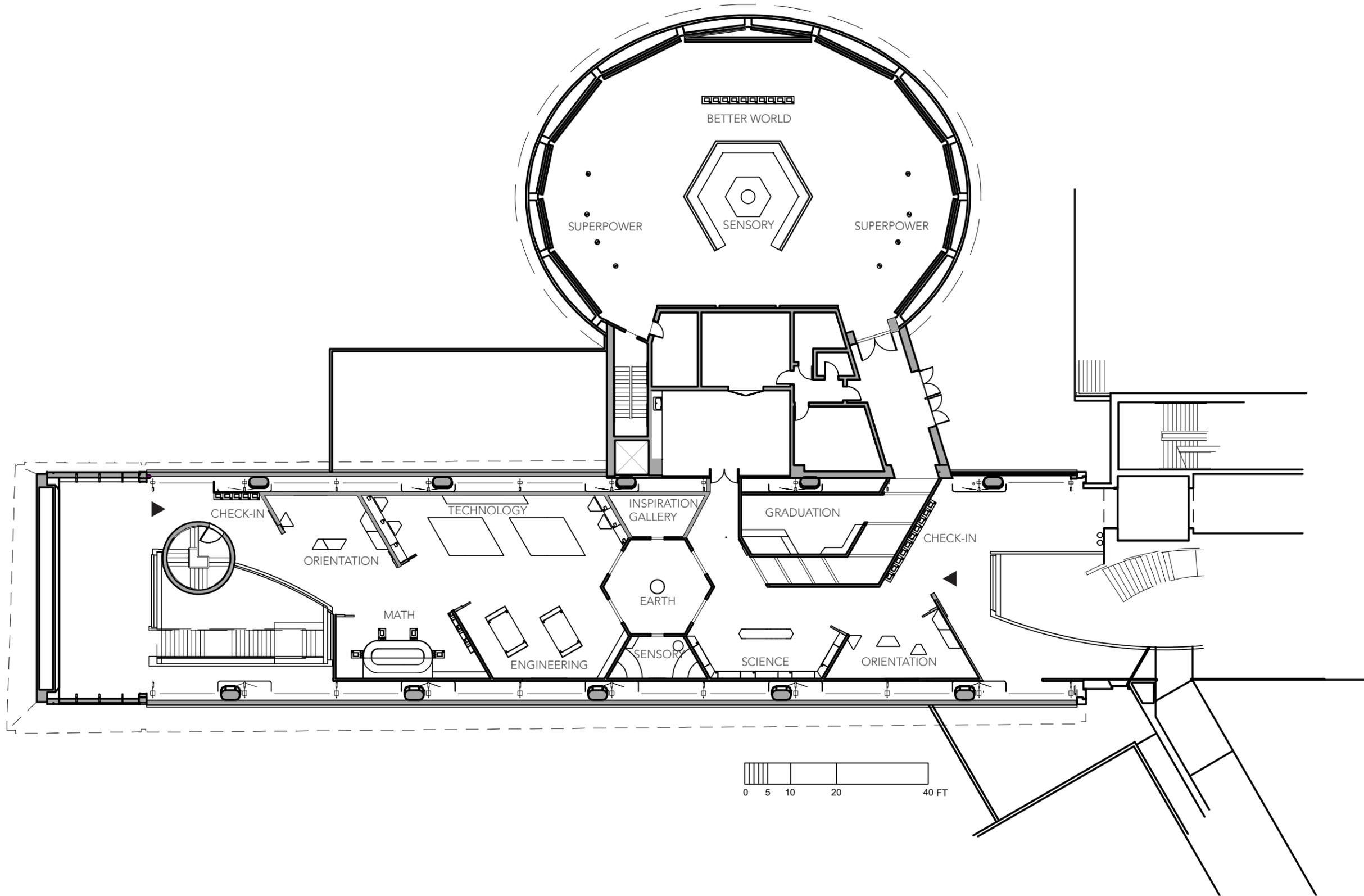
ISSUE DATE
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EX-01-19

PLANS & SECTIONS

EX-03-00





1 FLOOR PLAN
SEE GRAPHIC SCALE



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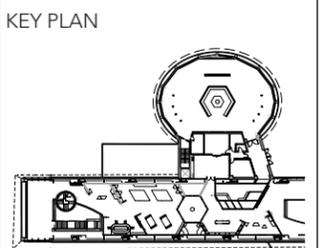
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FLOOR PLAN

SCALE
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EX-03-01



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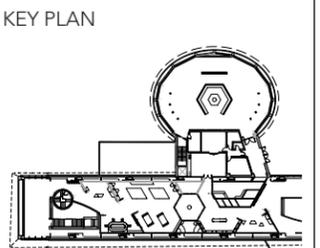
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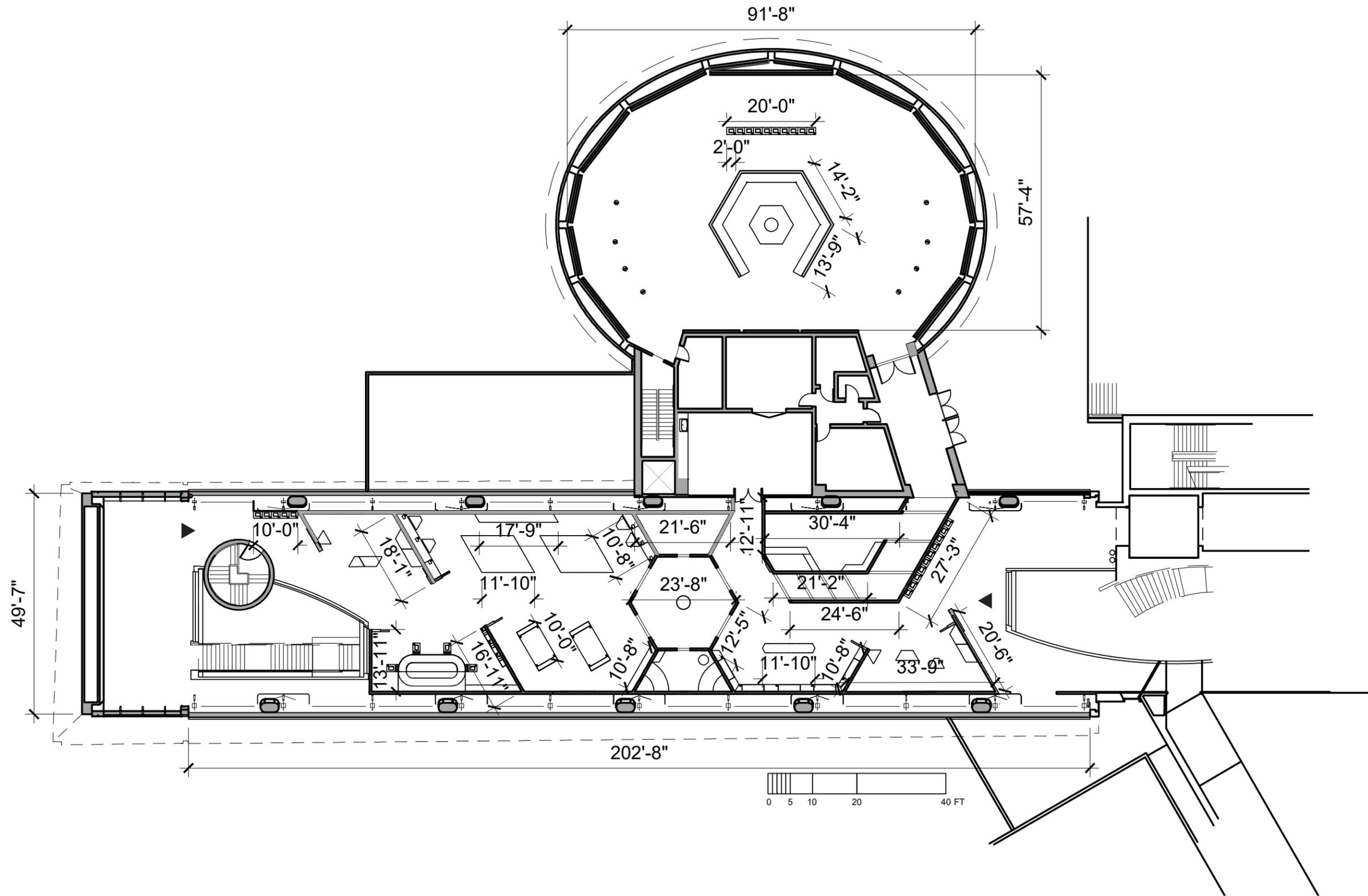


DIMENSION PLAN

SCALE
 SEE GRAPHIC SCALE

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EX-03-02



1 **DIMENSION PLAN**
 SEE GRAPHIC SCALE



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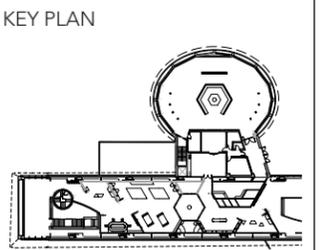
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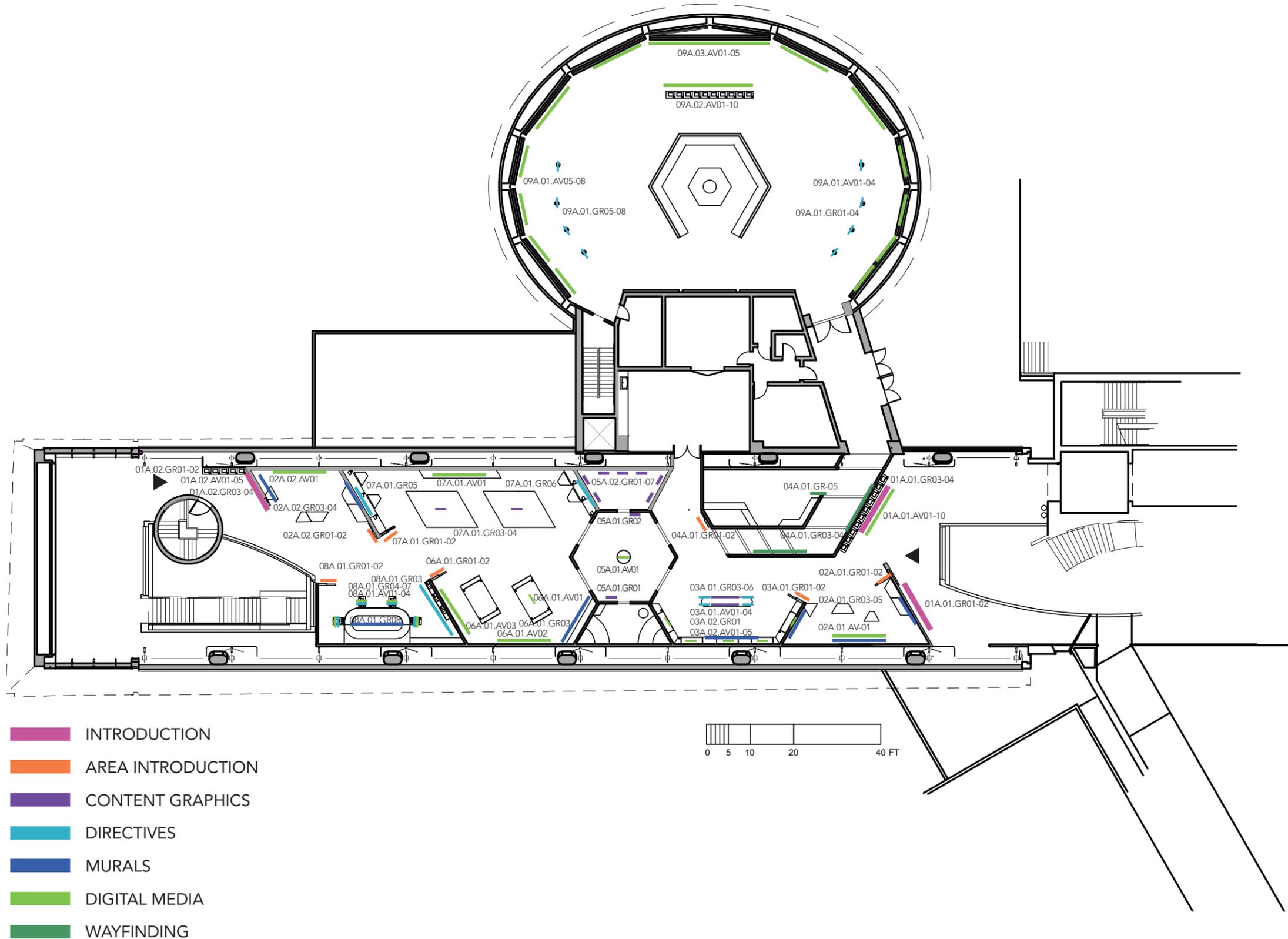


