# SCADpro Lexus Design Challenge

# Process Book Contents

Assignment Brief
Sketches + Planning
Initial Design
Initial Presentation
Mockups for Presentation
Final Presentation
Revisions + Success
Final Design

# Assignment Brief

**SCADpro Lexus Design Challenge**
Partner with SCAD students for a 24 hour design challenge to refresh the Lexus window at the Fox Theatre. Students will work in a team to redesign the window to align with and promote Lexus's current goal to "deliver the world's most intelligent, advanced and enjoyable automobiles along with an unsurpassed ownership experience." Lexus's other key focus was on creating a window that was Instagramable, could change over time, and appealed to Gen X and Y while still retaining their core customers. The window also needed to meet several technical requirements set by the Fox Theatre.

**Sizes:**
Glass size: 9'10 7/16" wide by 7'8 5/8" high (3.008X2.353m)
Interior space total: 9'9 7/16" wide by 8'2 7/16 high (2.965X2.46m)
**Typefaces:** Up to you
**Color:** Black and white or color
**Other Requiremnts:** Must be on brand for Lexus and promote their goals
**Other Technical Requirements:**
The vent fan in the ceiling cannot be moved and has to be plugged in to keep window cool enough for monitor and electronics.

The front window cannot be removed, so the whole display must be installed through the Marquee club opening.

There must be room for media driver near the opening for maintenance and update access.

There is a 1" deep venting slot exposed at the back of window that cannot be covered, this eliminates mounting anything to the backwall that touches the floor, you can mount to the back wall if it is raised by about an inch or two.

# Sketches + Planning: Research

## Here are my notes from the initial presentation

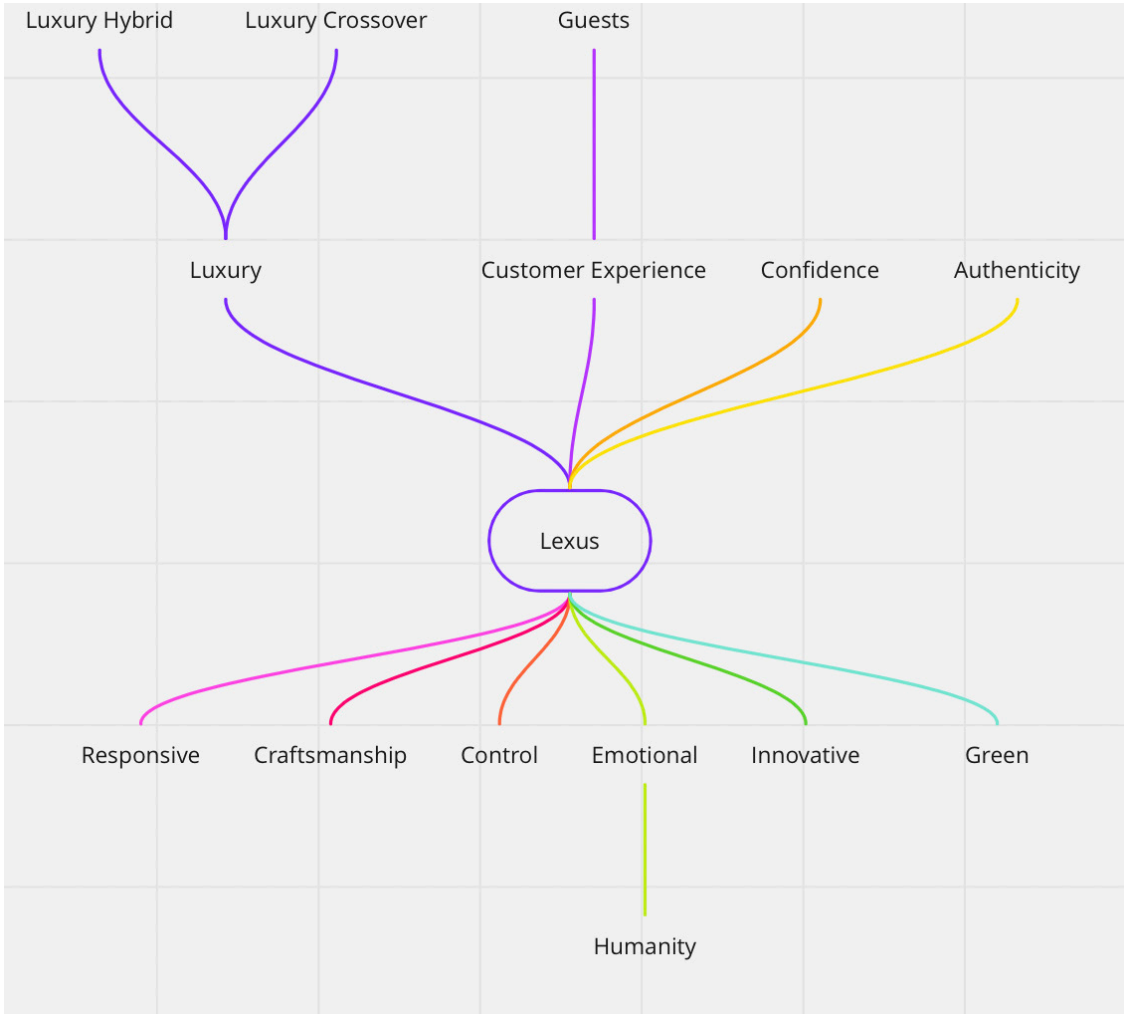
SCADpro LEXUS
- craftsmanship
- no.1 luxury car brand

