

Brain Buckets Process

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Purpose

Brain Buckets is a branding project for an exhibit at MODA, the Museum of Design Atlanta. The goal was to propose an exhibition that would attract a new audience to MODA who may not be familiar with the museum otherwise. The motorcycle community in Atlanta is large and tight-knit, making for a great target audience that allows MODA to be exposed to new visitors.

The brand required design for primary communication and promotional items. This included posters, social media advertisements, videos, and take-away items, like patches and notebooks.

Project Proposal

The initial proposal took the form of a presentation, keeping MODA in mind as the client. It identified audience, visual inspiration, and the type of work that may be displayed in the exhibit.

Audience

Young, wild, and free

Daredevil

Free-spirited

Spontaneous

Adrenaline junkie

Rejects parent's standards

Stylish - who they are comes out in attire

PASS
AT YOUR
OWN
PERIL



NATURAL
BORN
HELLRAISER



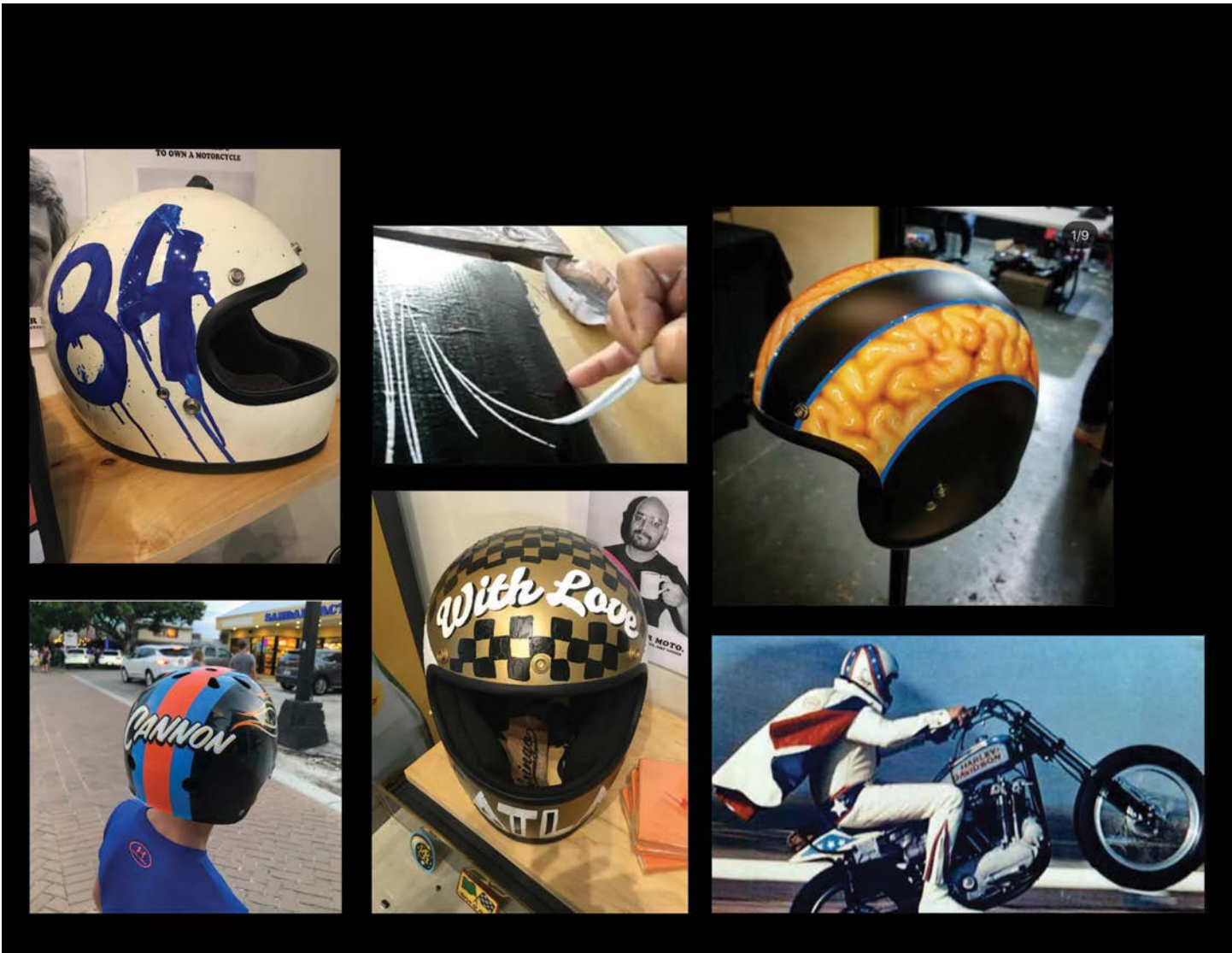
RAISE HELL,
BABES!