GRAPHIC LOCATION PLAN

SCALE
 SEE GRAPHIC SCALE

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EX-03-03



1 GRAPHIC LOCATION PLAN
 SEE GRAPHIC SCALE



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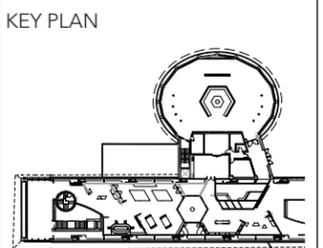
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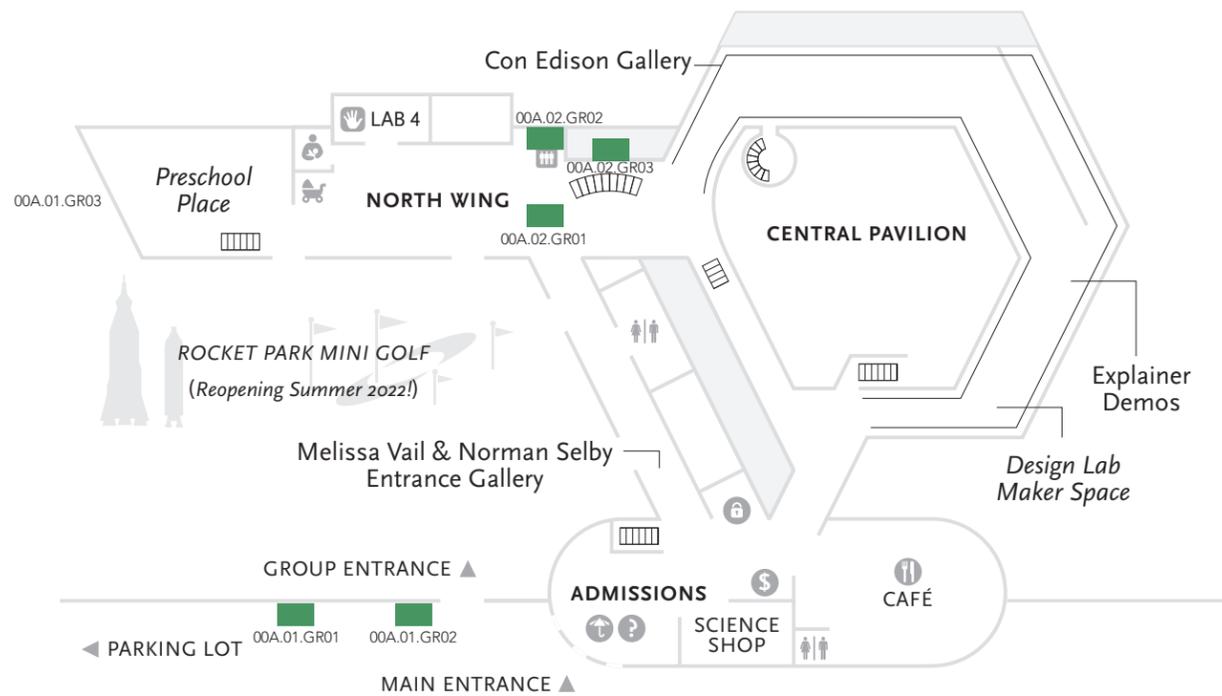


WAYFINDING GRAPHICS - SITE PLAN

SCALE
 NTS

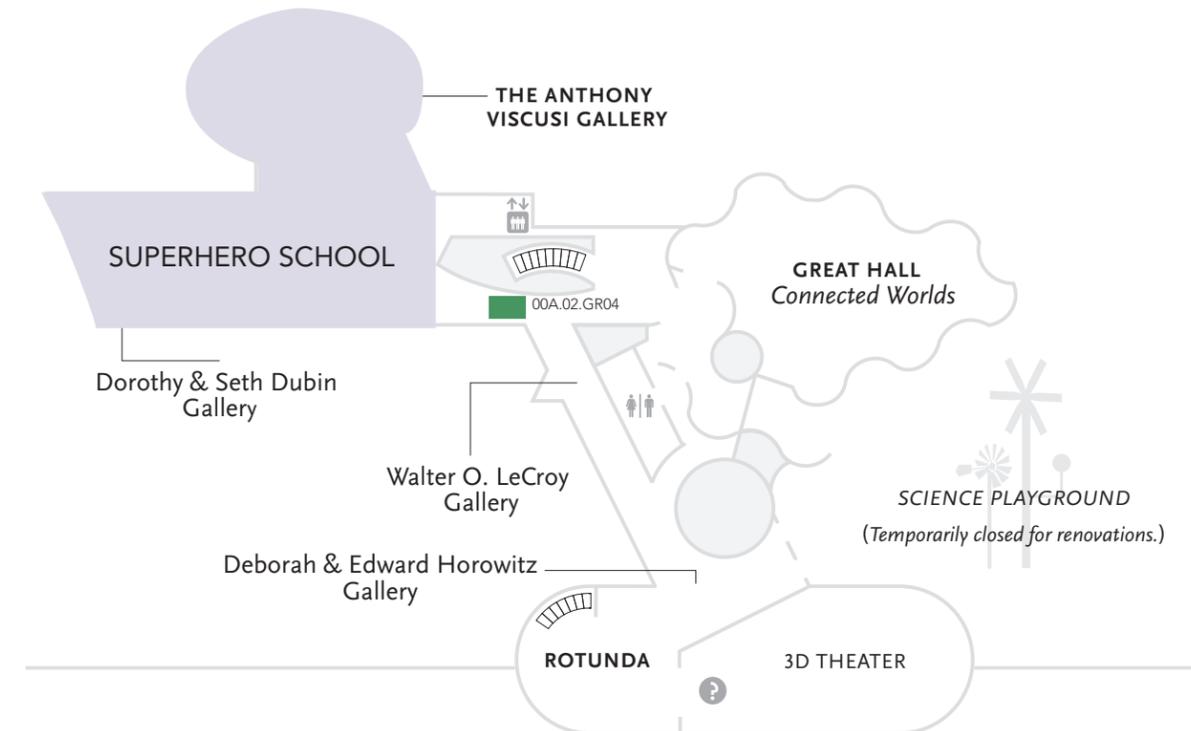
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EX-03-04



Street Level

■ WAYFINDING



Upper Level, North Wing

1 WAYFINDING GRAPHICS - SITE PLAN
 NOT TO SCALE



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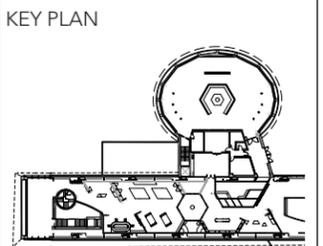
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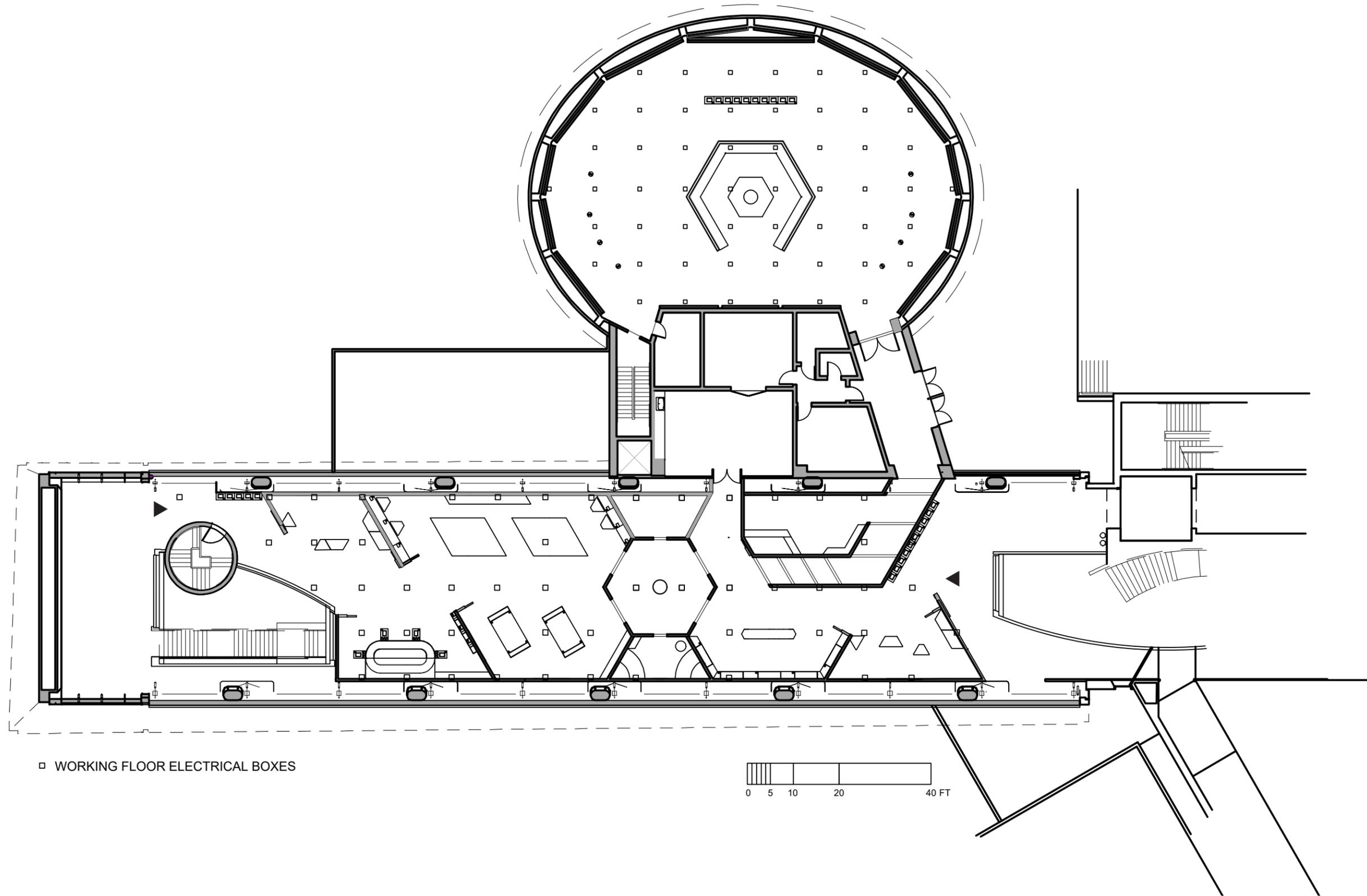