where we going?
- driving experience putting guest in control
- exceptional handling
- fun and eternal
- refined luxury
- always wanted to be dependable
- finest details
- build our own track and check if it fulfils the needs and to bring to life all the specific details.
- battery electric power trains and would be selling only battery electric vehicles.
- we need to have something for everybody and target demographics should be for everyone as millennials are the focus of Lexus but they want Gen X and Gen z and baby boomers to have something to look for us.
- hybrid vehicles with plug-in and call it Lexus interface as there's a 2 way communication between cars and customers.
- a brand focused on emotion, intuitive, and emersive experience

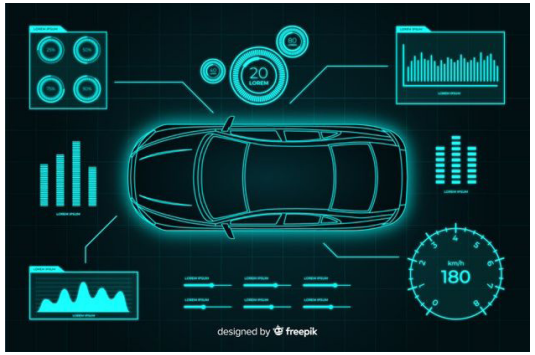
Lexus style guide:
- Bold, aspirational, sophisticated and youthful
- bright colors
- bold copywriting
- making customers feel like they are in control
- sleek and modern
- crisp headlines
- elegant imagery with story
- platinum, white black and gold color theme of logo

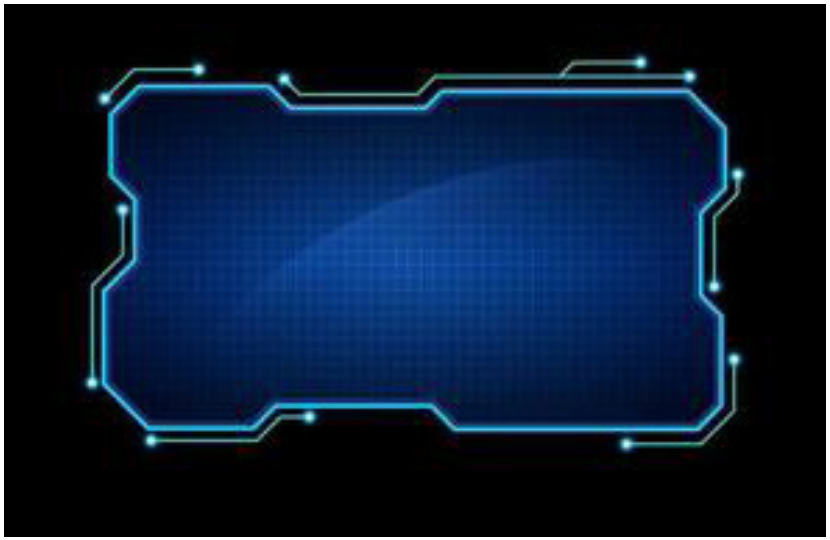
Fox theater
- partnership with Lexus served same consumers
- all of the guest experiences should be exactly what Fox wanted
- going with the trends
- commercial theatre company

