

Myths & Legends

lily souther

The Brief

the project assigned to us is to create typographic elements for the upcoming exhibit at the SCAD moa. our main objective is to create a booklet with many pages exemplifying the pieces in a unique way. we get to play around with different aspects of the exhibit including the exhibit title wall, primary didactics, in-window display, postcards, and the booklet!

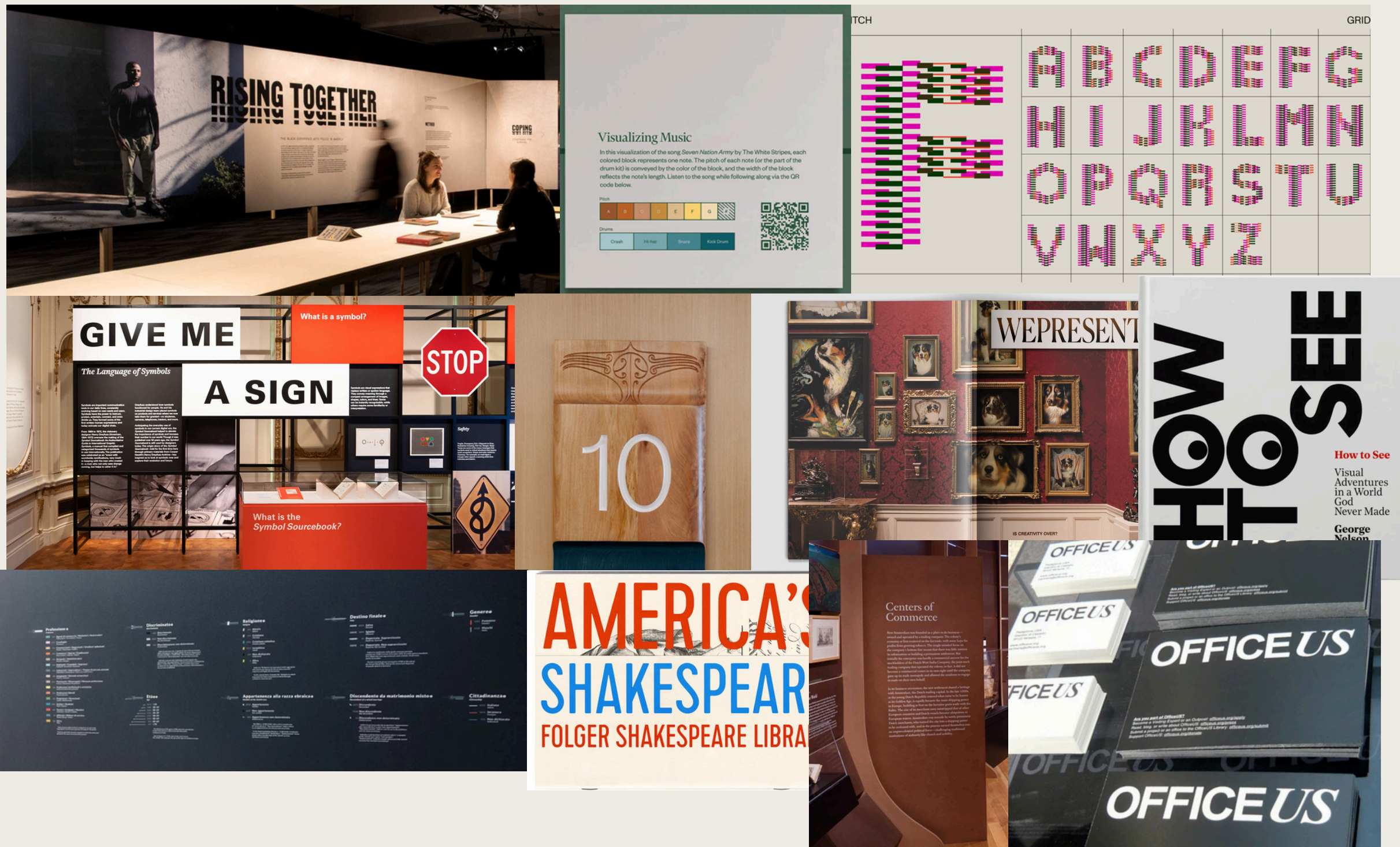
here is my process

Background Research

- historical and contemporary works
- convey the layered qualities of legends and lore
- there are intergenerational and intercultural alterations
- reflect storytellings transgressive history and impact on society today
- how the myths and legends have the ability to reframe certain ideologies, some because of public opinion
- wants to convey how opinions and influence can transform past myths and legends
- think of how they can be two-dimensional, create experiences that are both printed and environmental