POWER & DATA PLAN

SCALE
 SEE GRAPHIC SCALE

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EX-03-05



1 POWER & DATA PLAN
 SEE GRAPHIC SCALE



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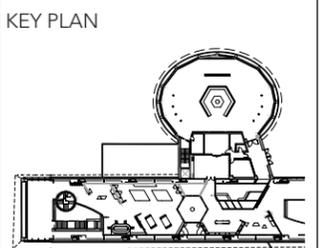
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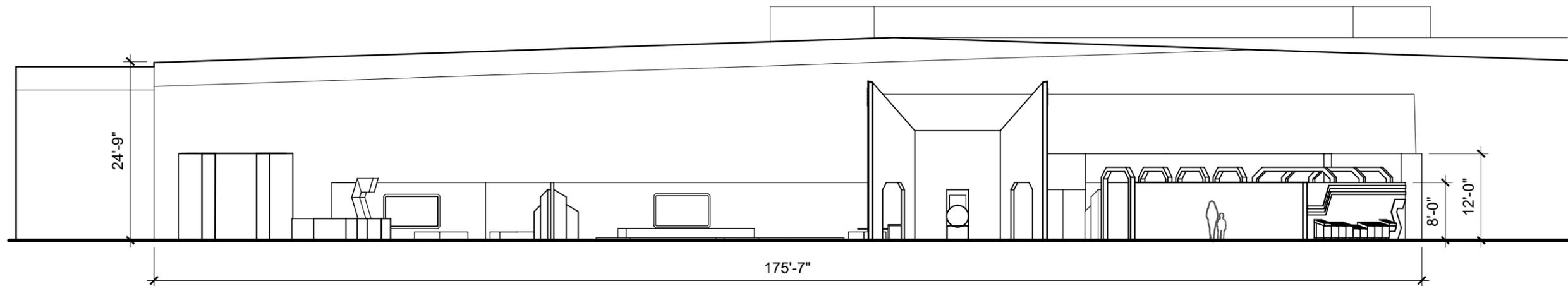


**SECTION RIGHT
- UPPER LEVEL,
NORTH WING**

SCALE
1/16" = 1'-0"

ISSUE DATE
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EX-03-06



1 SECTION RIGHT - UPPER LEVEL, NORTH WING
1/16"=1'-0"



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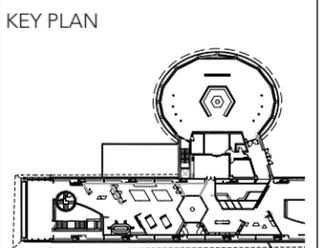
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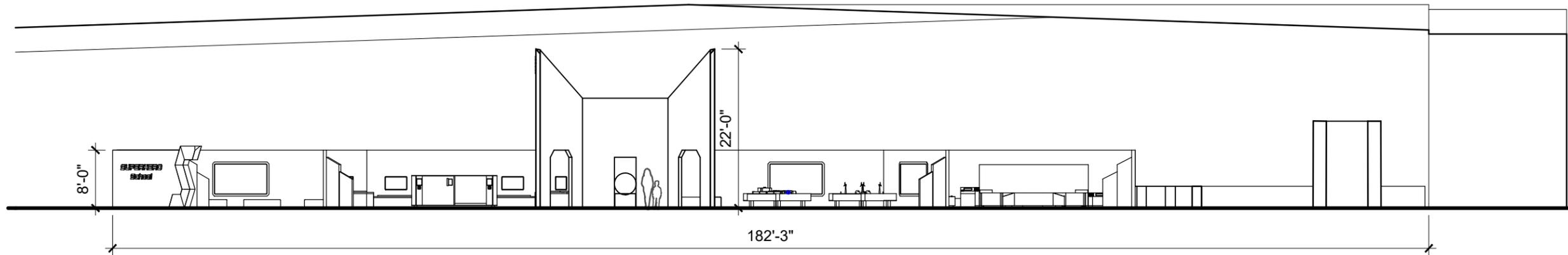


**SECTION LEFT
 - UPPER LEVEL,
 NORTH WING**

SCALE
 1/16" = 1'-0"

ISSUE DATE
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EX-03-07



1 SECTION LEFT - UPPER LEVEL, NORTH WING
 1/16"=1'-0"



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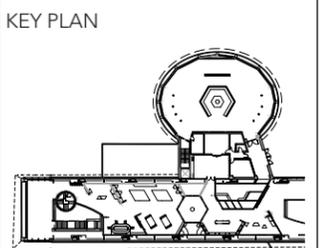
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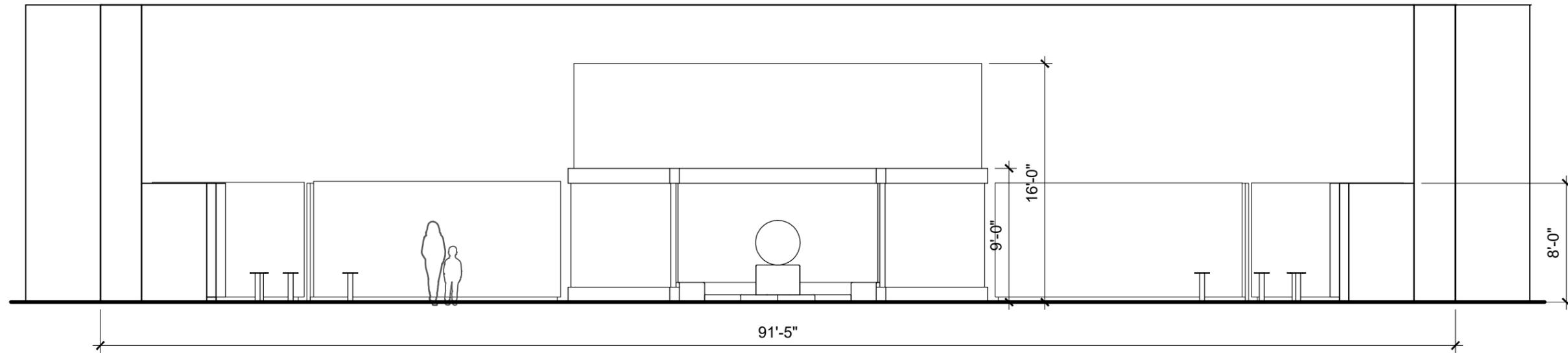


SECTION - THE ANTHONY VISCUSI GALLERY

SCALE
 1/8" = 1'-0"

ISSUE DATE
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EX-03-08



1 SECTION - THE ANTHONY VISCUSI GALLERY
 1/8"=1'-0"

GRAPHIC GENERAL ELEMENTS

EX-04-00



SHAPE

The lines and shapes in the graphics are pulled from the **hexagon**, an appealing shape that can be seen in nature and is used a lot in science fiction.

TYPEFACE

The type family chosen for the title and subhead is **Hyperspace Race Variable** by John Roshell, an experienced designer of fonts who has lettered thousands of comics for Marvel and DC. It is a **futuristic**, variable sans serif font that allows the user to change the weight, width, and slant. It **evokes movement and speed**.

The typeface for the body copy is geometric sans serif **Avenir**, created by famous type designer Adrian Frutiger in 1988 and is one of the most widely used typefaces in corporate branding. A more human version of the font Futura, it is very **legible** and suitable for body copy.

COLOR

The main color palette is a **muted version of the rainbow, minus the red and yellow** as these can be overstimulating for visually hypersensitive children. The use of rainbow colors is also a nod to the **color spectrum**, which represents the **diversity** of children on the autism spectrum. The **neutral color gray** as well as **tinted** versions of the main color palette are utilized for background or large surfaces as they are not distracting and can have a **calming effect**. The use of **monochromatic** scheme to define an area also helps minimize visual complexity. **Pops of color** on these backgrounds make a space **stimulating** for hyposensitive children. Dark blue is also used for graphics to provide more contrast primarily for adults.

The use of **pink** and **purple** as well as **gradients**, follows the shifting color palette representing technology to more colorful, fun, and approachable than the sci-fi visions of the early 2000s.

SPATIAL

The use of **angles** in the partitions gives a firm and active impression which could help in orientation as well as stimulate those that are hyposensitive. Having a space where there is more to it than meets the eye can make people feel engaged while still keeping it easy to navigate and having **clear sightlines**.

Carpet flooring helps with **sound absorption**. A **quiet space** and **sensory room** are available for visitors who might feel overwhelmed. Surfaces will be matte finished or be made of materials with **low reflectivity** to reduce glare when lighting is directed to it.



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KEY PLAN

**VISUAL
COMMUNICATION
BRIEF**

SCALE

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EX-04-01



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KEY PLAN

GRAPHIC LOOK & FEEL

SCALE

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EX-04-02



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KEY PLAN

GRAPHIC LOOK & FEEL - CONCEPT AREAS - ADULTS

SCALE

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EX-04-03



NEURODIVERSITY

Diverse Cognitive Abilities

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SCIENCE

Attention to Detail, Memory Recall

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TECHNOLOGY

Logical Thinking, Creativity

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ENGINEERING

Visual-Spatial, Problem Solving

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MATH

Sorting, Counting

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STRENGTHS

Being different is a superpower

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SAVE THE EARTH



Help fight climate change

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BIODIVERSITY



Animals and their Habitats

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CODING



Robotics in Agriculture

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BUILDING



Resilient Structures

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NUMBERS



Recycling and Counting

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SUPERPOWER



Discover your superpower

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KEY PLAN

GRAPHIC LOOK & FEEL - CONCEPT AREAS - KIDS

SCALE

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EX-04-04



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KEY PLAN

COLOR PALETTE

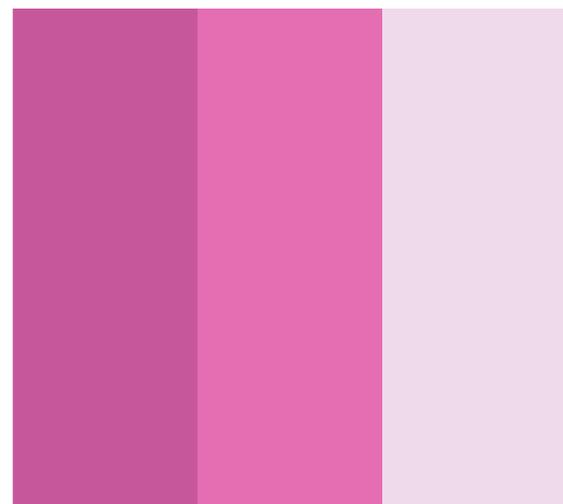
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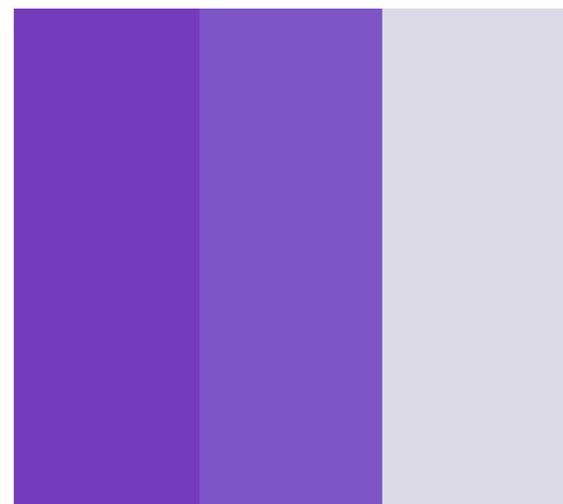
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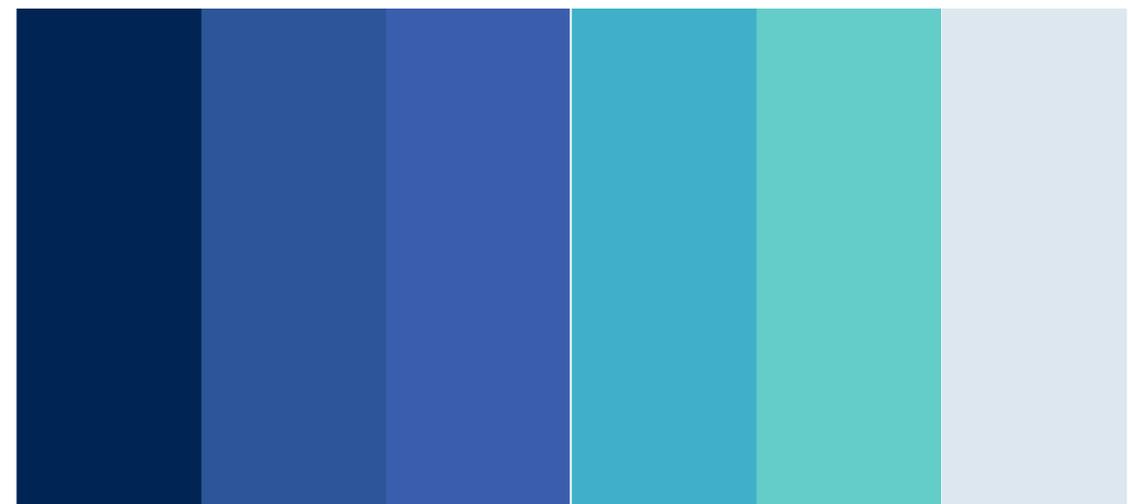
EX-04-05