# Sketches + Planning: Research



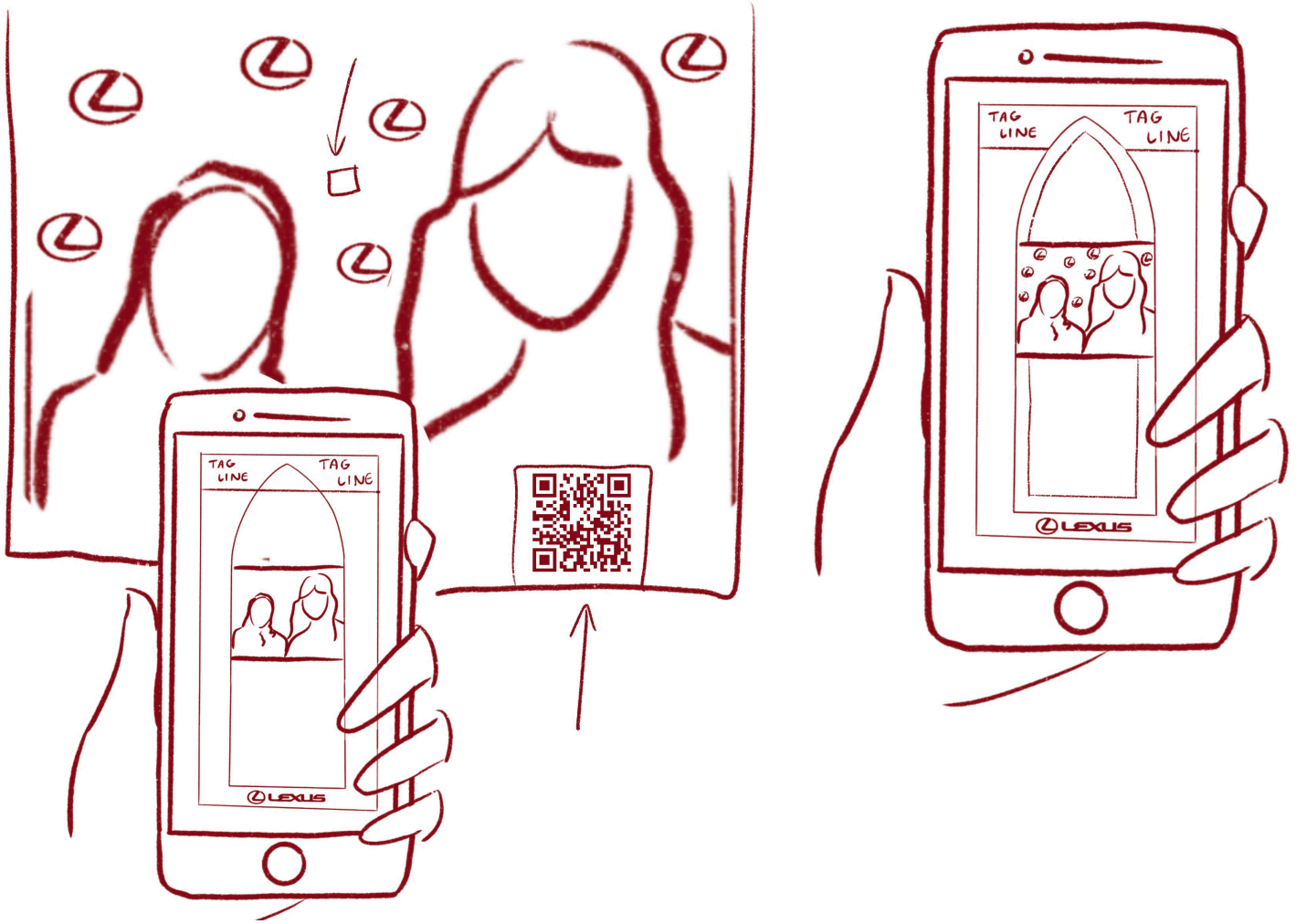
# Sketches + Planning: Moodboard





# Initial Design

**These were the initial thumbnails and