Brain Buckets

The Art of Motorcycle Helmets

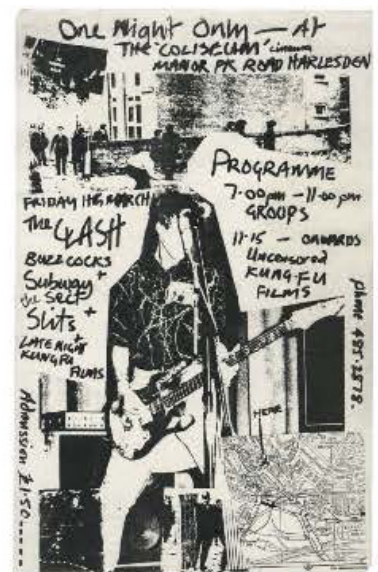
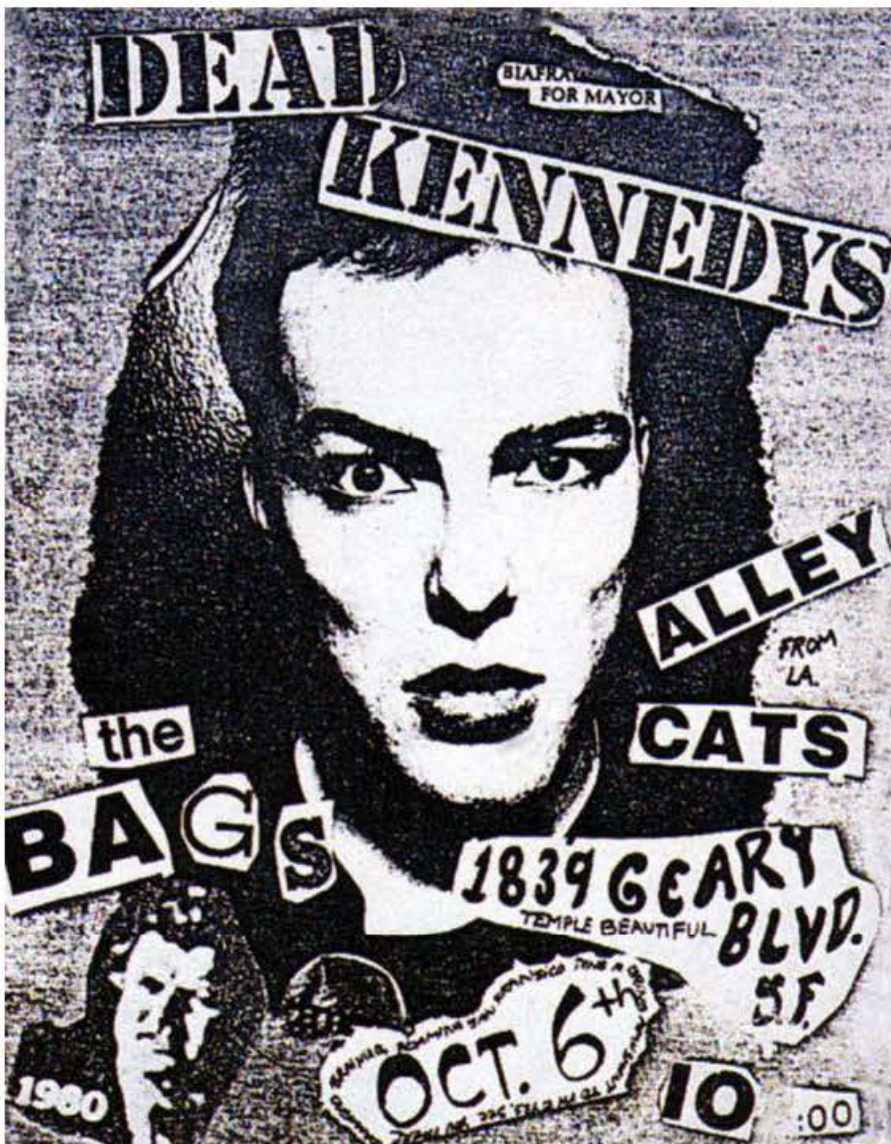
Brain Buckets examines the bold, masterfully crafted, hand-painted artwork of custom motorcycle helmets. Over the course of the last hundred years, motorcycle helmets have gone from a safety precaution widely rejected by riders to a fashion statement, a way to accessorize and tell a personal story on a canvas visible to anyone who might pass by.



Process

Inspiration

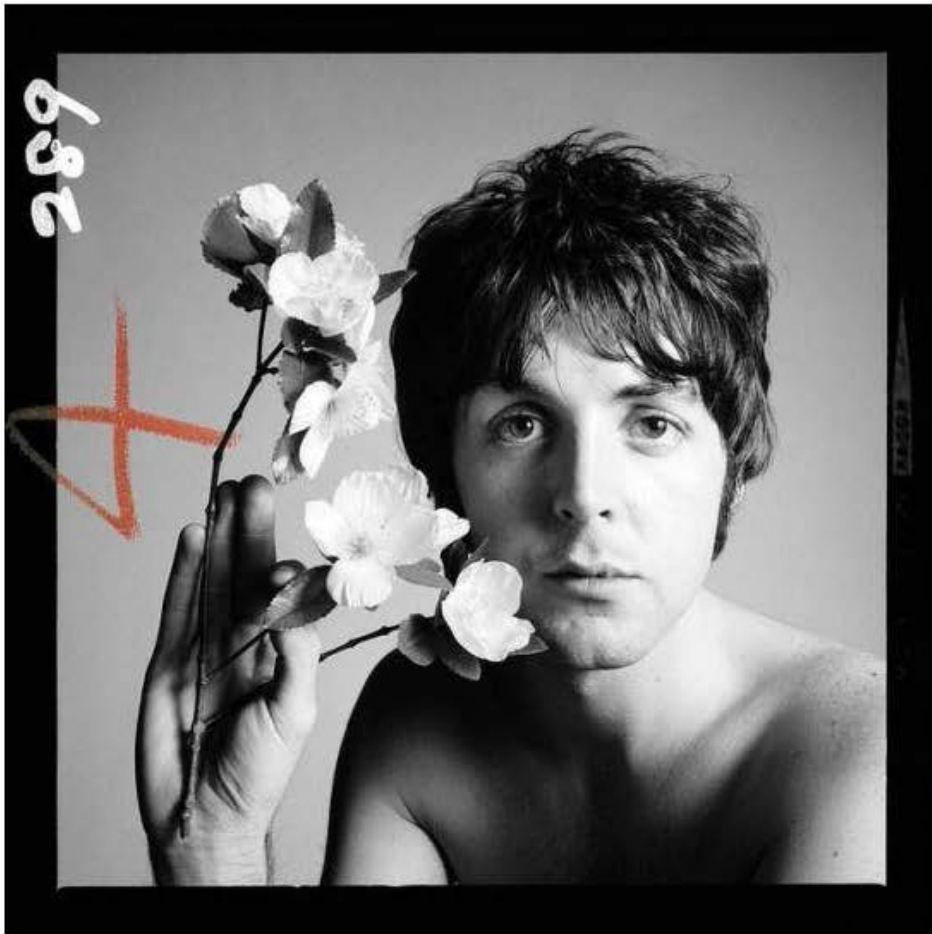
My inspiration revolved around DIY aesthetics, including collaged punk posters, printmaking techniques, and contact sheet notations for developing photos.