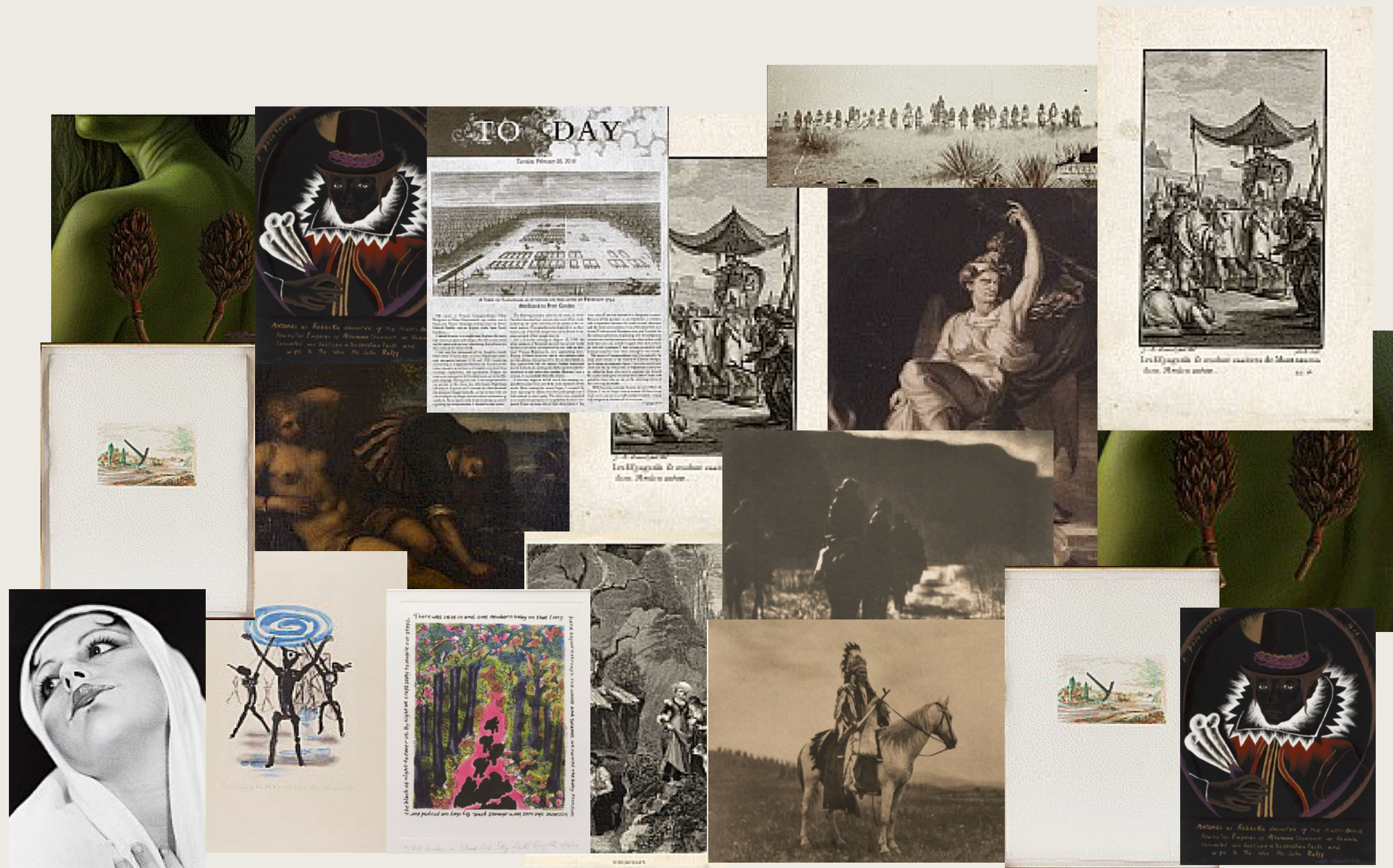
notes from the gallery

Background Research



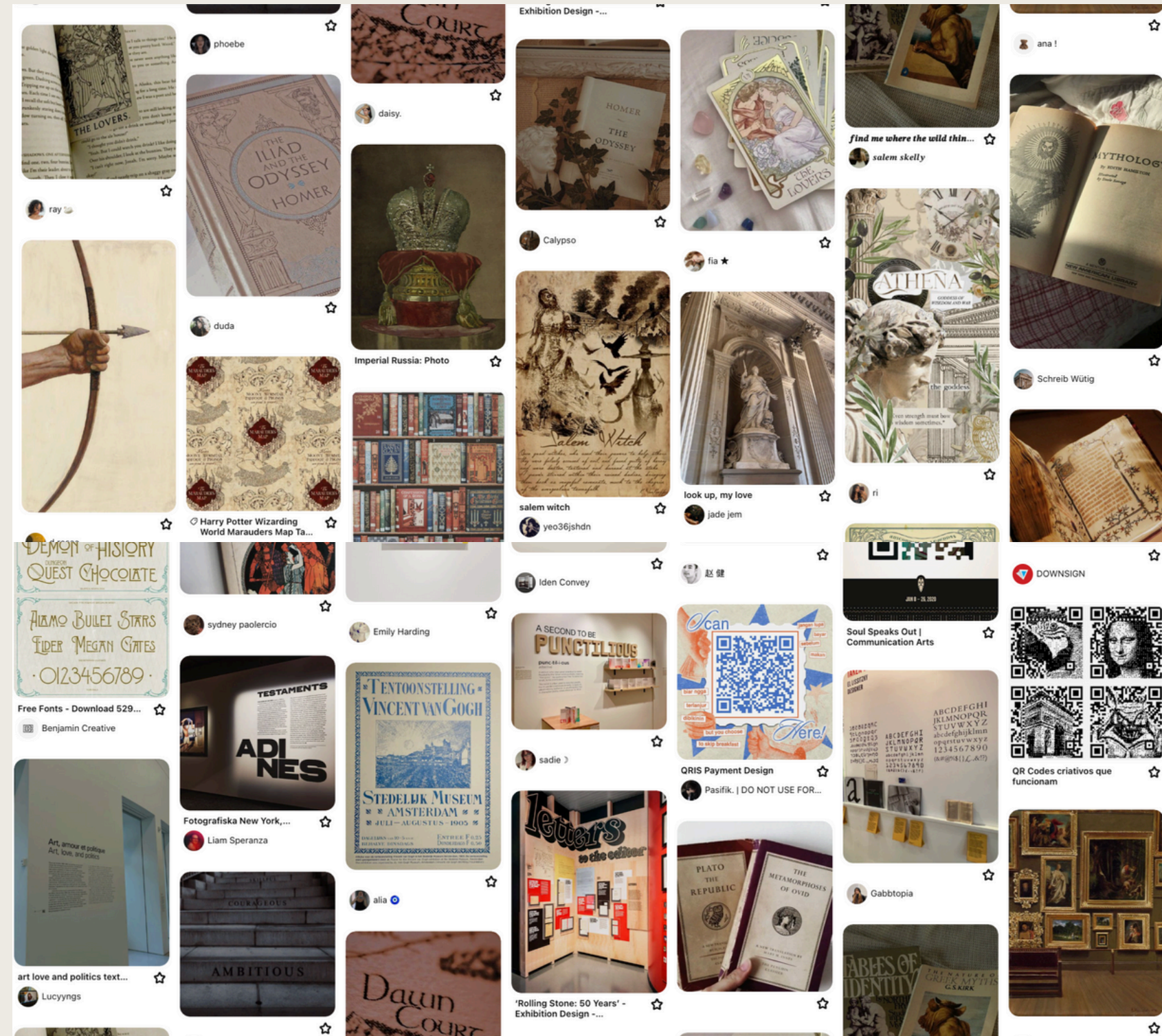
inspiration from different websites

Visual Reference



here are the pictures from the
gallery combined into a collage

Visual Reference



pinterest boards

Typographic Explorations For Main Exhibition Wall

[illegible]