mockups we presented to the judges during the midpoint presentation**



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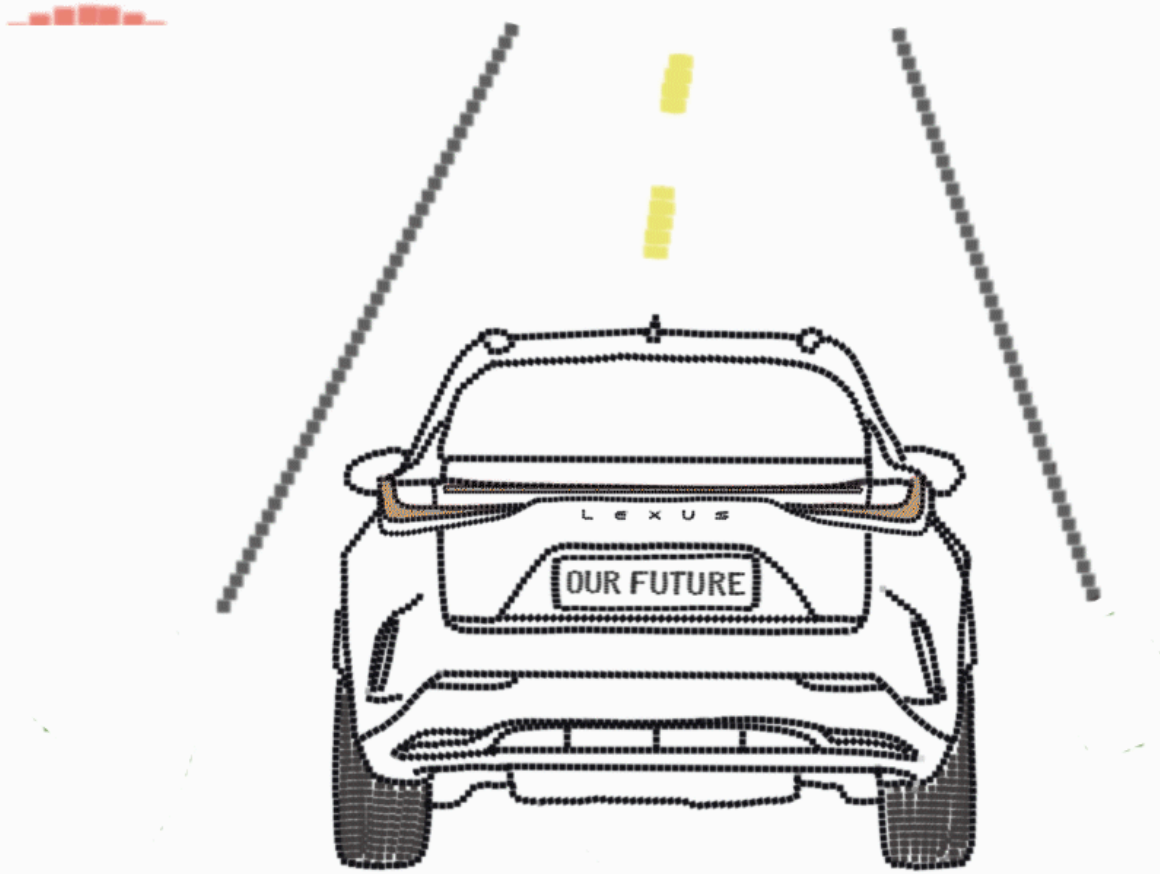