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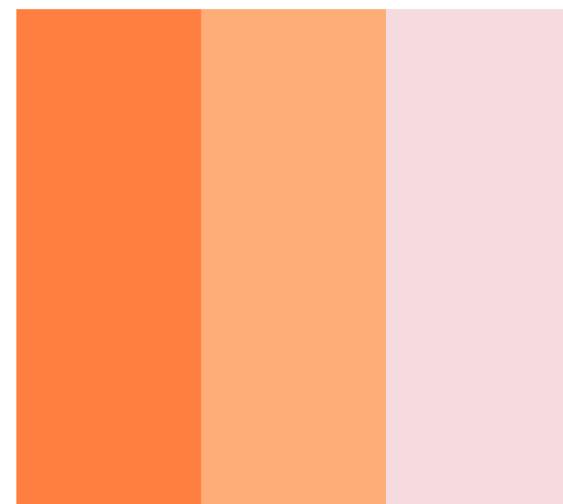
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655 C #002554 7685 C #2C5697 7455 C #3A5DAE 631 C #3EB1C8 325 C #64CCC9 656 C #DDE5ED



7730 C #4B9560 360 C #6CC24A 7487 C #8EDD65 7451 C #D9E1E2



164 C #FF7F41 7410 C #FEAD77 705 C #F5DADF



Cool Gray 10 C 7 C #63666A #97999B Cool Gray 2 C #D0D0CE



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KEY PLAN

TYPOGRAPHY

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EX-04-06

Headline

Hyperspace Race, Wide Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subhead

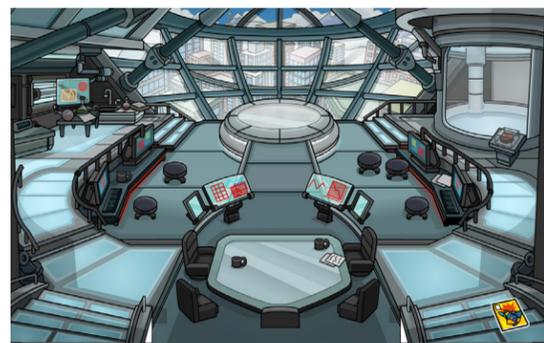
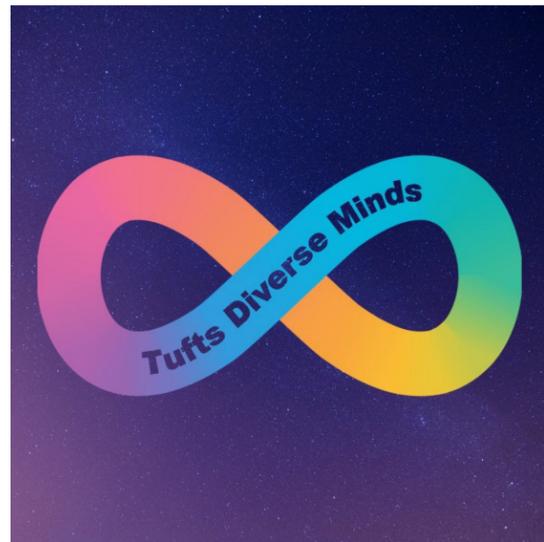
Hyperspace Race, Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy

Avenir LT Std, 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Keywords: Futuristic, Headquarters, Lair, Geometric, Color Spectrum



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KEY PLAN

REFERENCE
IMAGERY

SCALE

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EX-04-07



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PROJECT

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KEY PLAN

**VISUAL IDENTITY -
LOGO**

SCALE

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EX-04-08





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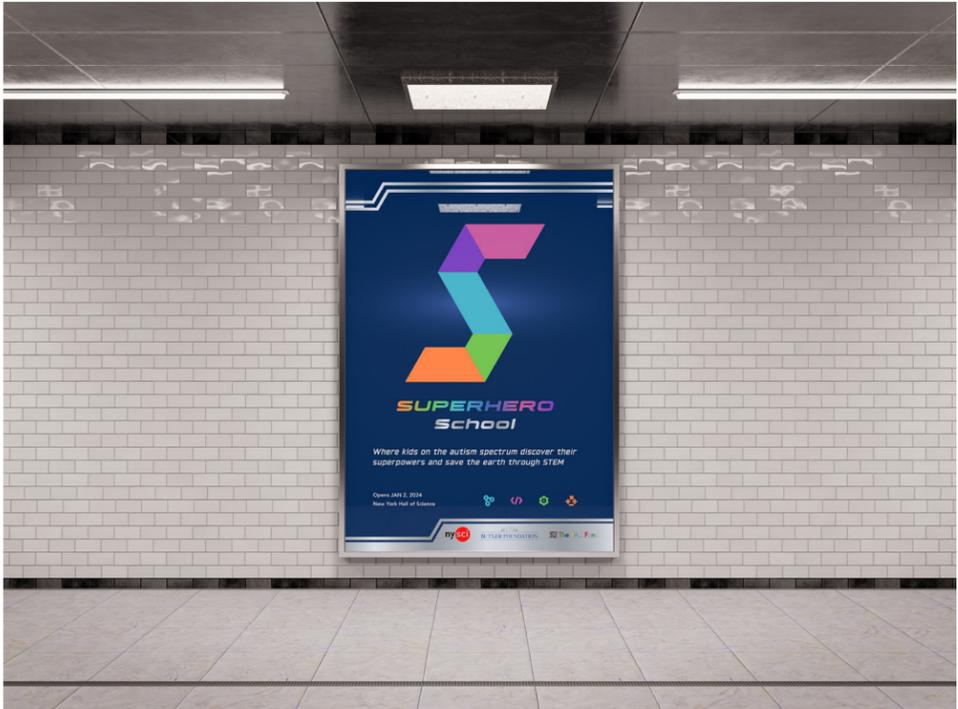
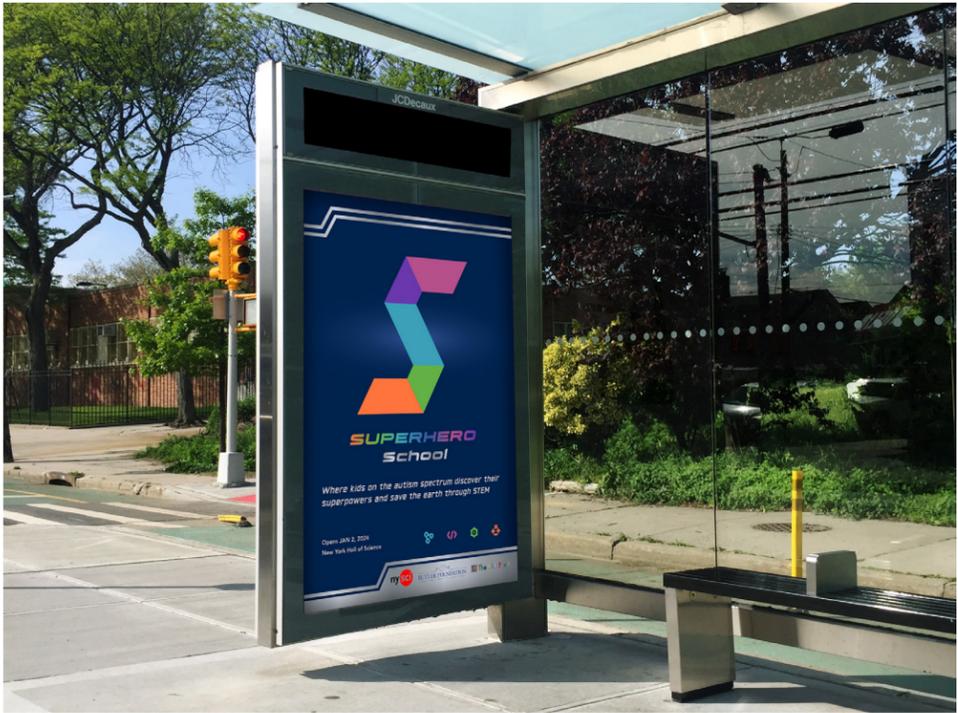
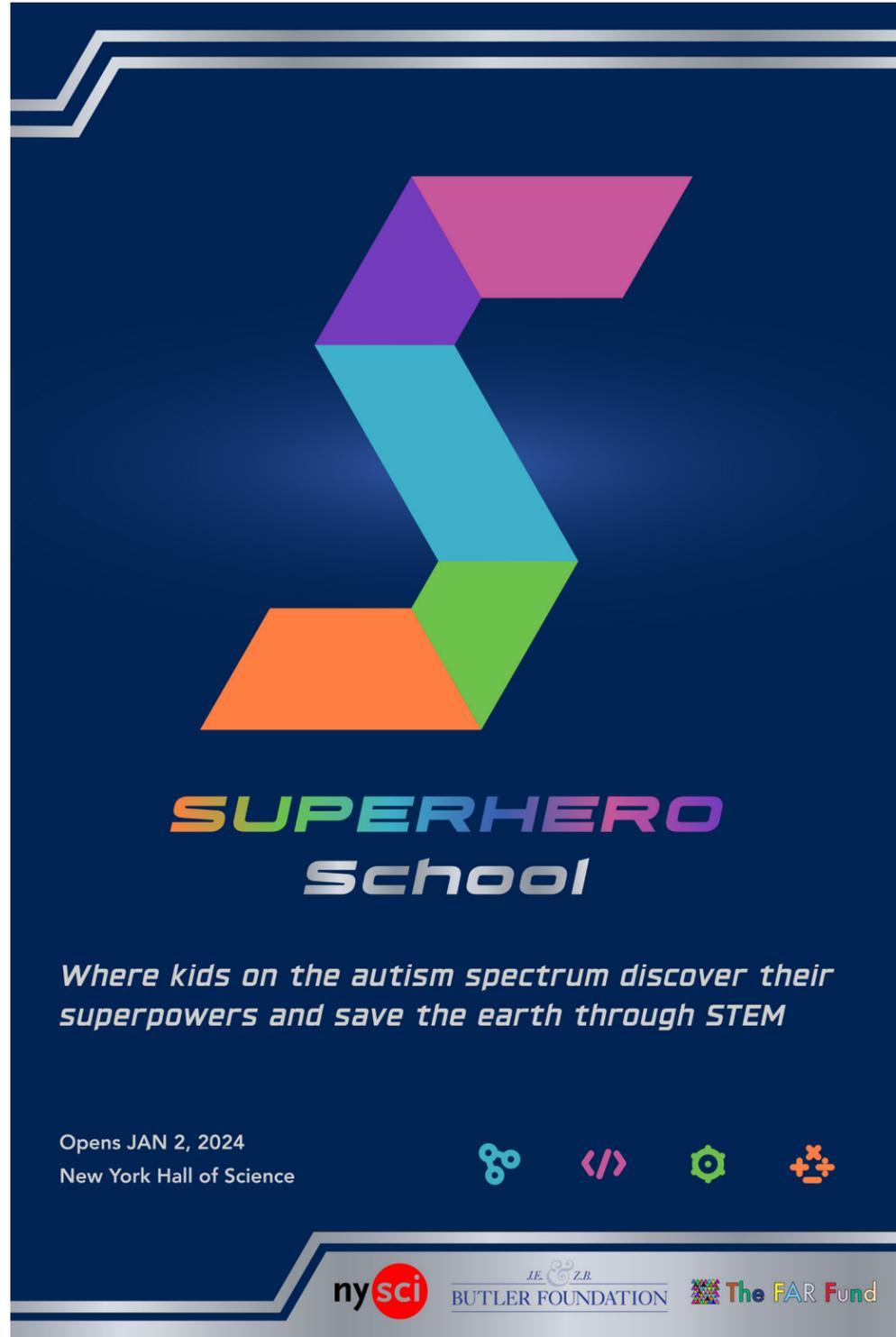
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VISUAL IDENTITY - LOGO APPLICATION