Typographic Refinements



Final Direction For Main Exhibition Wall

Myths & Legends

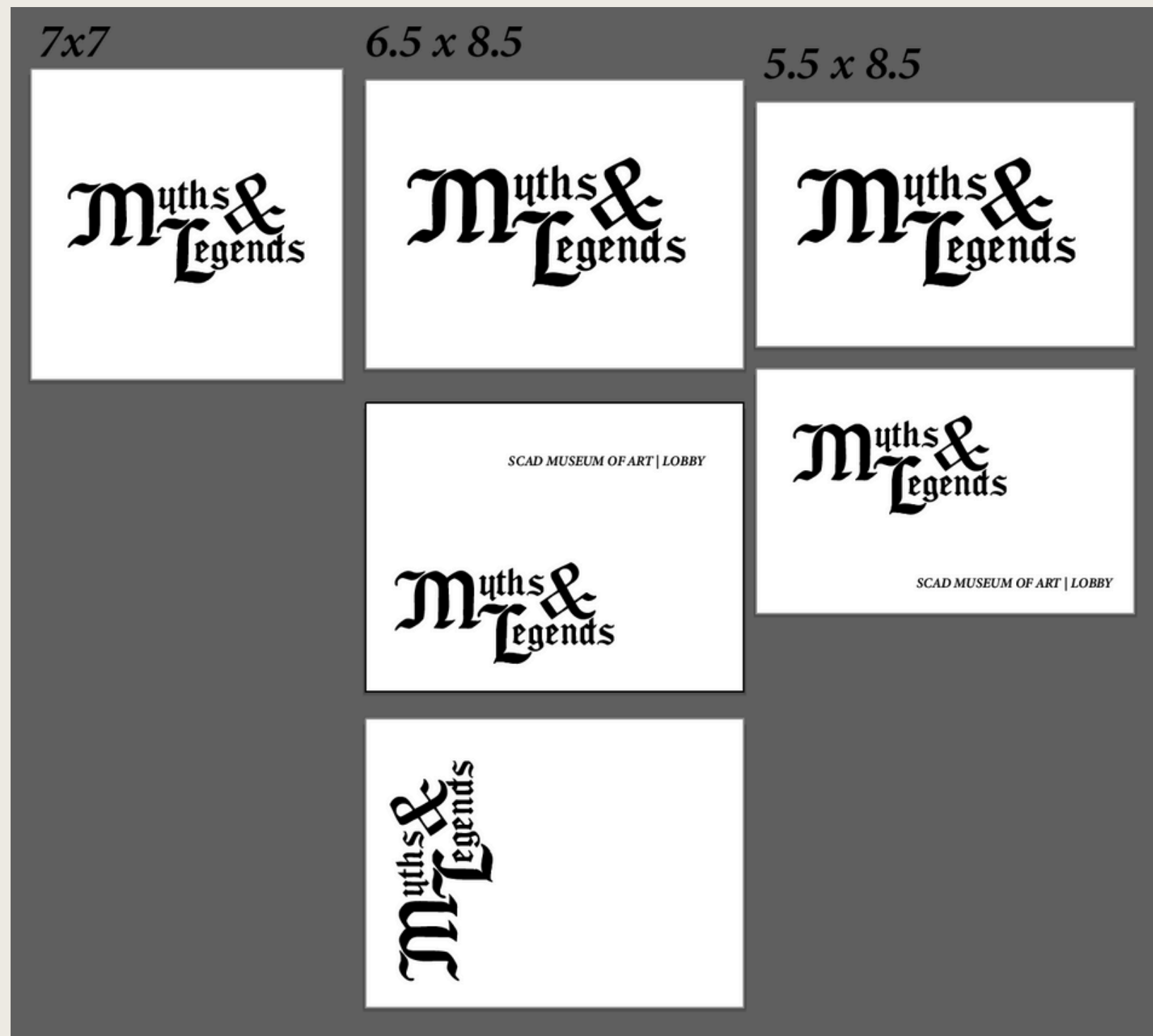
EXHIBITION OVERVIEW

Myths and Legends gathers historical and contemporary works from the SCAD Museum of Art permanent collection whose compelling stories, characters, and morals have captivated audiences across time and space. These paintings, prints, and photographs illustrate artists' ability to convey the ineffable, layered qualities of legends and lore, despite their intergenerational and intercultural alterations. While reflecting individual narratives and often toeing the line of reality and fantasy, the works altogether reflect storytelling's transgressive history and impact on society today, from our spiritual belief systems, perceptions of gender and culture, to power dynamics.

The exhibition demonstrates myths and legends' ability to validate, challenge, and reframe certain ideologies, revealing their frequent use to influence public opinion and behaviors. Artists like Cindy Sherman and Andy Warhol reimagine icons from the collective imagination, such as Uncle Sam and the biblical figure Madonna, who personify societal values of faith, womanhood, and patriotism. Other artists like Claes Oldenburg and Marisol reframe understandings of historical myths or mythologized people, like Hercules and Pocahontas, while Jaune Quick-to-See Smith and Chloe West reclaim their positions as storytellers to recontextualize myths regarding indigeneity and femininity.