# Initial Design

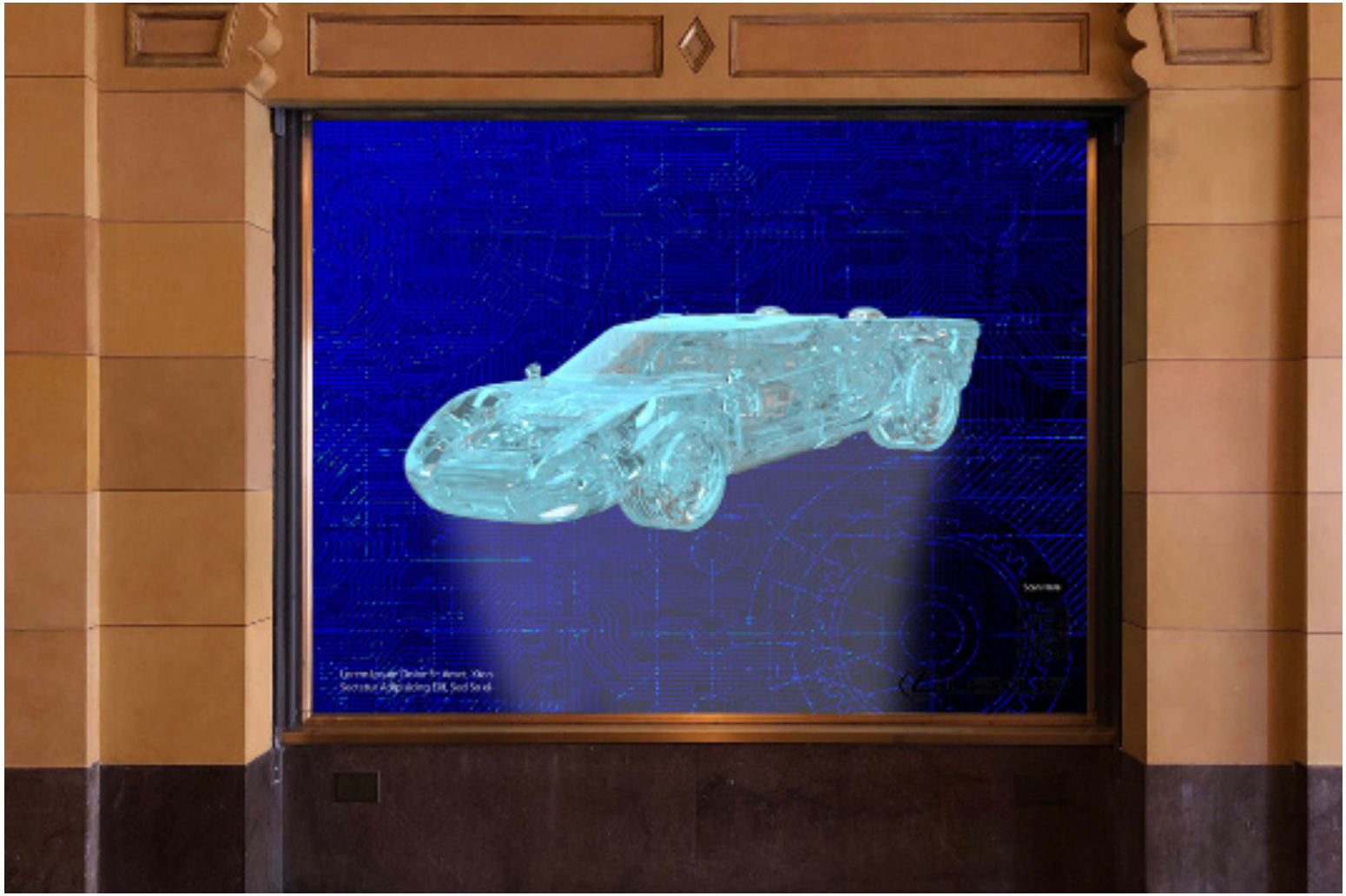
**This was a refernce image we gave them showing how something similar to our first idea was done before**