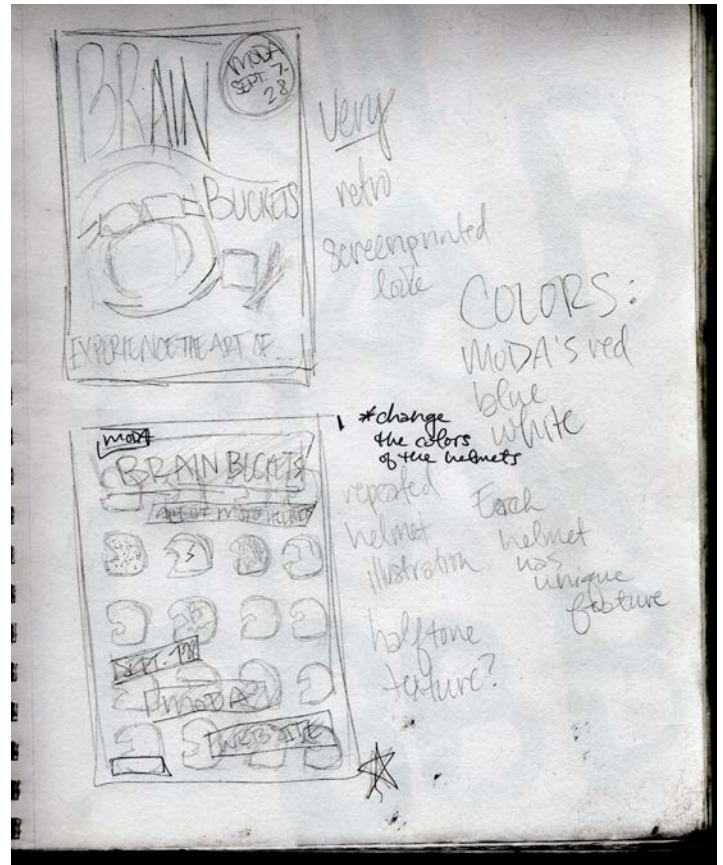
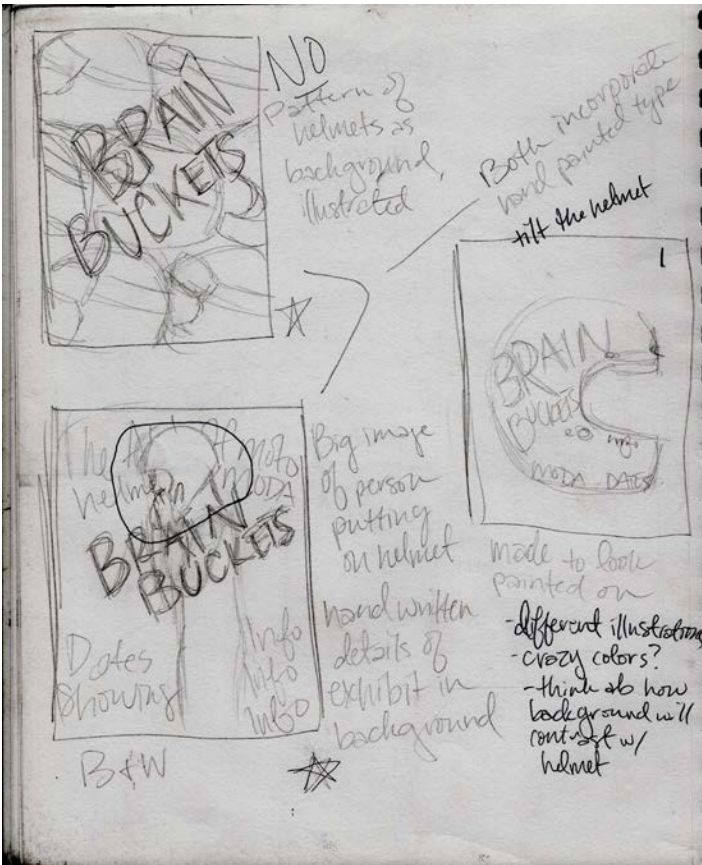
Inspiration