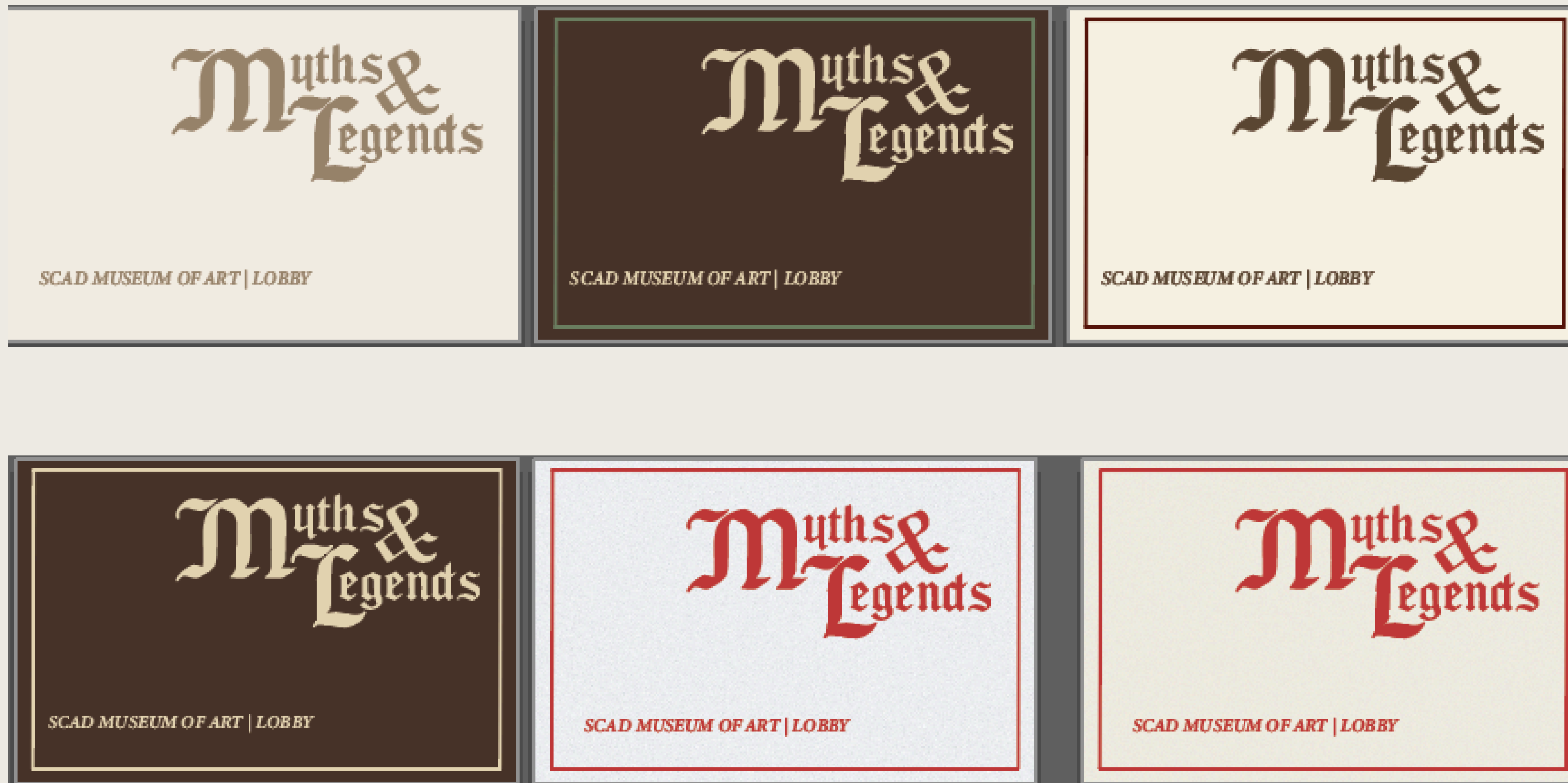
SCAD MUSEUM OF ART | LOBBY
JULY 5, 2025 - TBD

Typographic Explorations of Booklet Cover



still unsure about the layout

Booklet Cover Refinement



Booklet Cover Refinement



playing around with color and figured
out a new layout that fit better

Final Booklet Cover



Title Cards

Chloe West

b. 2022

Magnolia

Oil on Linen

20x16 Inches

Gift of Morgan Aguiar-Lucander

Object Number: 2023.11.1

Cindy Sherman

b. 1975

Madonna (Self-portrait)

Gelatin silver print

Reprinted by artist in 1997

Frame: 26 7/8 × 22 3/8 in. (68.3 × 56.8 cm)

sight: 7 1/2 × 5 1/2 in. (19.1 × 14.0 cm)

Gift of Shirrel Rhoades

Object Number: 2005.1.11

Edward S. Curtis

b. 1904

The Vanishing Race

Printed later

Frame: 21 1/16 × 17 in. (53.5 × 43.2 cm)

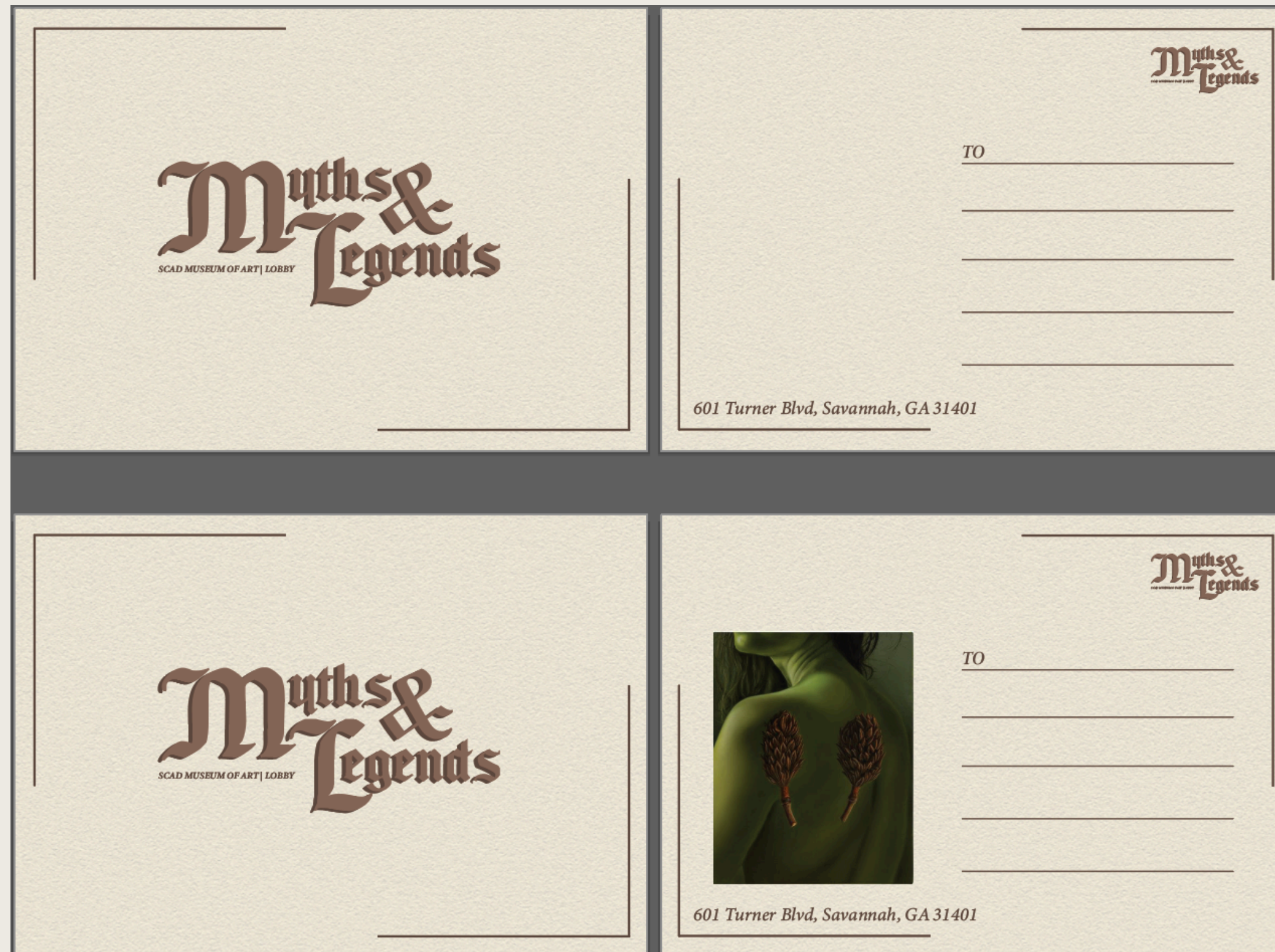
sight: 7 1/16 × 9 13/16 in. (17.9 × 24.9 cm)