# Initial Design: Idea 1

**This shows our first idea of projecting people onto the screen.**

# Initial Design: Idea 2

**This shows our second idea of doing a Hologram effect. Making the people look like they are in the car hologram.**



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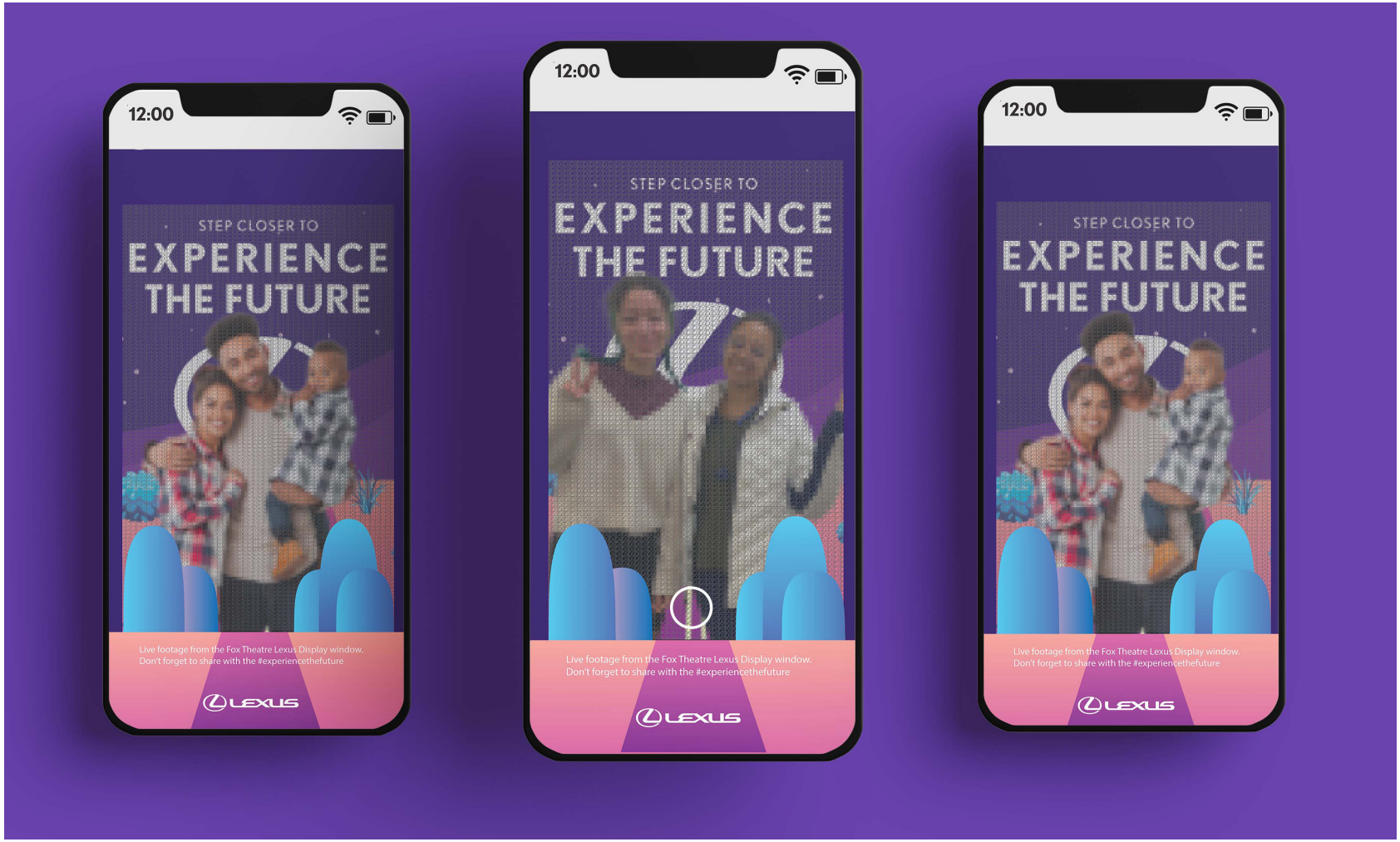

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# Revisions + Success

**What does the project accomplish and why is it successful?**
The final design is successful because the display promotes Lexus while sticking to the technical requirements given by the Fox Theater. The futuristic illustration and color palette match Lexus's goals while also standing out to the viewer. While the motion catches people's eyes and draws them with its headlines. Additionally the ability to see yourself on the screen creates a interactive and personal experience with the viewer. And the livestream lets people save and share the memory forever. Promoting the Lexus brand further when people share it on social media. Also because there is a livestream it  allows anyone to see what is going on at the Fox Theater creating even more of a shared experience.

