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Senior Honors Thesis
Muncie Mall Identity Development
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Before actually choosing a subject for my Senior Thesis, I reviewed my portfolio to find out what type of project would showcase the variety of skills I have acquired in my graphic design courses. After evaluating each piece using several criteria, I found each of them to be projects which were created within a given set of parameters and pursued to a definite end result. While my portfolio contained a wide variety of types of graphic design dealing with different topics and "clients", it lacked a project which, without the regulation of set guidelines, satisfactorily displayed my ability to develop an overall concept and apply it to all facets of graphic design. I wanted to create a related group of design pieces all revolving around a central theme, possibly an identity campaign for a company. While discussing the possibilities with my mentor, she suggested that perhaps I should develop such a campaign for the Muncie Mall. While I had not considered a local company, the idea intrigued me. Despite having visited the mall on numerous occasions, I had a great deal of trouble defining the mall's existing identity. Did it even have an identity? Did it need to have one?

Before touching pencil to paper, I did a great deal of research. I tried to define what a mall is, who frequents it, and what it is used for. I decided to go to the Muncie Mall on three separate occasions, at different times of the day to help determine the answers to these and other questions. I sat on a bench and walked around for several hours watching and listening to people pass by, socialize, and shop. Strictly speaking, a mall is a structure which houses a conglomeration of retail stores each having its own separate identity and clientele. Today, a mall is much more than just a "shopping center". While the primary reason people go to the mall is to shop, it serves a greater number of purposes. For example, in the morning the elderly use it as a place to meet, socialize, and exercise by walking a short fitness course. It is used by college and high school students as a place to go in order to get away from the rigors of homework as well as to shop (primarily for clothing). During the evenings (especially on the weekends) it provides teens with a place to meet with friends and socialize. Middle aged adults use it primarily as a convenient place to shop given the fact that there is a variety of different stores under one roof. As is quite evident, a mall serves different purposes for persons of different age groups and socioeconomic levels. Seldom do people go to a mall just to visit one store but rather to the entire mall as a whole. Thus I believe that a
mall should have its own identity which is universally appealing to the wide range of people and uses it serves.

Keeping all this information in mind, I attempted to develop a logo which would be both innovative and appropriate. It was indeed a challenge to create a logo which would be progressive, but not transient. I sketched out approximately 25-30 different logo possibilities based on a large variety of sources and influences from wrapping paper, to currency, to cars, to children's toys. My mentor and I evaluated each design on both a conceptual and a design basis. The final choice was derived from several different sources including Indian blankets, landscape paintings, and architectural renderings. The sharp angles and rigid geometrical forms which make up the logo itself represent industrialized, urban architecture while the earthtone color scheme serves as a synthesis with the Midwestern farmland. The color scheme provides it with a year-round appeal. The colors in the logo itself represent spring, summer, and fall while the white of the background represents winter. I believe that the strong conceptual basis for each and every element of the logo provides a timelessness to the overall design. It is significantly innovative, differing vastly from the existing one, but will be as appropriate 20 years from now as it is today.

Having arrived at a solution for the logo, the next logical step was the application of not only the logo, but the concepts behind it to the mall itself. I first created a letterhead, business card, and envelope for the mall office which are all pretty straightforward. The next step was a slightly more difficult one. Even though it is beyond the normal scope of a graphic designer, I felt it necessary to re-design the interior and exterior of the mall in keeping with its new identity. The end portion of this book describes and depicts some of the proposed changes and their conceptual bases. Obviously a series of promotional pieces are necessary to make the public aware of the mall's new identity. I chose to design and execute a newspaper advertisement and a set of two posters which would be printed and displayed promoting the mall's re-opening after all of the architectural renovations, both interior and exterior, would have been completed. There are ideas for billboards, television and radio spots which I have thought about as well, but time does not permit me to consider for this project.
FATHER'S DAY

Gift Suggestions Brochure

June 1990

Muncie Mall
A difference that registers.
10 a.m. to 9 p.m. Monday thru Saturday, 12 noon to 5 p.m. Sunday
Granville at McGalliard.
Help Celebrate Muncie Mall’s

20th BIRTHDAY

Come to our Birthday Bash

Saturday, October 20th
2:00 - 4:00 p.m.

Receive one of 20 dozen birthday cupcakes with a prize slip inside. Match the slip to the corresponding prize. You could win one of these great prizes:

2 ¼ carat diamonds 10 beautiful opals
$100 mall gift certificate
Hundreds of smaller prizes

Muncie Mall
A difference that registers.

Come one, come mall.
HOLIDAY
AT HOME
LAFAYETTE SQUARE
-After evaluating all of the previous color variations, I pursued the five most appropriate designs on a larger scale with more finalized color.

- The above design is based upon designs from U.S. currency and intricate Indian beadwork.
MUNCIE MALL

- A more refined version of #1 based on a combination of more patterns and Indian art.
-- (2 color variations)

For same logo

Allowing the "M" to become overall background design.

Based on 4 seasons - color scheme - earth tones - midwestern feel combined with indah/Architectural style.

Final Comp

- Color comp to scale of final choice for logo based on influence described on design bill.
- The idea is to create an identity for the mall itself. Each of the stores has its own identity & obviously the mall is a haven for a wide variety of stores. I believe that people should want to go to the mall, not just the stores within it.
I decided to render the logo without the 'MUNICIPAL MALL' typography. After the introduction and usage of the entire new logo campaign, I believe that the "M" logo alone will be able to stand and represent the mall. It should gain a strong recognition factor so that when the public sees the "M" they will immediately think of the mall.
In honor of
T"MEND IT.
ANNIV.
MELVIN
& ASSOCIATES
PRES.
THE RE-DEVELOPMENT OF MUNCIE MALL.
COME AND JOIN US ON SUNDAY, NOVEMBER 2ND FROM 1:00-9:00 P.M.