Gift of Shirrel Rhoades

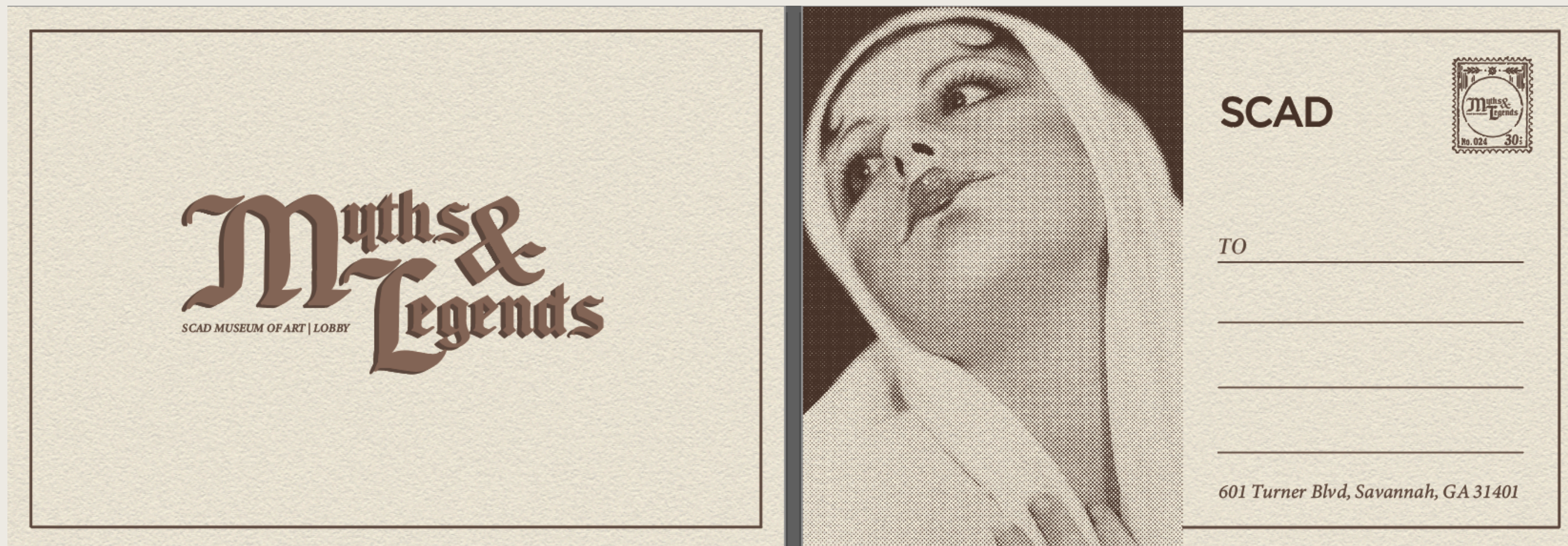
Object Number: 2002.1.121

simple but effective

Postcard Explorations

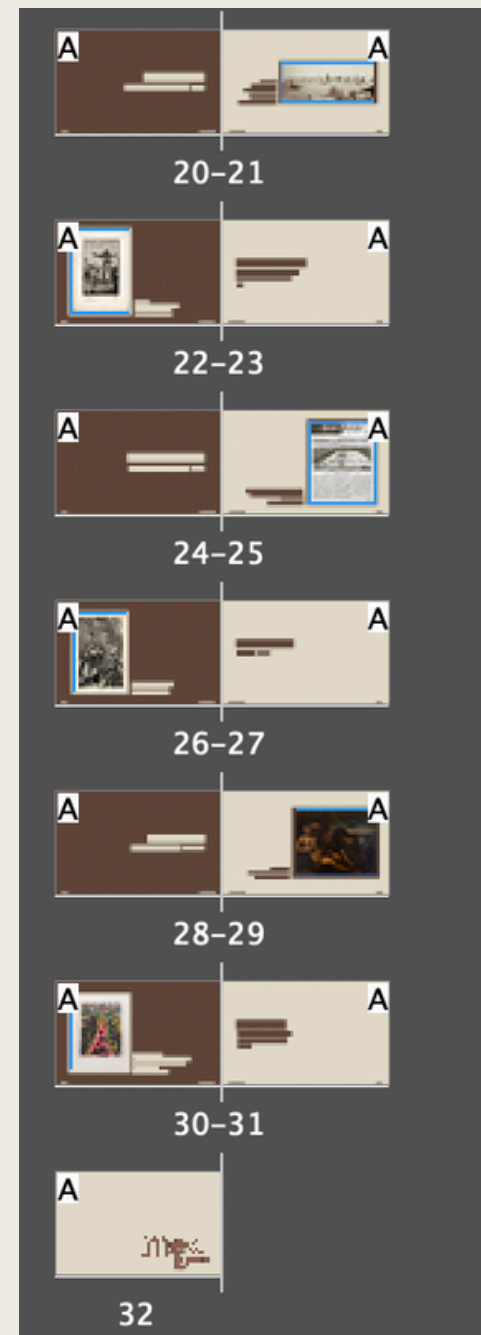


Final Postcard



used an affect from photoshop that enabled me to make the photo
into round and smaller pixels so i could match it to the postcard

