



BA/BFA Senior Honors Book Gallery

Fall 2009

Proposal for the City of Chicago, Olympics 2020

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Illinois Wesleyan University

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PROPOSAL FOR THE CITY OF CHICAGO OLYMPICS 2020

Illinois Wesleyan University

Graphic Design 4

Fall 2009





PURPOSE OF OLYMPICS:

create unity & enhance knowledge of world cultures
promote friendship & sportsmanship
establish a venue for excellence & competition

DEFINED AUDIENCE:

families & fans
athletes
support staff & coaches for athletes
corporate sponsors



WHY CHICAGO?

water/open space/lakeshore
centrally located in U.S.
infrastructure/grid system

diverse population
visitor friendly
sightseeing

deep dish pizza

DESCRIPTIVE WORDS FOR CHICAGO:

urban/industrialized
modern/dynamic

captivating/inspiring/inviting

famous for arts/jazz/blues
sport loyalty

friendly/accommodating
diverse neighborhoods/people





GUIDING WORDS:

dynamic
captivating
modern (hip)
inspiring
open

DESIGN GUIDELINES:

customizataion & personalization
democratization of media sharing
communicate energy of Chicago



LOGO SKETCHES





the Sears tower? really?

it looks Chinese... I thought this was Chicago?

is that supposed to look
like a three-eared rabbit?

this one looks like three pieces of fruit...
like two bananas and a pear

is that a football?

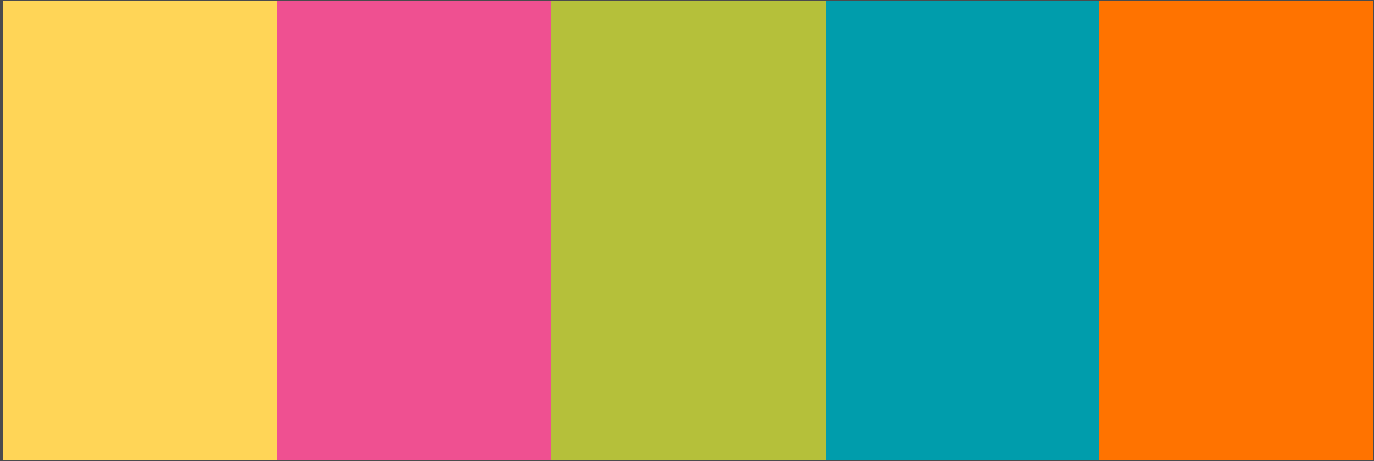
a three-year-old could have drawn that

it looks like Italy... you know, like a boot?