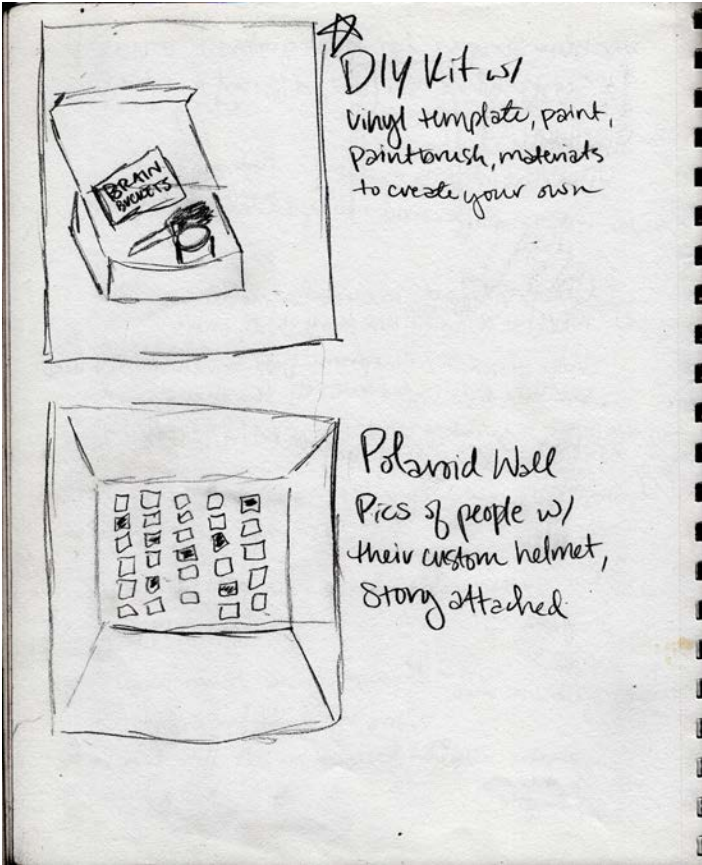
Inspiration



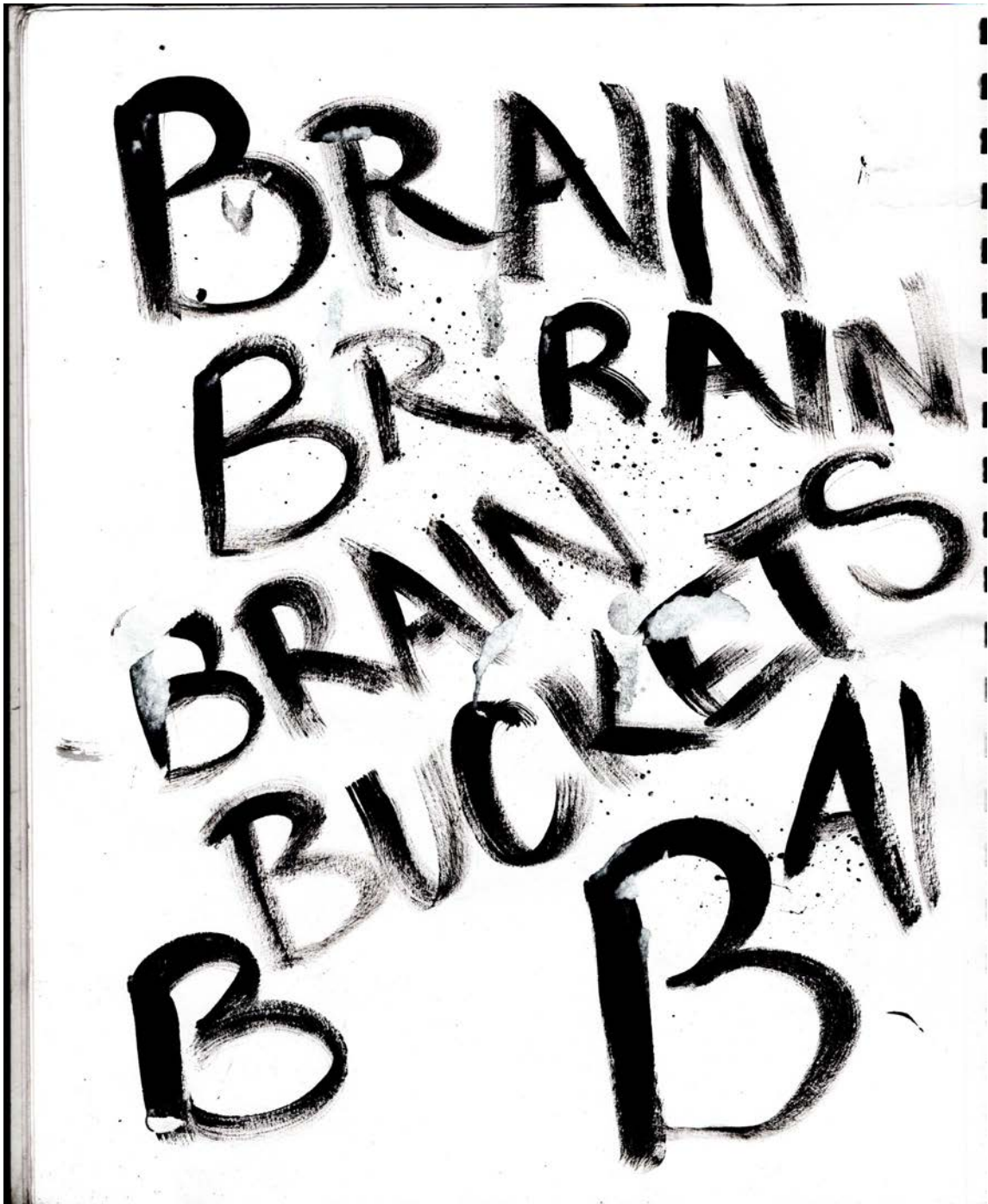
Sketches



Sketches



Experiments

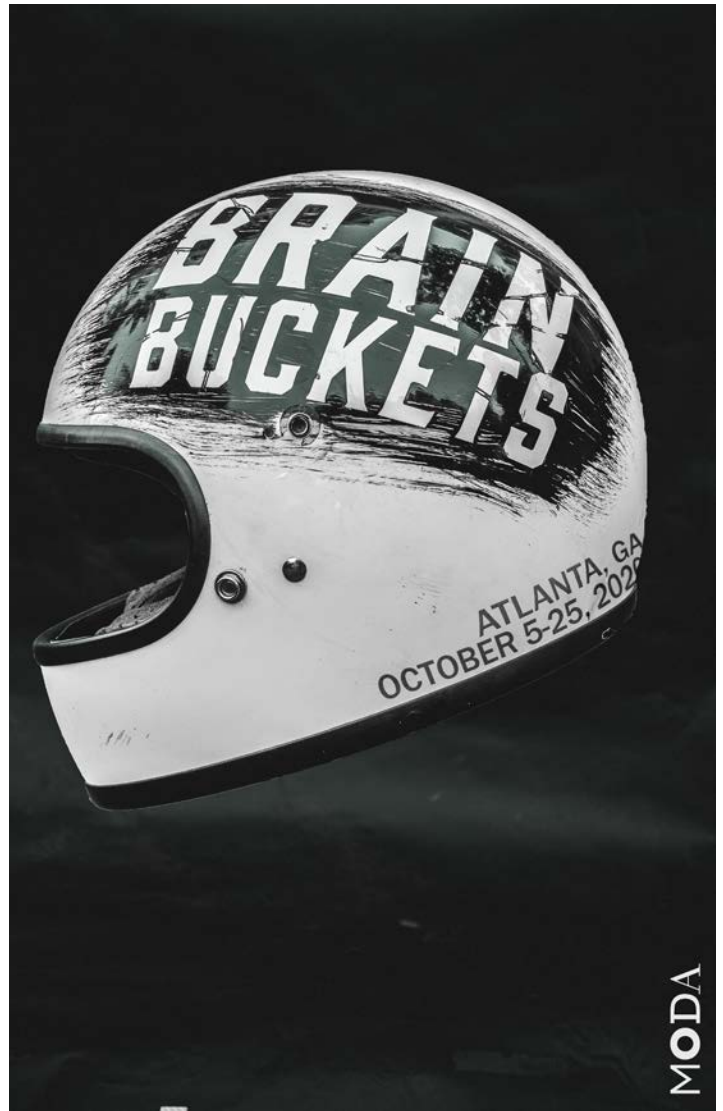
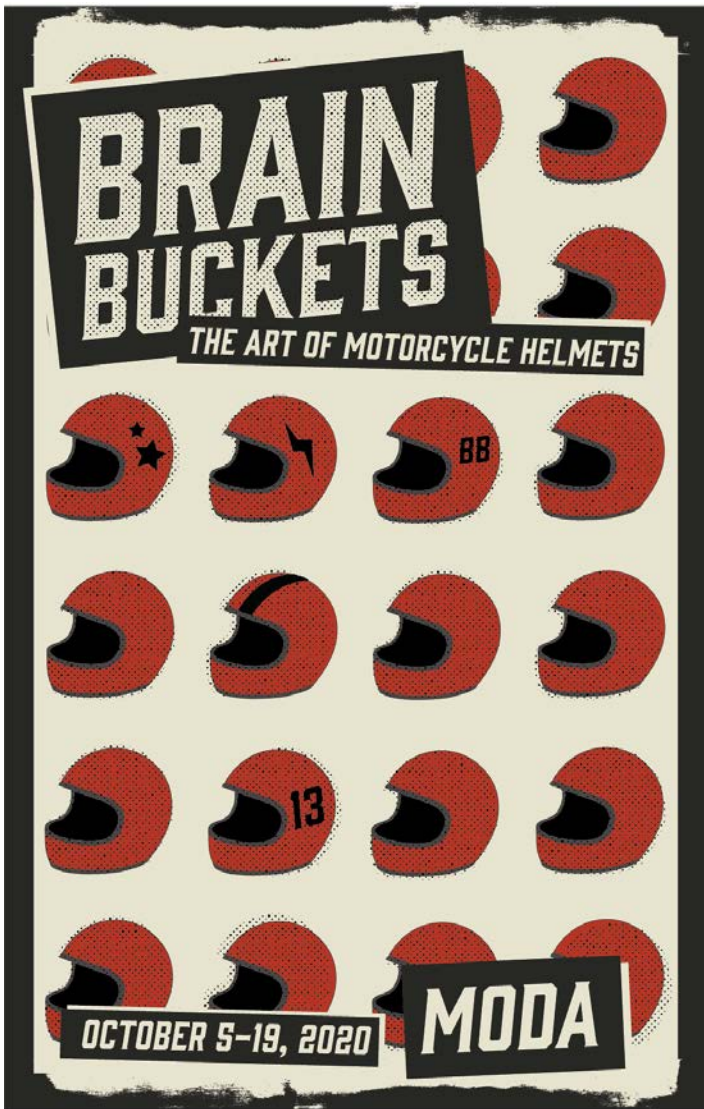


Experiments

THE ART OF MOTORCYCLE HELMETS
THE ART OF MOTORCYCLE HELMETS
THE ART OF MOTORCYCLE HELMETS
OCT
OCTOBER 5-25 2020

A
ATLANTA, GA
ATLAN

Computer Explorations



Computer Explorations



Feedback

- Change exhibit title to “art of motorcycle culture” instead of “art of motorcycle helmets”
- Add more roll-outs. Think of promotional items and social media communication.
- Shorten process video on website.
- Tighten up and refine visual elements of the brand so that it is not quite as messy. More intentionality in off-kilter look.
- Include environmental mockups as well.

Changes based on feedback

Poster

The key art poster had the core elements of the brand, but needed some refinements to elevate the design. I pulled back on the tilted look and changed the placement of the stamp details for clarity, as well as changing the texture of the red text.