Booklet Process



wasn't able to take many progress pictures of the booklet but showed many different variations during class

Final Project

Final



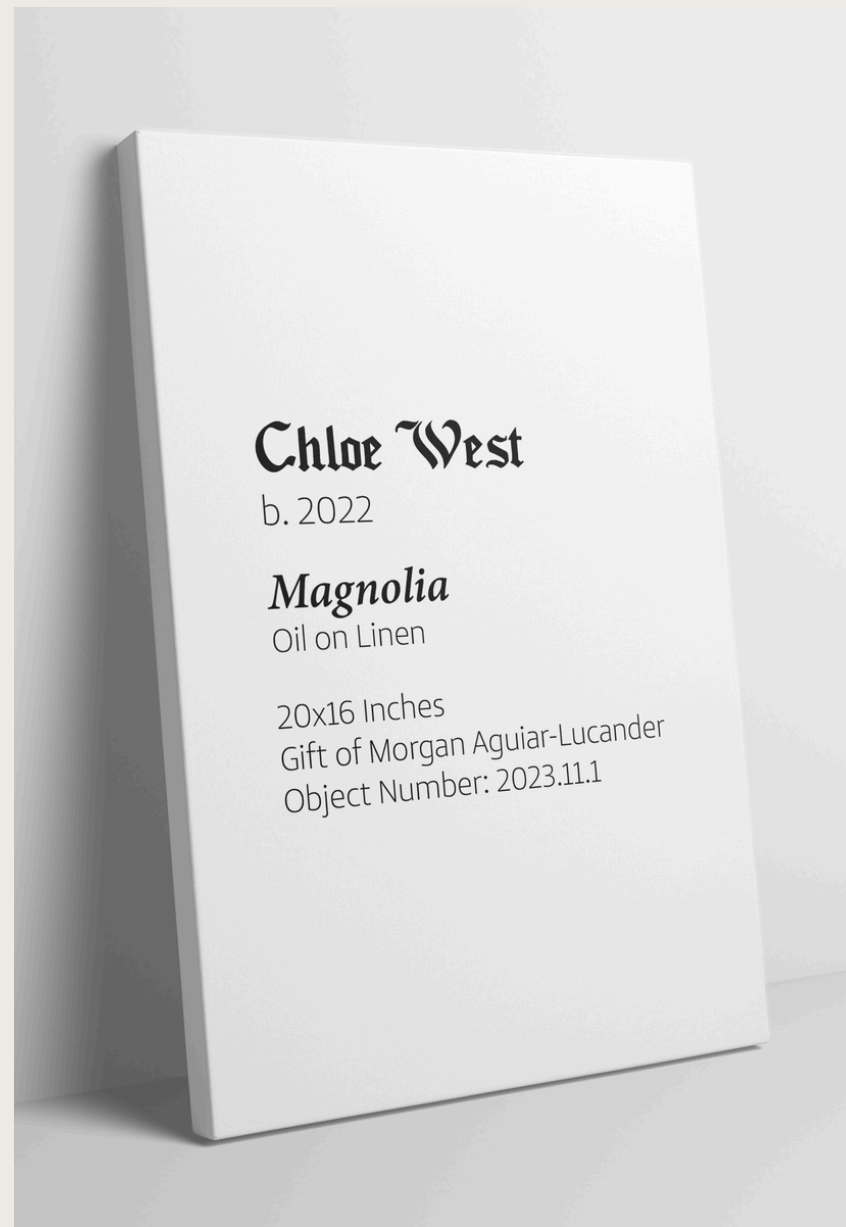
inside exhibit mockup

Final



outside exhibit mockup

Final



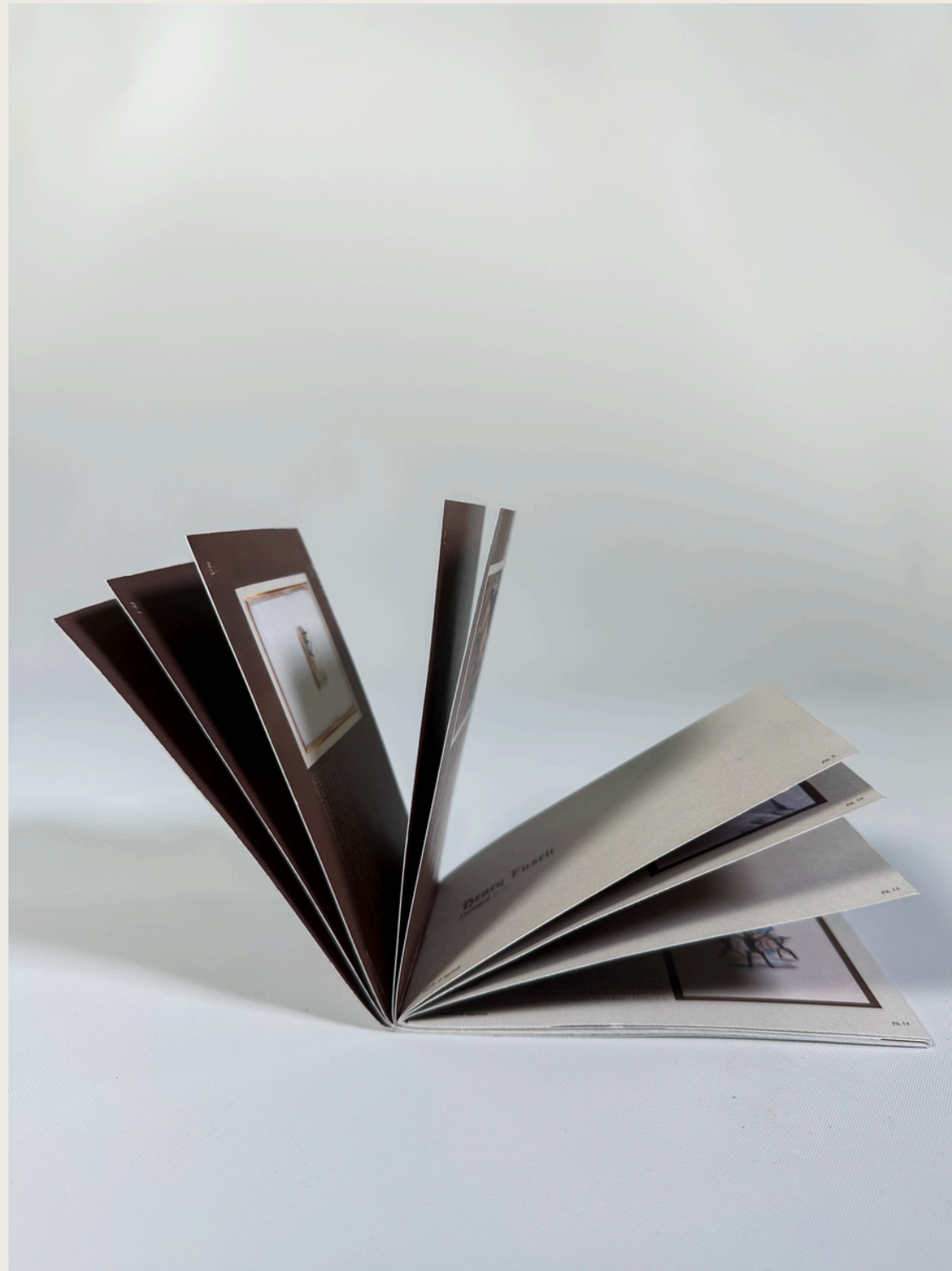
title card mockup

Final



postcard mockup

Final



Final

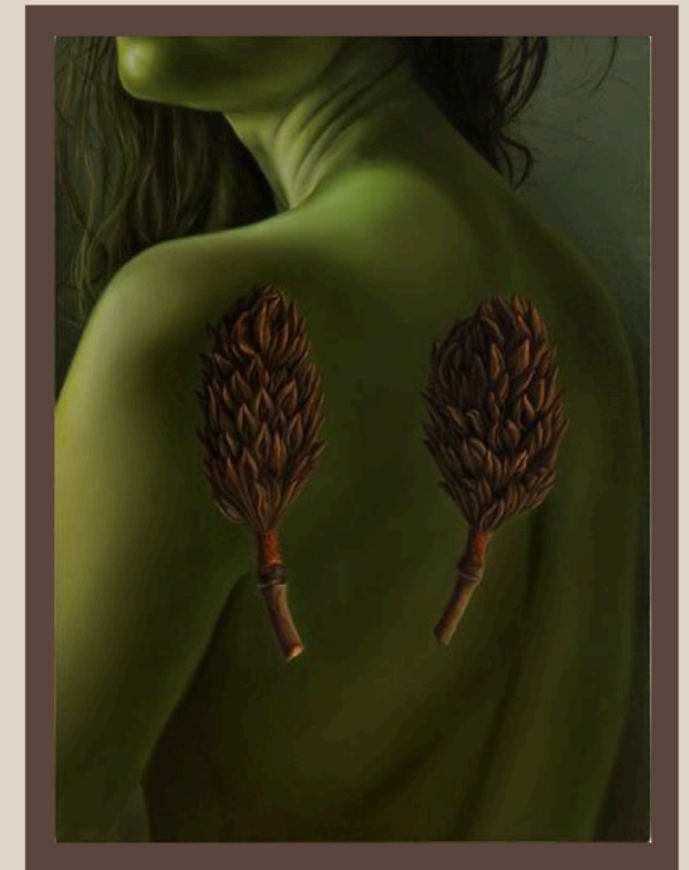


Final

Chloe West *Magnolia* (b. 2022)

pg. 1

myths & legends



Oil on linen
20 x 16 inches
Gift of Morgan Aguiar-Lucander
Object Number: 2023.11.1

myths & legends

pg. 2

Final



Photogravure, etching, and spit bite aquatint in colors on handmade paper
Frame: 28 1/2 × 22 3/4 in. (72.4 × 57.8 cm)
Sheet: 26 × 20 1/16 in. (66 × 51 cm)