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EX-04-09



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KEY PLAN

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EX-04-10



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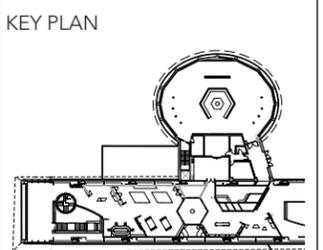
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GRAPHIC TYPE	GRAPHIC NO.
B, C, & D	01A.01.GR01-04

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INTRODUCTION - RENDERED

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EX-04-11



1 PERSPECTIVE - 01A.01.GR01-02
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2 PERSPECTIVE - 01A.01.GR03-04
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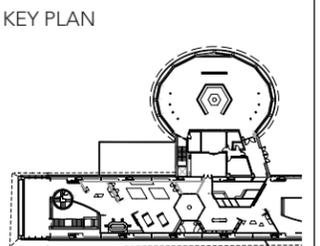
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GRAPHIC TYPE	GRAPHIC NO.
AS INDICATED	01A.01.GR01-04

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MURAL - INTRODUCTION

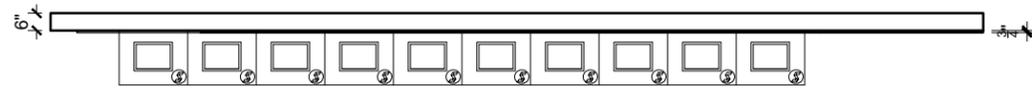
SCALE
 3/16 = 1'-0"

ISSUE DATE
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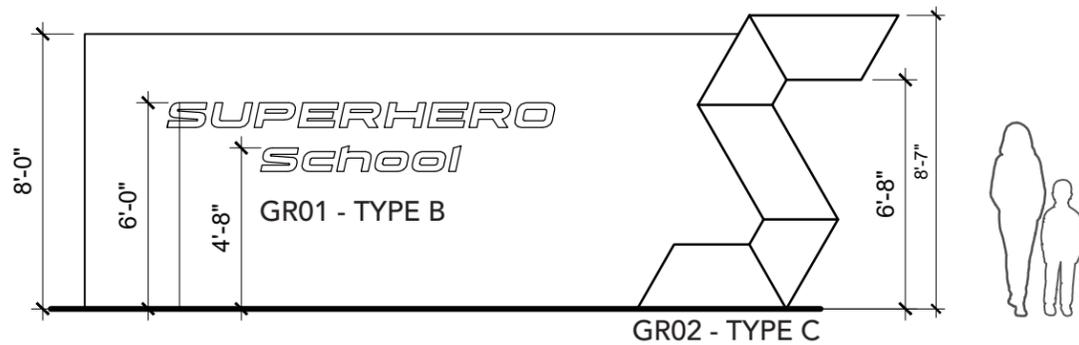
EX-04-12



1 PLAN - 01A.01.GR01-02
 3/16"=1'-0"



2 PLAN - 01A.01.GR03-04
 3/16"=1'-0"



3 ELEVATION - 01A.01.GR01-02
 3/16"=1'-0"



4 ELEVATION - 01A.01.GR03-04
 3/16"=1'-0"



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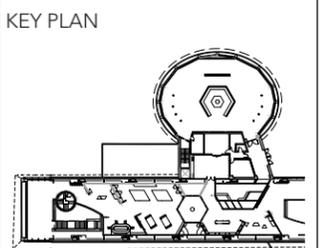
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A	02A.01.GR01-02

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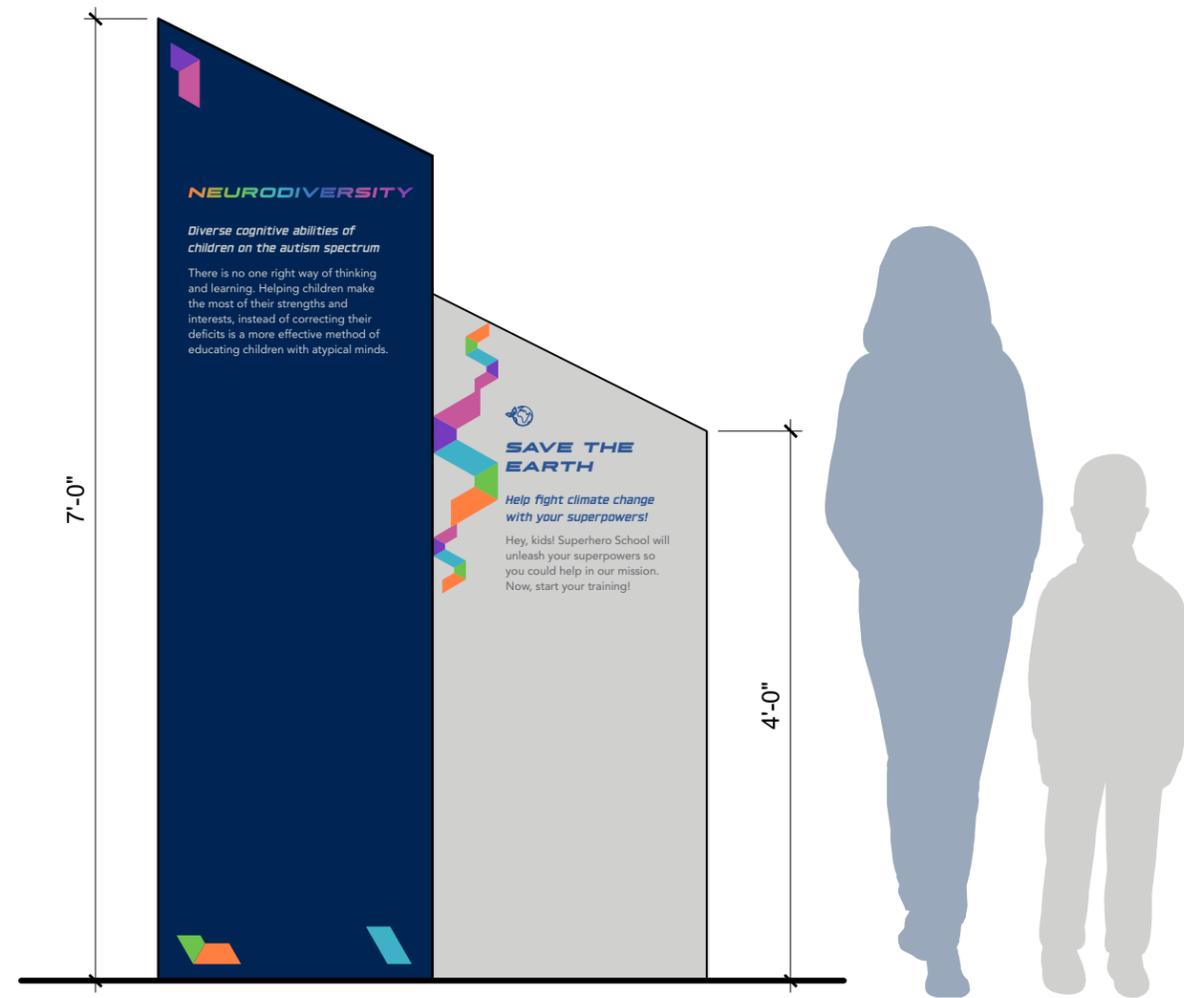


AREA INTRODUCTION - RENDERED

SCALE
 AS INDICATED

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EX-04-13



1 FRONT ELEVATION - 02A.01.GR01-02
 3/4"=1'-0"



2 PERSPECTIVE - 02A.01.GR01-02
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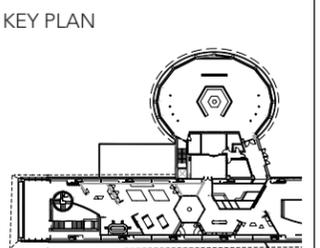
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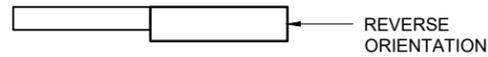
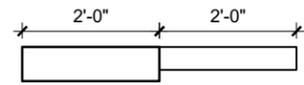
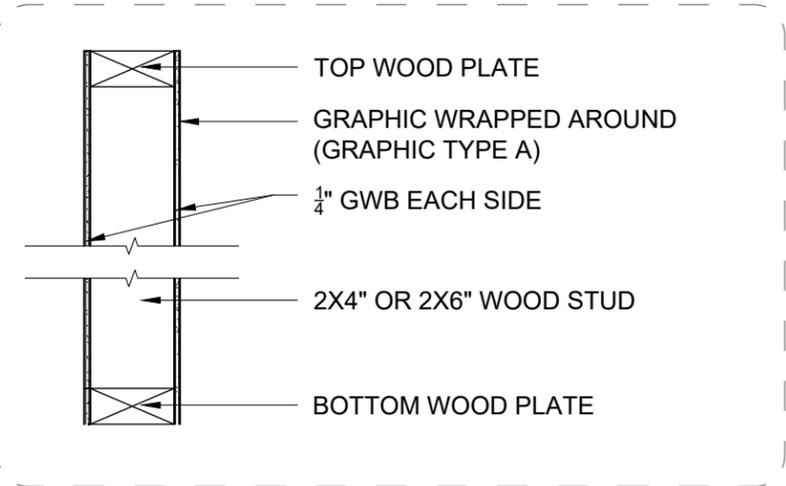