BEFORE



AFTER



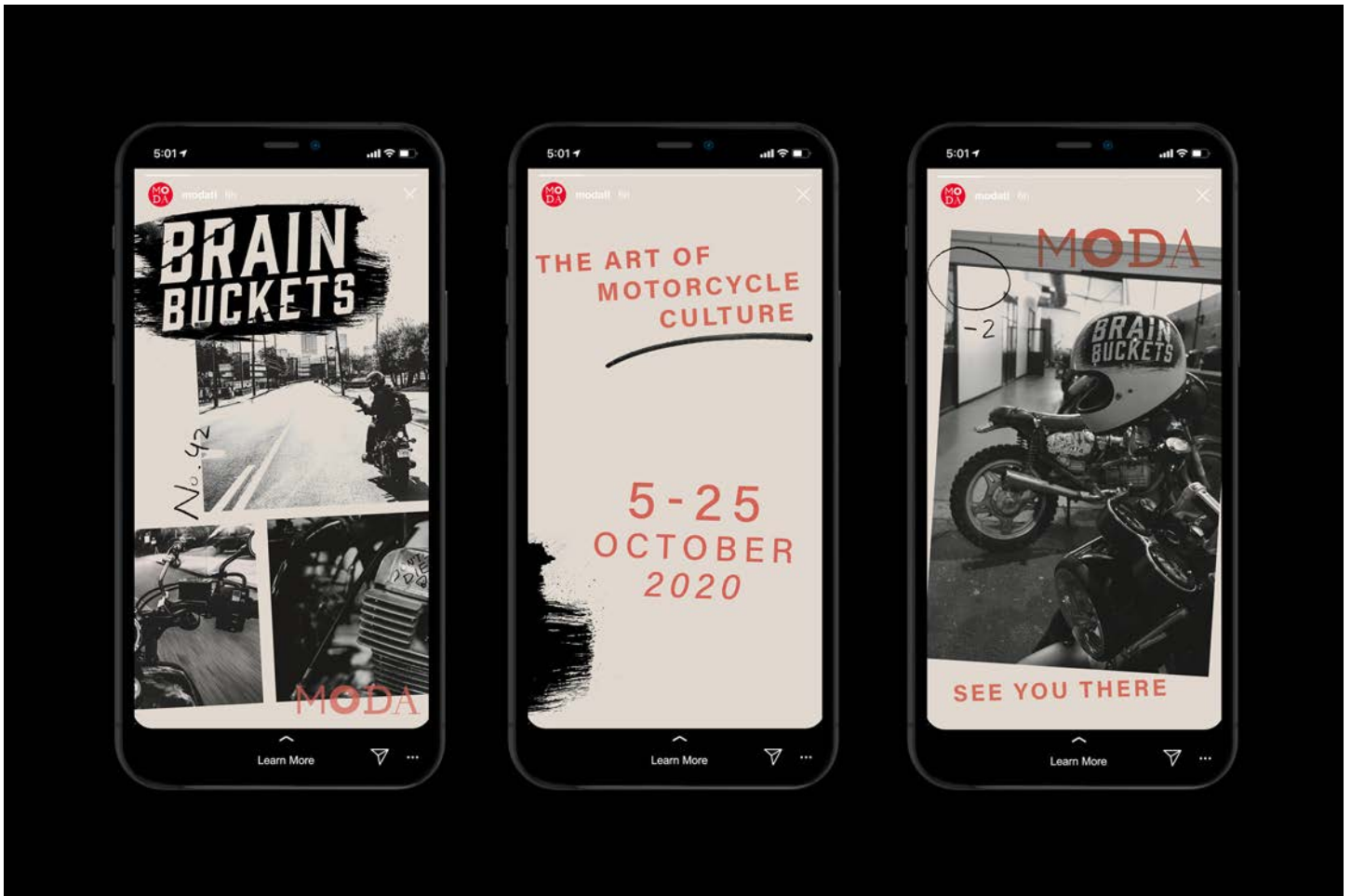
Poster Mockups

Adding environmental and textured images of the posters helped bring the idea to life and give it some context. The first image can give more detail and focus on the helmet.



Social Media

Addition of social media content helps to visualize advertising and branding through different communication channels.



Notebook

As an additional take-away item, notebooks can be sold at the exhibit. Notebooks cater to motorcycle riders and can be used for taking down maintenance notes. These are pocket-sized for convenience.



FRONT:

TRAVEL LEFT 11mm
PRELOAD: 0
REBOUND: -8
COMPRESSION: -13

REAR:

TRAVEL LEFT: ~10mm
PRELOAD: 7mm (4 LINES)
REBOUND: -12
COMPRESSION: -28

COLD TIRE PRESSURES
REAR: 29
FRONT: 33

NOTES:

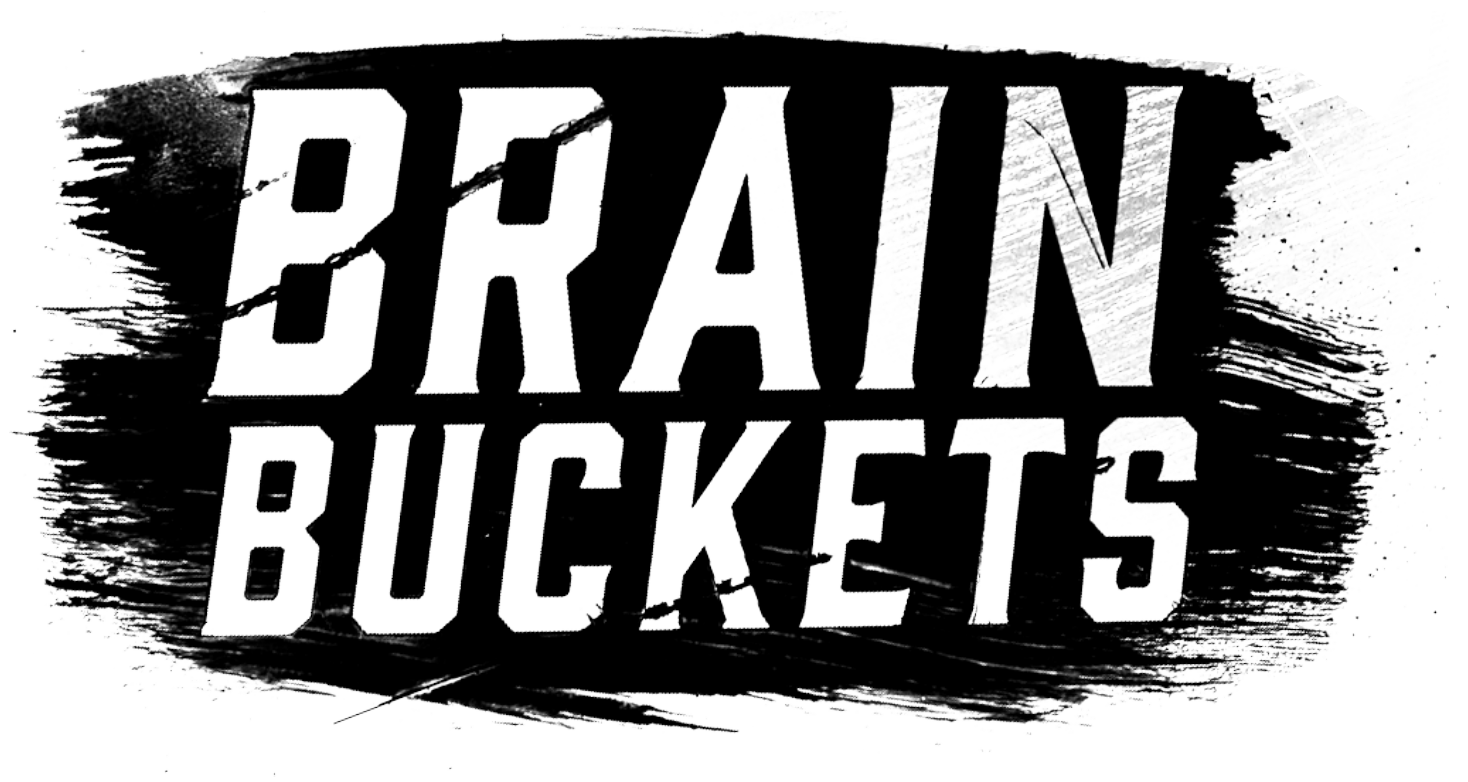
FRONT TURN FEELS A BIT
SLOW LOTS OF BRAKE
DIVE + REAR FEELS
LIGHT BEFORE TIPPING
IN. EXTREMELY STABLE
MID CORNER AND ON
EXIT. HAND PRESSES
AGAINST BAR SLIDERS
BARS MAYBE TOO
NARROW?