Image: 6 1/2 × 10 1/16 in. (16.5 × 25.6 cm)
Gift of Joyce Paulson
Object Number: 2021.10.1

Claes Oldenburg
*The Pickaxe (Spitzhacke) Superimposed
on a Drawing of Site by E.L.Grimm*
(b. 1982)

Final

Edward S. Curtis
The Vanishing Race (b. 1904)

pg. 5

myths & legends

Printed later
Frame: 21 1/16 × 17 in. (53.5 × 43.2 cm)
Sight: 7 1/16 × 9 13/16 in. (17.9 × 24.9 cm)
Gift of Shirrel Rhoades
Object Number: 2002.1.121



myths & legends

pg. 6

Final



Mezzotint
Frame: 20 1/2 × 17 1/2 in. (52.1 × 44.5 cm)
Sight: 9 1/2 × 7 1/2 in. (24.1 × 19.1 cm)
Gift of Dr. Earle W. Newton
Object Number: 2001.2.407

Henry Fuseli
Untitled (n.d)

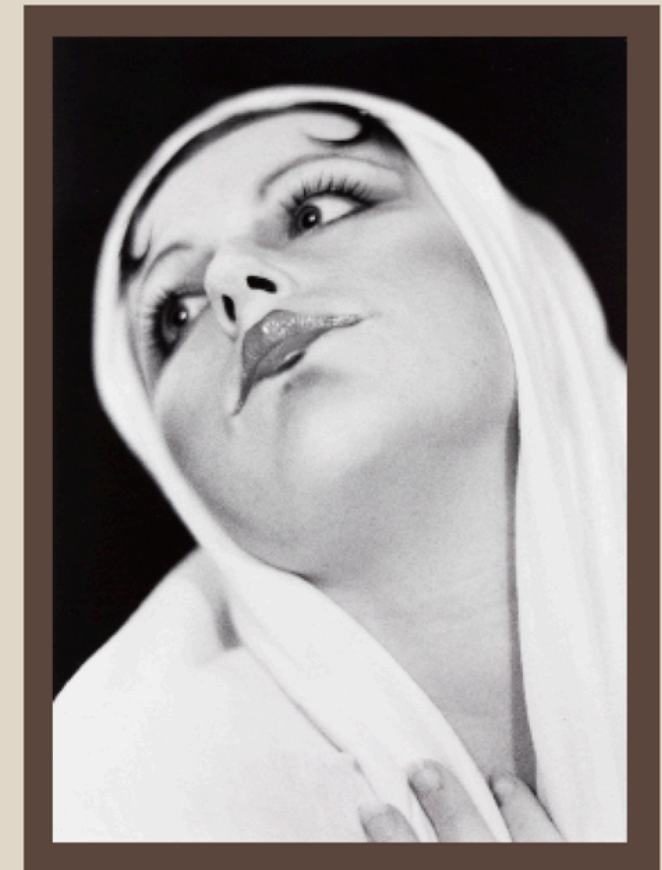
Final

Cindy Sherman
Madonna (Self-portrait) (b. 1975)