AREA INTRODUCTION

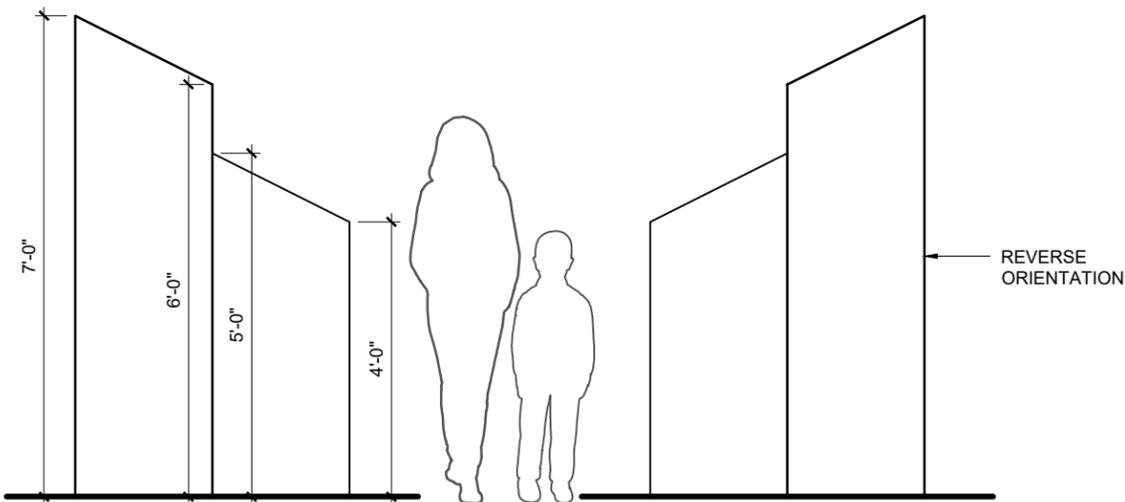
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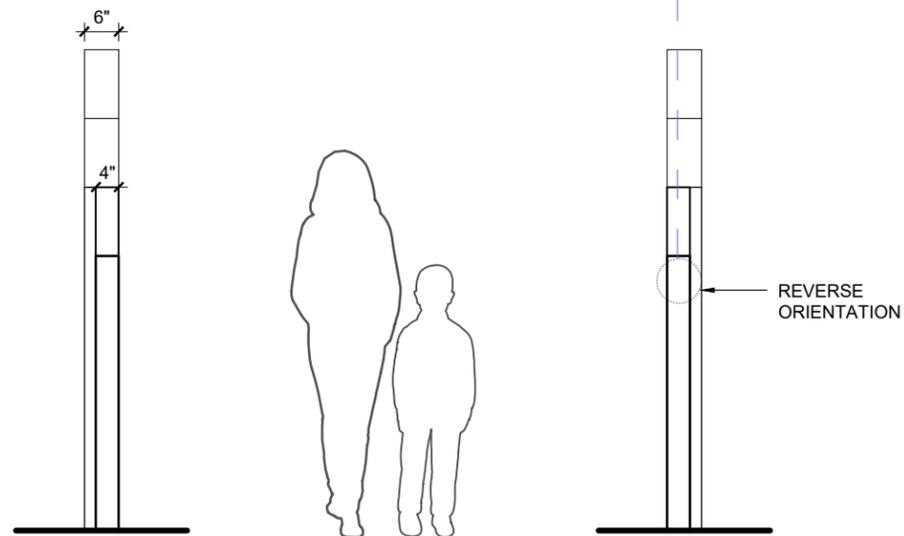
EX-04-14



1 **PLAN - 02A.01.GR01-02**
 3/8"=1'-0"



2 **FRONT ELEVATION - 02A.01.GR01-02**
 3/8"=1'-0"



3 **SIDE ELEVATION - 02A.01.GR01-02**
 3/8"=1'-0"



AV01

AV02

1 PERSPECTIVE - 03A.01.AV01-02
NTS



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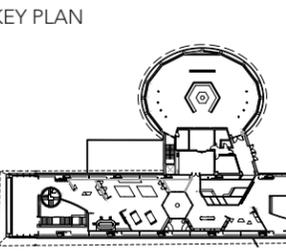
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GRAPHIC TYPE	GRAPHIC NO.
	03A.01.AV01-02

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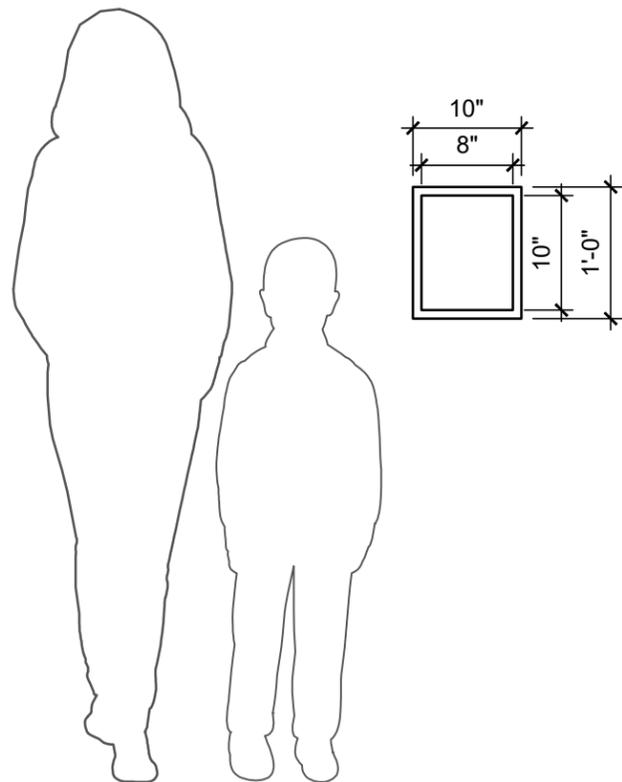


**DIGITAL GRAPHICS
- DIRECTIVES -
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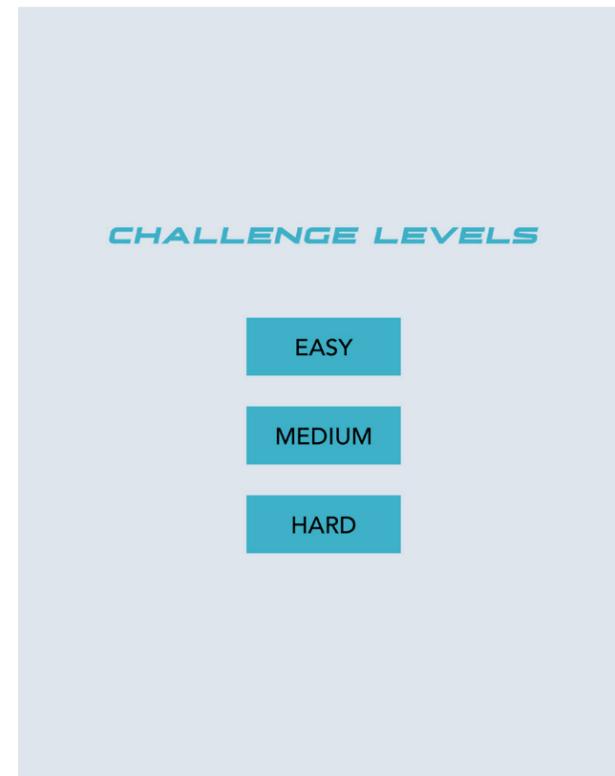
EX-04-15



1 **ELEVATION - 03A.01.AV01-02**
3/4=1'-0"



2 **SAMPLE GRAPHICS - 03A.01.AV01-02**
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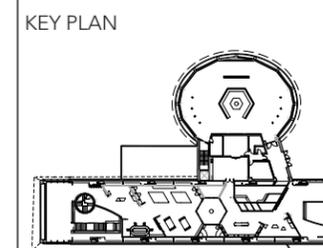
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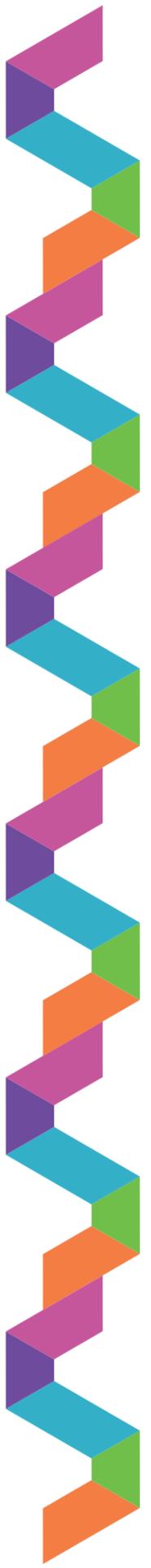
SCALE
3/4" = 1'-0"

ISSUE DATE
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EX-04-16

EXHIBIT AREAS

EX-05-00





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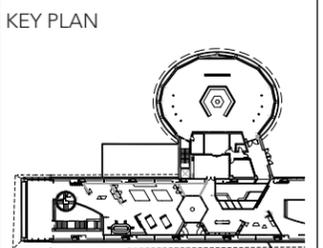
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BUILDING STRUCTURES - RENDERED

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EX-05-01



1 PERSPECTIVE - BUILDING STRUCTURES
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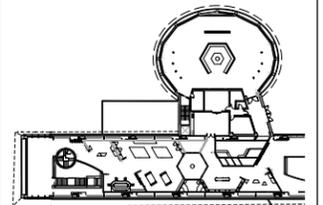
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KEY PLAN

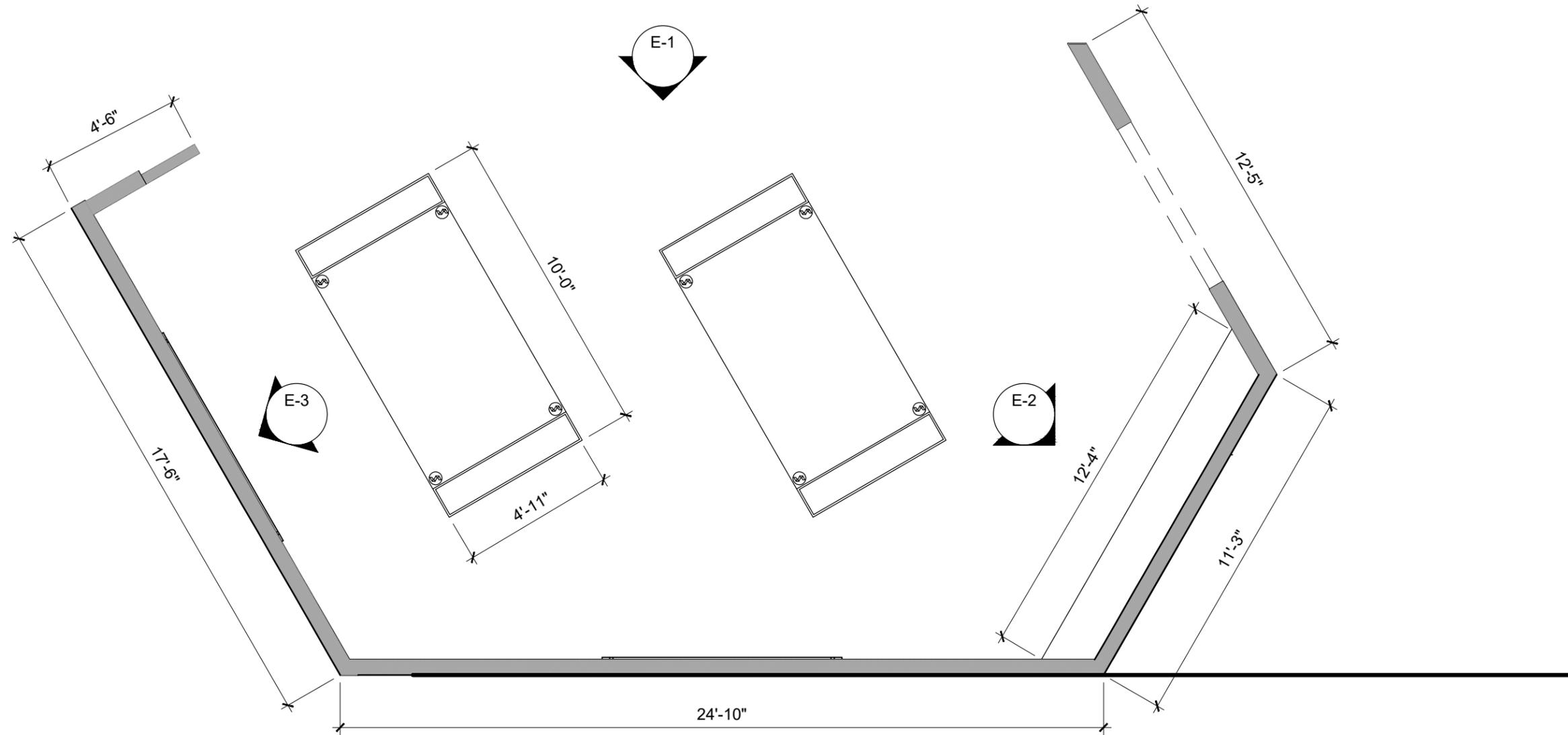


BUILDING STRUCTURES - PLAN

SCALE
 1/4" = 1'-0"