Final Product

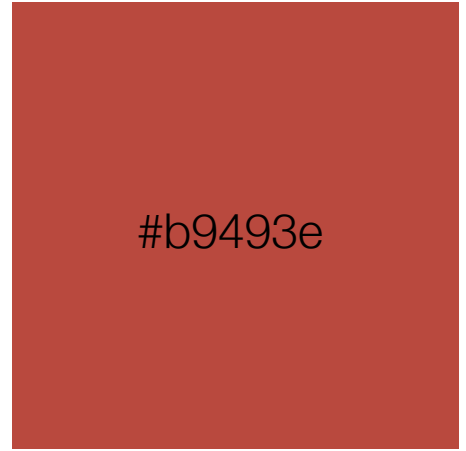
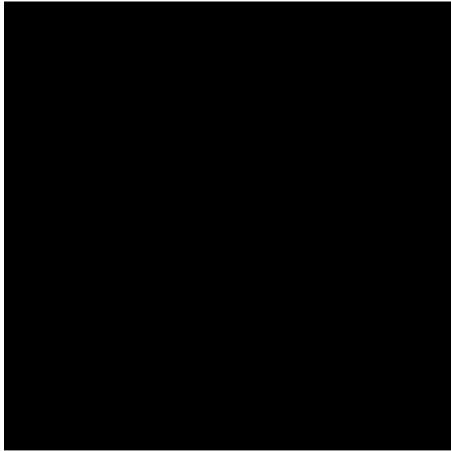
The final result for Brain Buckets is a visual language that is attention-grabbing for both riders and non-riders, encouraging more visibility and curiosity for MODA. By combining images of motorcycle ephemera, hand-rendered elements, and typography explorations, the brand is set apart from the look of many other exhibit campaigns. The motorcycle community in Atlanta is very strong, and this exhibit could bring much more attention to MODA through riders sharing their experiences with each other.

Word mark

The word mark primarily exists on the helmet, but can be used on flat images in situations like the social media posts or notebook.



Colors and Typography



Word mark

GIN OBLIQUE

Headings

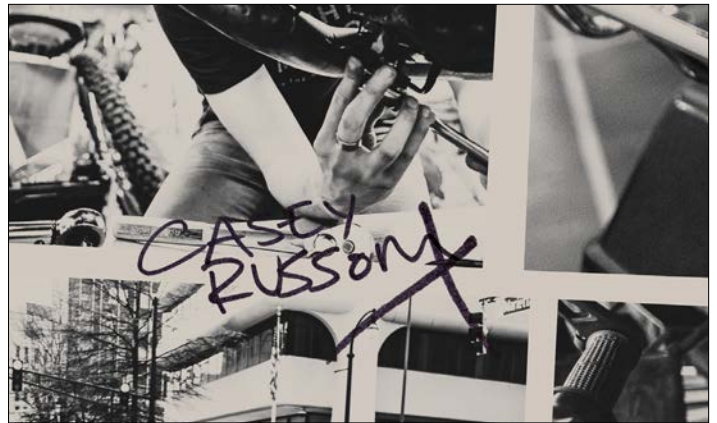
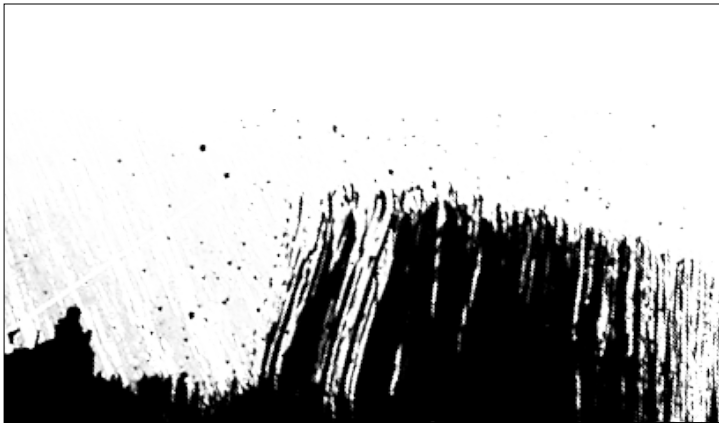
ACUMIN PRO BOLD

Body Copy

ACUMIN PRO LIGHT. PUDI DUNT ALIQUIBEATI QUAE-
CATEM SUNT QUI NOBISTRUM ALIGENT, IUR MODI OC-
CABOR EPERCIAM LAM FUGIT OFFIC TEM EXPED QUAME
LACERITIO.

Textures

The visual language heavily relies on textures carried throughout the brand. These include the paint swaths of the word mark, handwritten elements to simulate contact sheet notations, grainy and translucent text to simulate overprinting, and monotoned images.