pg. 9

myths & legends

Reprinted by artist in 1997
Gelatin silver print
Frame: 26 7/8 × 22 3/8 in. (68.3 × 56.8 cm)
Sight: 7 1/2 × 5 1/2 in. (19.1 × 14.0 cm)
Gift of Shirrel Rhoades
Object Number: 2005.1.1



myths & legends

pg. 10

Final



Gelatin silver print
Frame: 21 × 16 15/16 in. (53.3 × 43.0 cm)
Sight: 7 1/8 × 9 13/16 in. (18.1 × 24.9 cm)
Gift of Shirrel Rhoades
Object Number: 2002.1.64

Edward S. Curtis
Nez Perce War Chief (n.d.)

Final

Jaune Quick to See Smith

Fixing the Hole in the Sky (b. 2000)

pg. 13

myths & legends

Color lithograph
Frame: 31 1/2 × 26 1/2 in. (80.0 × 67.3 cm)
Sight: 19 1/2 × 15 5/8 in. (49.5 × 39.7 cm)
Gift of Celeste Beatty and Amber
Patterson and museum purchase
Object Number: 2010.5.4



pg. 14

Final



Lithograph

Frame: 35 1/4 x 28 7/8 in. (89.5 x 73.3 cm)

Sight: 25 9/16 × 19 5/8 in. (64.9 × 49.8 cm)

Gift of Mr. Alex J. Rosenberg

Object Number: 1998.87.1

Marisol (Escobar)

Pocohontas (b.1976)

Final

Unidentified Artist

Untitled (Geronimo and his warriors) (b. 1886)

pg. 17

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Printed later
Gelatin silver print
Frame: 12 3/8 x 15 7/16 in.
Image: 3 3/4 x 9 3/8 in.
Found in collection
Object Number: 2017.00.19



myths & legends

pg. 18

Final



J. M. Moreau del. J. B. Huet sculp.
Les Espagnols se rendent maîtres de Montezuma
dans Mexico même.

Engraving
8 1/2 × 5 3/4 in. (21.6 × 14.6 cm)
Gift of Dr. Earle W. Newton
Object Number: 2001.2.66

Jean Michel Moreau

*Les Espagnols se rendent maîtres de
Montezuma dans Mexico même*

(n.d)

Final

Mariana Castillo Deball

To Day Tuesday, February 20, 2018 (b. 2018)

Open: 13 3/4 × 22 1/4 in. (34.9 × 56.5 cm)

Closed: 13 3/4 × 11 in. (34.9 × 27.9 cm)

Gift of the artist

Object Number: 2018.17.1



Final



WITCHCRAFT.

8 13/16 × 6 in. (22.4 × 15.2 cm)
Gift of Dr. Earle W. Newton
Object Number: 2001.3.42

Artist once known

Witchcraft (b. 1886)

Final

Artist once known

Ruggiero Libera *Ang Angelica* (19th century)

pg. 25

myths & legends

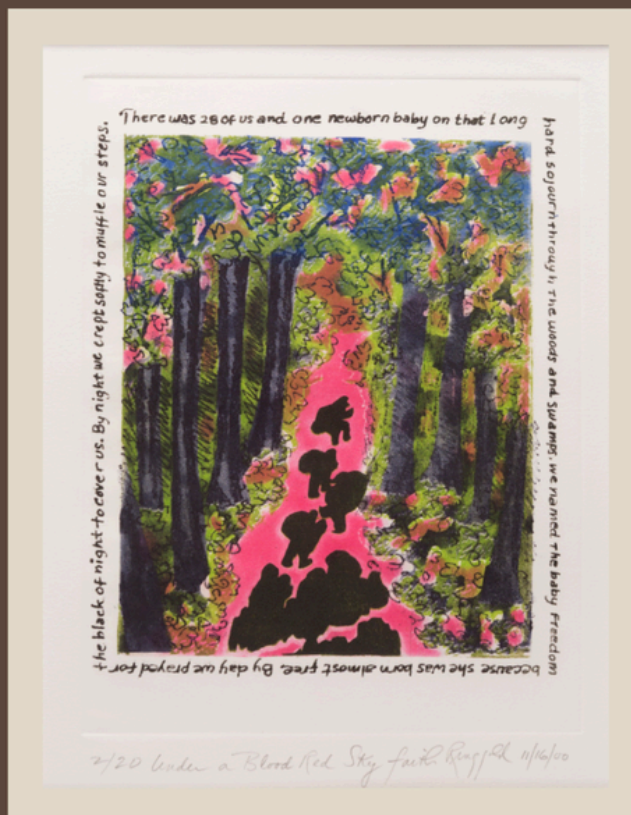


Oil on canvas
Gift of Claire and John Proffitt
Object Number: 1984.1.1

myths & legends

pg. 26

Final



Aquatint and etching
Frame: 23 3/4 x 19 3/4 in. (60.3 x 50.2 cm)
Sheet: 20 x 15 3/4 in. (50.8 x 40.0 cm)
Museum purchase
Object Number: 2010.5.2

Faith Ringgold
Under a Blood Red Sky from the
series, *Coming to Jones Road*
(b. 2000)

Final

Myths &
Legends

Project Statement

this project is for the myths and legends exhibit that is coming up at the scad museum this summer. here, i created my won typographic elements that were implemented into different variations. these included a booklet, postcards, title cards, and other mockups that would be represented inside and outside of the museum. i believe i accomplished this assignment effectively and am excited to see where it takes me in the future!