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EX-05-02



1 PLAN - BUILDING STRUCTURES
 1/4"=1'-0"



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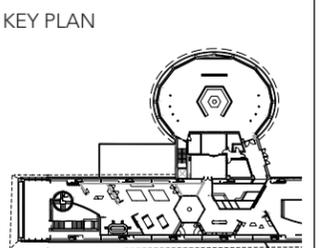
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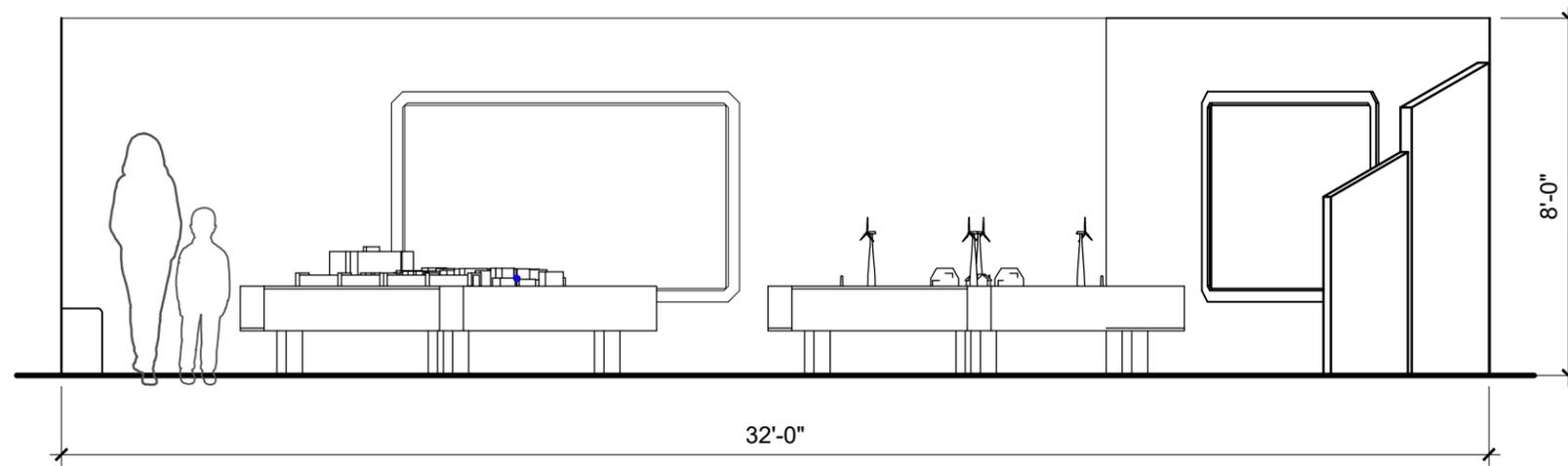


BUILDING STRUCTURES - ELEVATION

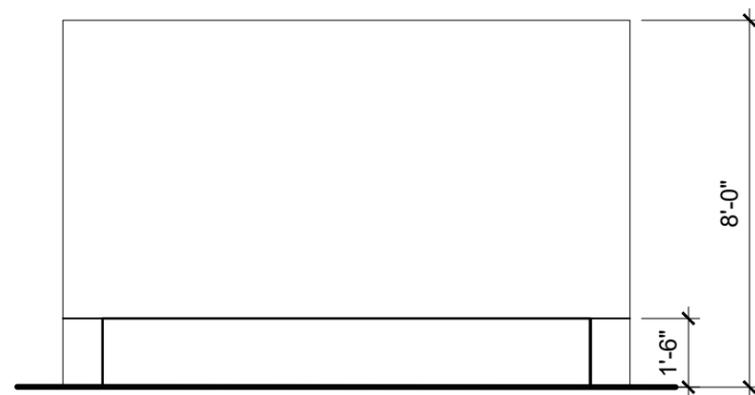
SCALE
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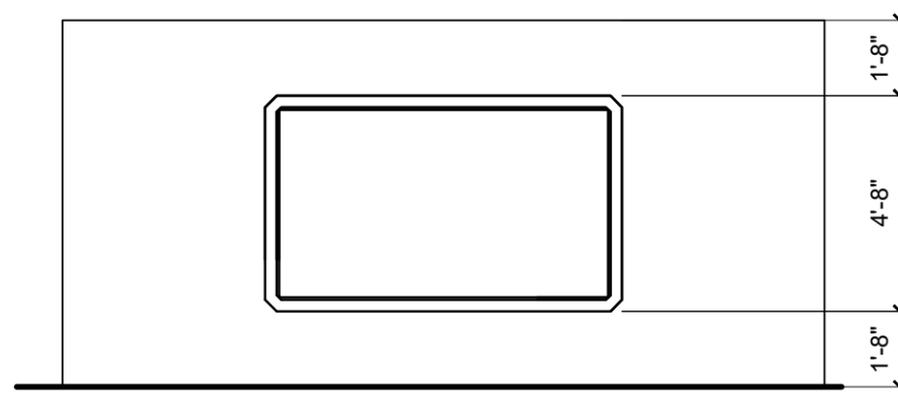
EX-05-03



1 ELEVATION 1 - BUILDING STRUCTURES
 1/4"=1'-0"



2 ELEVATION 2 - BUILDING STRUCTURES
 1/4"=1'-0"



3 ELEVATION 3 - BUILDING STRUCTURES
 1/4"=1'-0"



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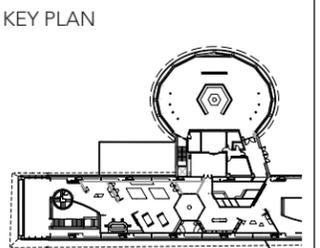
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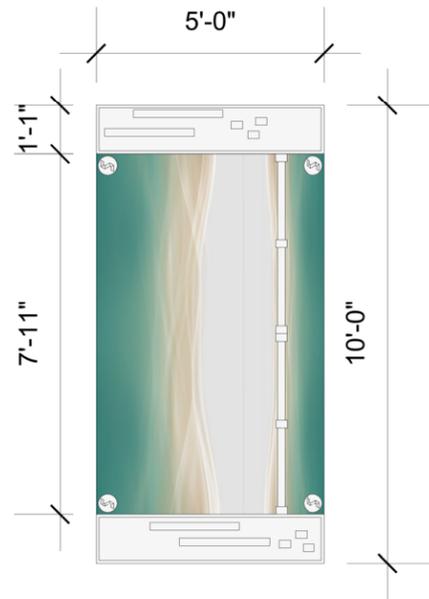


BUILDING STRUCTURES - DETAILS

SCALE
 1/4" = 1'-0"

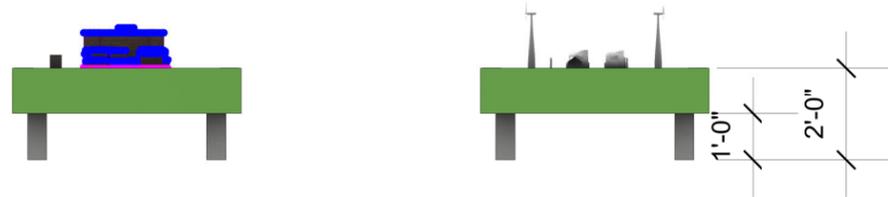
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EX-05-04



1 **PLAN - BUILDING INTERACTIVES**
 1/4" = 1'-0"

2 **ELEVATION SIDE - BUILDING INTERACTIVES**
 1/4" = 1'-0"



3 **ELEVATION FRONT - BUILDING INTERACTIVES**
 1/4" = 1'-0"



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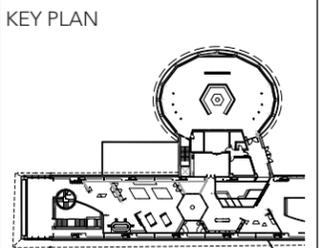
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RECYCLING - RENDERED

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EX-05-05

1 PERSPECTIVE - RECYCLING
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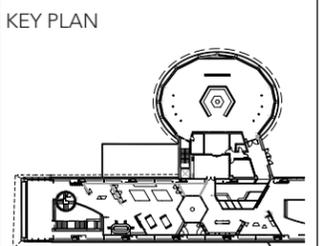
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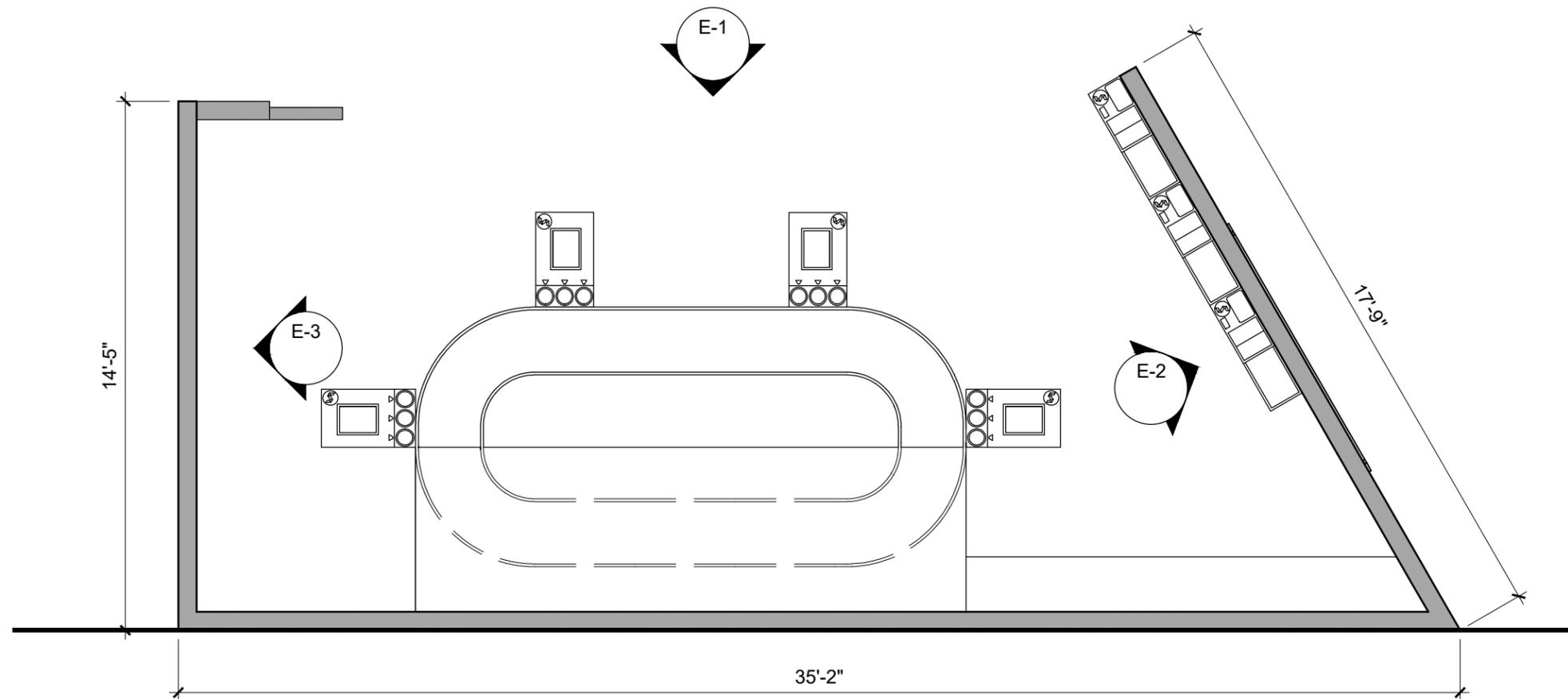