**Feedback notes**
-Created show themed windows
-Include show themes in livestream site
-Include a Lexus car
-Create a hero image
-Don't cover Lexus logo with people

**What was updated?**
-Removed pixelated effect
-Added more holiday themes
-Redid website livestream
-All new mockups
-Added show themed windows
-Added show themed livestream

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THE FUTURE
LEXUS

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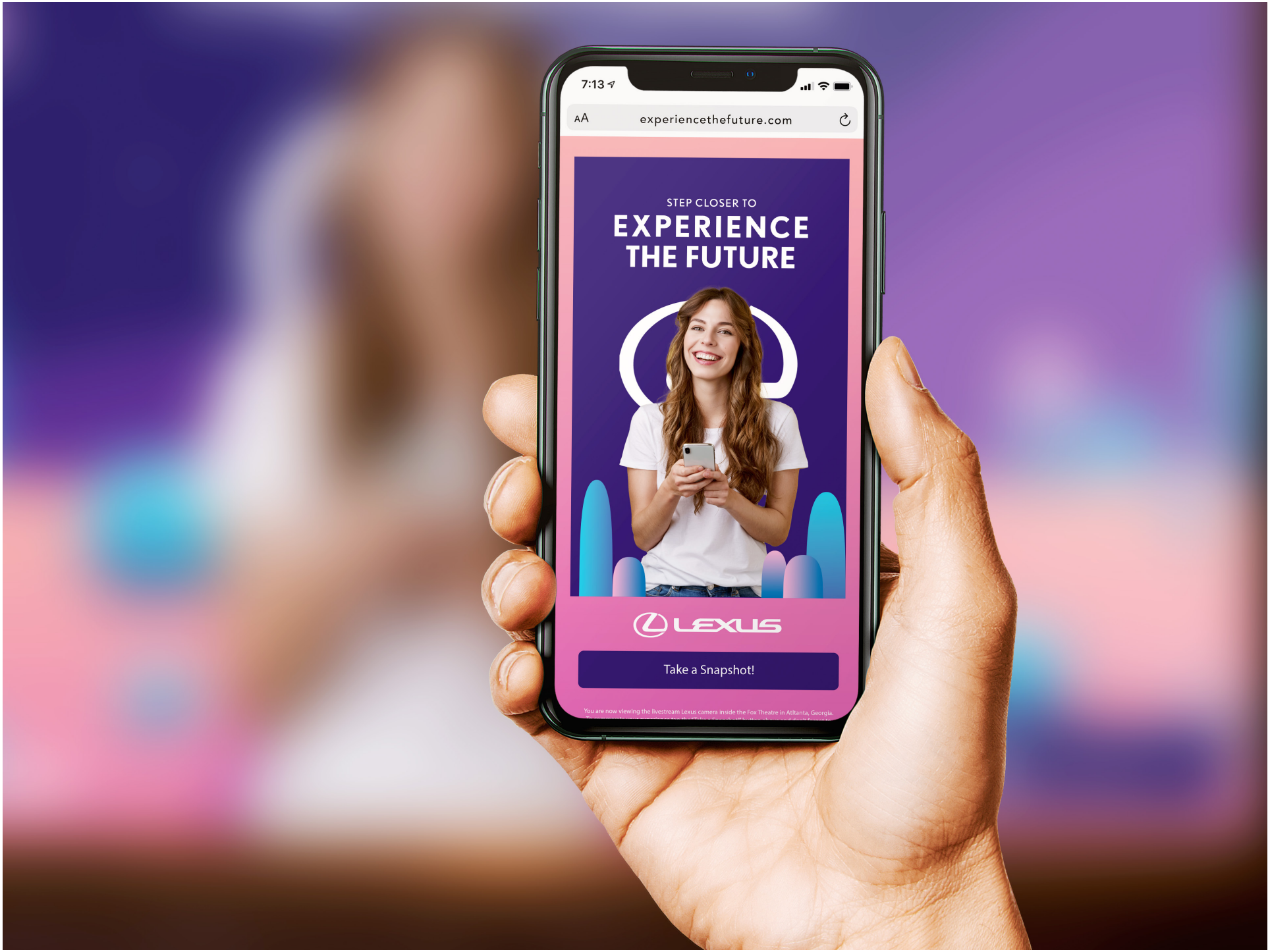
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You are now viewing the livestream Lexus camera inside the Fox Theatre in Atlanta, Georgia.

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