Final Images



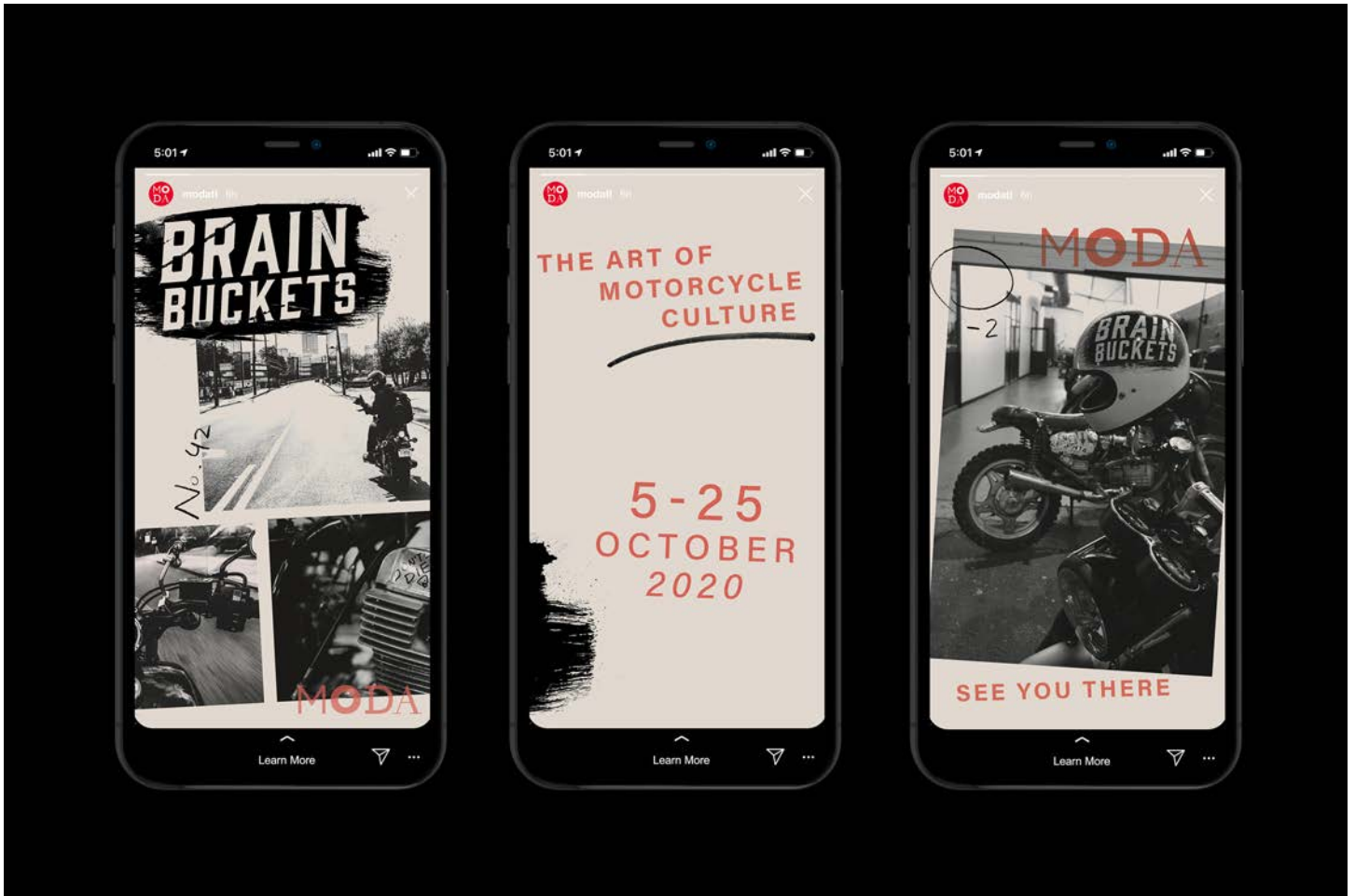
Final Images

Video, can be viewed at: <https://vimeo.com/369353949>

Short video loop used as cover image on portfolio website:
<https://drive.google.com/file/d/1jQVCMw5Hlwwl-eNbkrgQKOF07Lap-fZ9J/view?usp=sharing>



Final Images



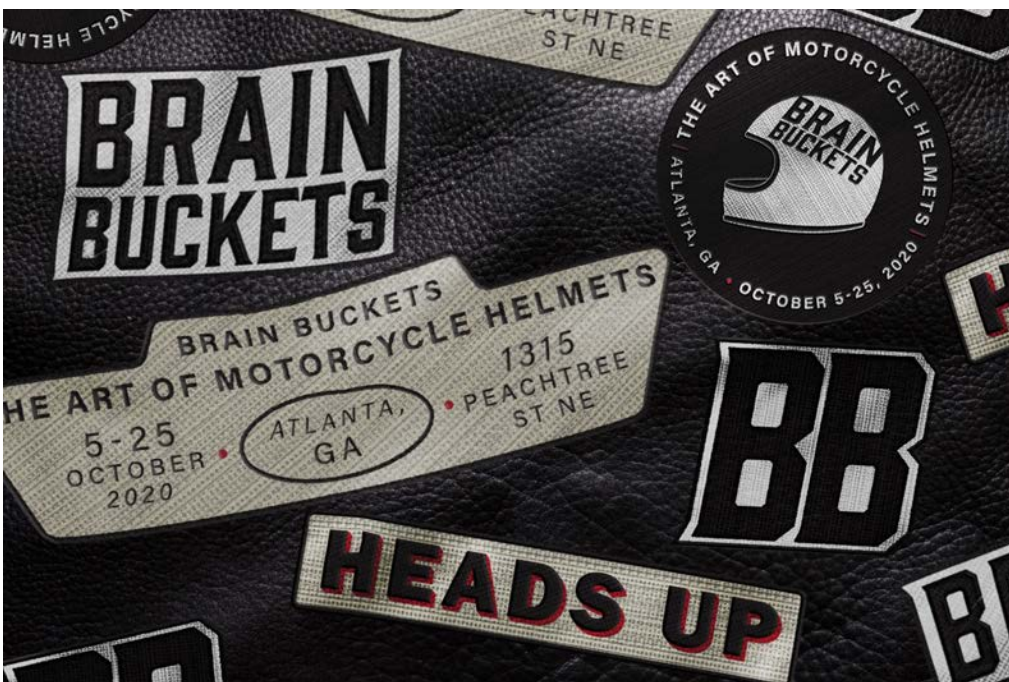
Final Images



Final Images



Final Images



Final Images

Process Video (linked on website): <https://vimeo.com/369345674>

Preview on portfolio website:

<https://drive.google.com/file/d/1J82gSg1P78mmsrq8J3LJxliQXf8kR4TZ/view?usp=sharing>