RECYCLING - PLAN

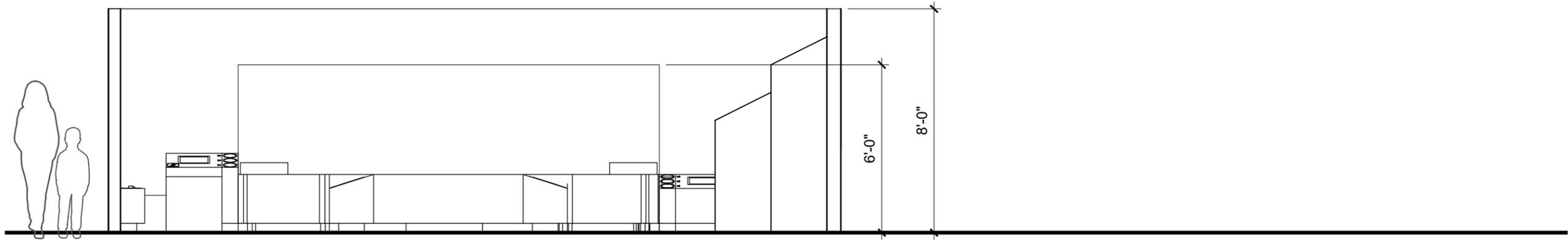
SCALE
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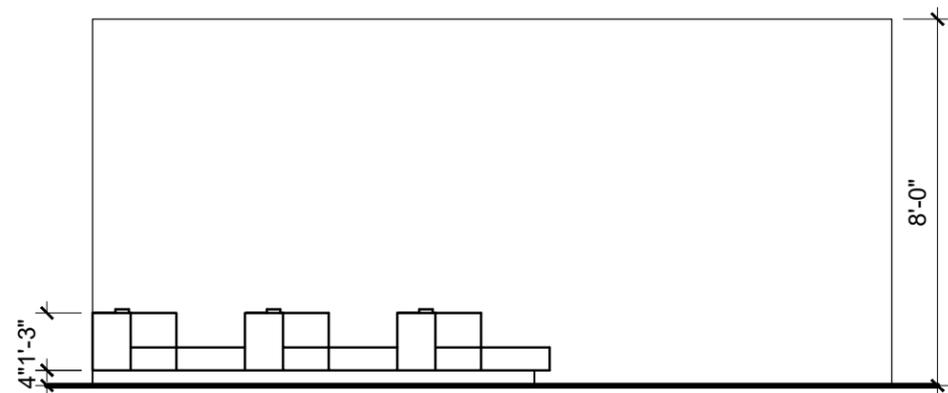
EX-05-06



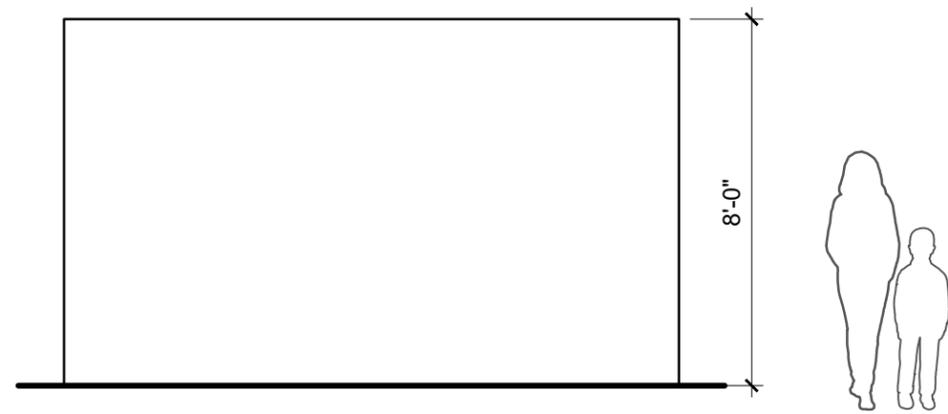
1 PLAN - RECYCLING
 1/4"=1'-0"



1 **ELEVATION 1 - RECYCLING**
1/4"=1'-0"



2 **ELEVATION 2 - RECYCLING**
1/4"=1'-0"



3 **ELEVATION 3 - RECYCLING**
1/4"=1'-0"



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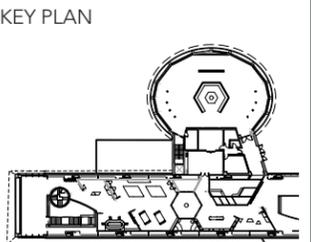
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RECYCLING - ELEVATION

SCALE
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EX-05-07



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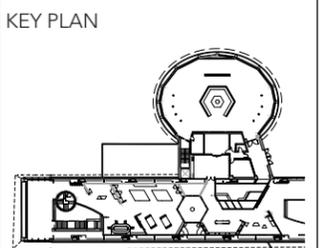
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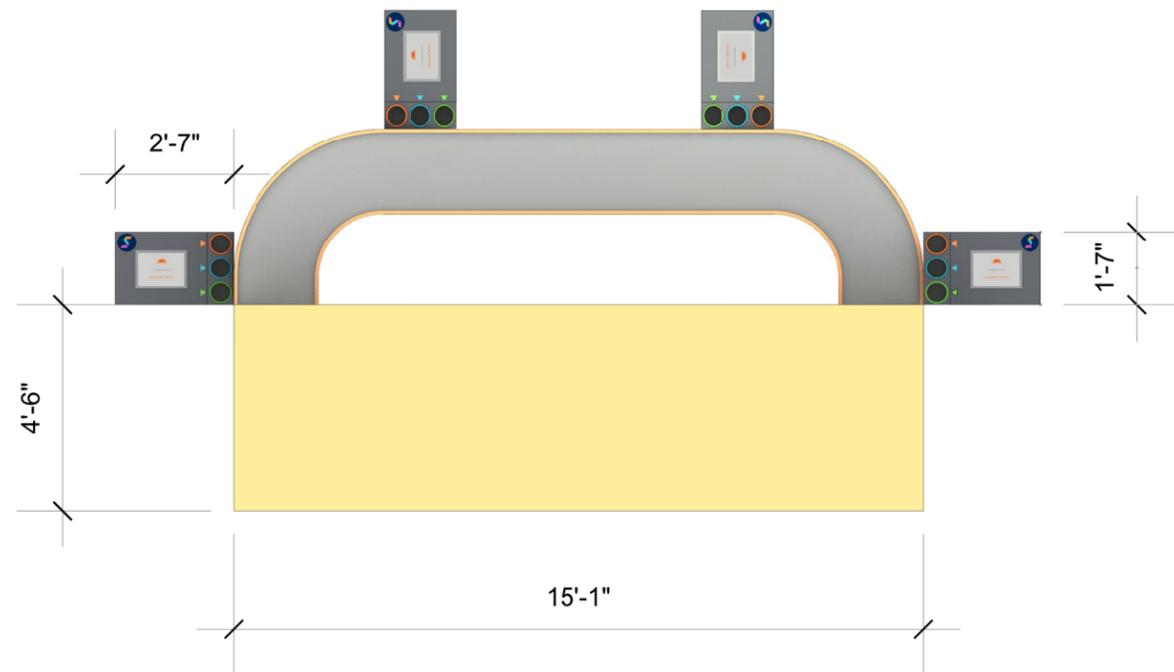


RECYCLING - PLAN DETAILS

SCALE
 1/4" = 1'-0"

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EX-05-08



1 **PLAN - RECYCLING INTERACTIVES**
 1/4" = 1'-0"



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 Exhibition and Experience Design
 Fashion Institute of Technology

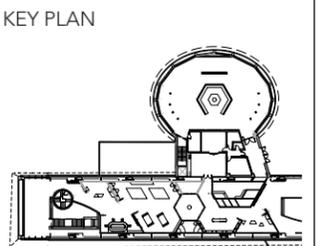
PROJECT
 Superhero School

CLIENT

SITE
 NY HALL OF SCIENCE
 Upper Level, North Wing
 47-01 111th St., Queens, NY 11368

GRAPHIC TYPE GRAPHIC NO.

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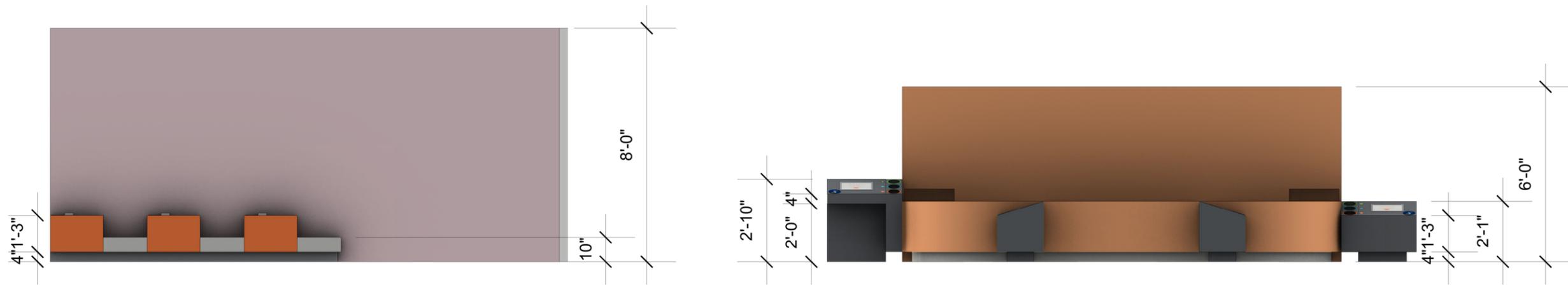


RECYCLING - ELEVATION DETAILS

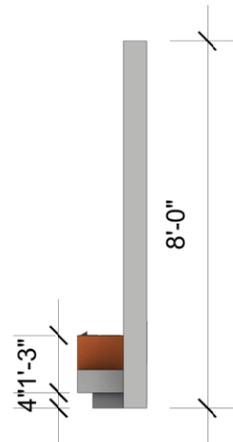
SCALE
 1/4" = 1'-0"

ISSUE DATE
 12.06.2023

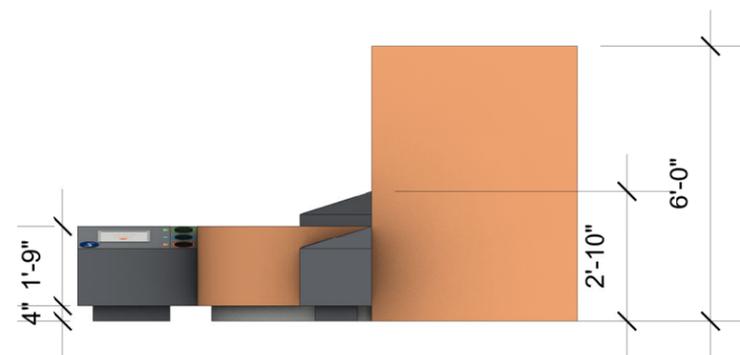
EX-05-09



1 ELEVATION FRONT - RECYCLING INTERACTIVES
 1/4" = 1'-0"



2 ELEVATION SIDE - RECYCLING INTERACTIVES
 1/4" = 1'-0"





1 PERSPECTIVE - MY SUPERPOWER
NTS



JANINE NATALIE B. EDOVAS
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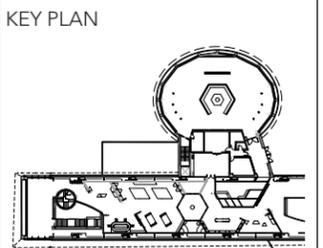
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MY SUPERPOWER

SCALE
 NTS

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