-NEWSPAPER AD POSSIBILITIES:
TILT OF ADVERTISEMENT HELP TO CREATE A EYE-CATCHING, OUTSTANDING QUALITY. DYNAMIC QUALITY TO NORMALLY NUMERICAL LOOKING MEDIUM.
GRAND RE-OPENING

IN HONOR OF ITS TWENTY-FIRST ANNIVERSARY
MELVIN SIMON & ASSOCIATES PRESENTS THE COMPLETE RE-DESIGN
MUNCIE MALL
COME JOIN US ON SATURDAY, MAY 17TH FROM 2-5 FOR FESTIVALS
VARIATIONS ON 2 POSTER SERIES TO BE DISPLAYED TOGETHER OR ALONE. POSSIBILITY OF AN ENTIRE SERIES OF POSTERS TO BE DISPLAYED AS A BANNER. FULL COLOR TYPOGRAPHY & LOGO WITH SCREENED BACK LOGO ELEMENTS BECOMING BACKGROUND. THE SLIGHTLY TILTED VERSION CREATES DYNAMIC, INVITING COMPOSITION. POSTERS TO SERVE AS PROMOTION FOR GRAND RE-OPENING.
CELEBRATING
MUNCIE MALL
ANNUAL ANNIVERSARY
WITH A
RE-DESIGNED,
COMpletely NEW,
NEWLY MODELLED
MUNCIE MALL
3501 NORTH GRANVILLE
SATURDAY
5 JUNE
12 NOON TO 9 PM
FOR FESTIVITIES
GRAND RE-OPENING

MELVIN SIMON & ASSOCIATES PRESENTS THE COMPLETELY RE-DESIGNED NEWLY RE-MODELLED

3501 NORTH GRANVILLE COME JOIN US ON SATURDAY MAY 7TH FROM 2-4PM FOR FESTIVITIES AND DOOR PRIZES
CELEBRATING OUR TWENTY-FIRST ANNIVERSARY WITH A WHOLE NEW LOOK TO THE RAND NEW

MUNCIE MALL
IDEAS FOR OUTDOOR SIGNAGE:

1. Shallow relief/flat
   - Sign for facade of building & interior wall spaces
     (can be backlit from interior fluorescent bulbs or exterior spotlights)

2. Interior signage - 2 sides
   - For advertisement, one for map, one for mall logo

3. Outdoor sign at entrance to mall parking lot
   - Lit from exterior; sloped top for water/snow runoff

4. Exterior sign for mall and 3 movie theatres contained therein
   - Lit via interior fluorescent lights
   - Wired mesh panel on door to hold letters flat
(1) Existing main entrance to mall & L.S. Apees

Current page: New version of main
line constructed using existing architecture in addition of 4
"columns" covered with white marble
addition of 2 round seating areas
with fountains (trees & flowers).
Note L.S. Apees look behind as if
really isn't the entrance to Apees.
Re-shaping of sidewalk area into
semi-circular, extended area

(2) Existing mall "drive way" - Note:
 Doesn't actually lead to main mall
entrance - no Belmont at all

Opposite page: New version of mall
"threadbare" leading directly to
main entrance. Center strip/median
containing fountains, bushes (small), flowers,
trees. Breaks in median for pedestrian
crosswalks. Right 2 lanes for entrance
2 turns for exit. Small outdoor
fountain in center of median. Well
lit by evenly spaced street lights.
Entire "threadbare" designed to
invite customers/visitors in. Inviting
fountain to add life to otherwise
cold, mechanical areas (parking lot)
EXISTING CENTRAL COURT AREA: STAGE FOR EXHIBITIONS AND SHOWS.

OPPOSITE PAGE: NEW VERSION WITH SIMILAR COLUMN STRUCTURE - PEACEFUL(INTERIOR), CENTRAL SCULPTURAL (ASSIMILATION) PIÈCE BASED ON ARCHITECTURAL ELEMENTS & PATTERNS FROM LOC

APPAL 15 FT. IN DIAMETER WITH SEATING AREA ALL AROUND DESIGNED TO ACCOMMODATE ROUND JUDGES WHICH COULD BE LOCKED AROUND ROUND PORTION ALLOWING SCULPTURE TO STILL BE VIEWED.

LARGE OPENING IN CEILING FOR OPEN, AIRY FEELING.

TRANSLUCENT BANNERS HANG BELOW SKYLIGHT FOR LUMINOUS EFFECT. RETAINING MOST OF CEILING STRUCTURE BUT RE-PAINT

EXISTING SIDE ENTRANCE HALLWAY.

OPPOSITE PAGE: ADDITION OF MORE LIGHTS IN CEILING.

REDUCTION OF FLOOR TREATMENT. ADDITION OF LONG, SHALLOW AREA AGAINST WALL FOR ENLARGED WALL COULD BE USED TO DISPLAY COMMUNITY ARTWORK OR AS SMALL Niches FOR INDIVIDUAL STORE DISPLAYS.

EXISTING MALL SEATING AREA

OPPOSITE PAGE: RETAINING virtually all of seating structure with addition of outer seating area RE-PAINTED(RECOAT) USING MOTIFS FROM LOCIO.