OUTSIDE QUOTES



FINAL LOGO



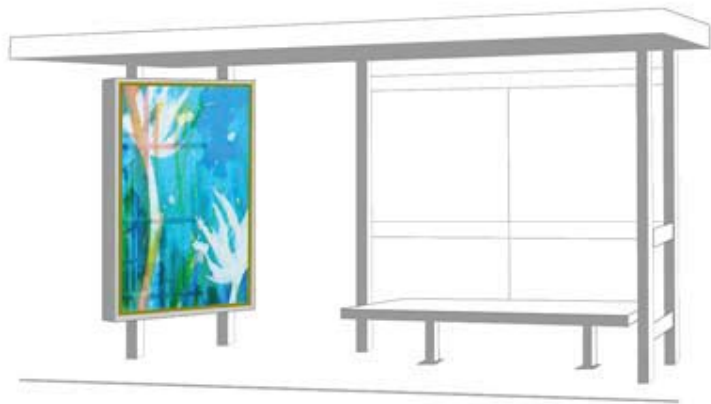
COLOR PALETTE



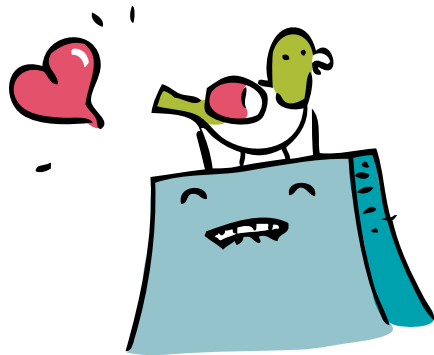
SPORT ICONS



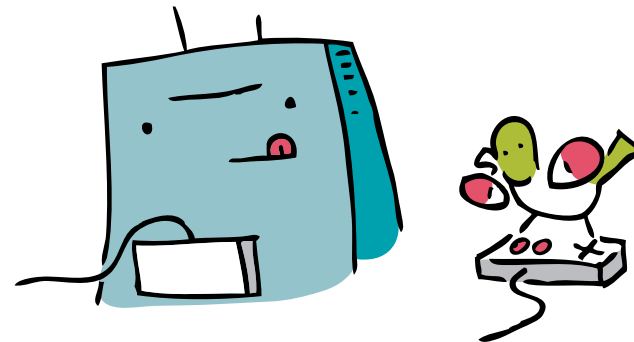
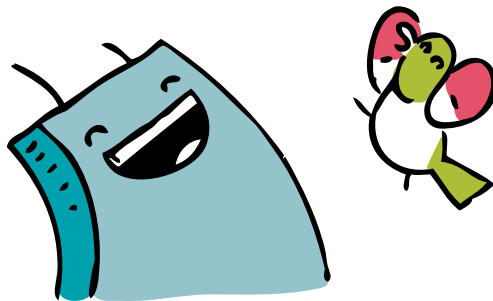
HORIZONTAL GRAPHICS



VERTICAL GRAPHIC



HOORAY!



MASCOTS: WILLY & PENNY



athletics



basketball



cycling



soccer



swimming



tennis



volleyball



beach volley

news

schedule

results

participants

athletes

teams

sports

soccer

swimming

volleyball

more...

media center

social

facebook

twitter

youtube

fantasy games

kid zone

about

chicago

olympic movement

feed me

Welcome back! We found these stories that we think you'd like to see.

Phelps wins again!



American swimmer Michael Phelps, now 35 years of age, has continued to dominate the pool. Watch him reach his latest world record!

olympic world

twitter

olympicsfan123:
That was a great
#OlympicTennis match!
Go USA!!!

PhelpsPhan:
OMG OMG OMG OMG.
HE JUST WON AGAIN!

youtube

vlogbrothers: What is it
about the Olympics?
sxephil: Yeah, I'm in
Chicago. Be jealous.

news

Associated Press (US):
Womens' Volleyball nets
300 million viewers
worldwide

BBC (UK): Olympic
Shooting starts off with a
bang

Straits Times (SG):
Centerpiece of the
Games: Table Tennis?

more...

WEBSITE: HOME



athletics



basketball



cycling



soccer



swimming



tennis



volleyball



beach volleyball

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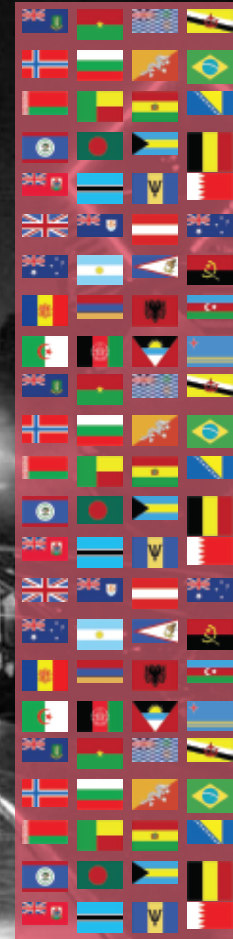
chicago

olympic movement

You might like...

find other media by sport (above) or country (right)

VIDEO: Baseball Highlights



WEBSITE: MEDIA



athletics



basketball



cycling



soccer



swimming



tennis



volleyball



beach volley

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live results

find other results by sport (above) or country (right)
you can add them to this page or view them there

Baseball: United States

currently playing Japan; fifth inning, US: 3, JP: 2
3 wins, 0 losses so far, at least two more games

Tennis: Joe Jones

currently playing with Jim Jones against Jane Jones and Juniper Jones
Joe and Jim have won 1 set, 2 games; score is currently 30-love in favor of Joe and Jim

Swimming

next match in 30 mins: Butterfly stroke
six matches so far; US: 3 golds, 1 silver; UK: 2 gold, 3 silver, 1 bronze; FR: 1 gold

Basketball: United States

currently playing Canada; overtime, US: 3, CA: 2
2 wins, 1 loss so far, at least one more game

Tennis: Jim Jenkins

currently playing with Tim Jenkins against Jane Jenkins and Juniper Jenkins
Jim and Tim have won 1 set, 2 games; score is currently 30-love in favor of Joe and Jim

Cycling: France

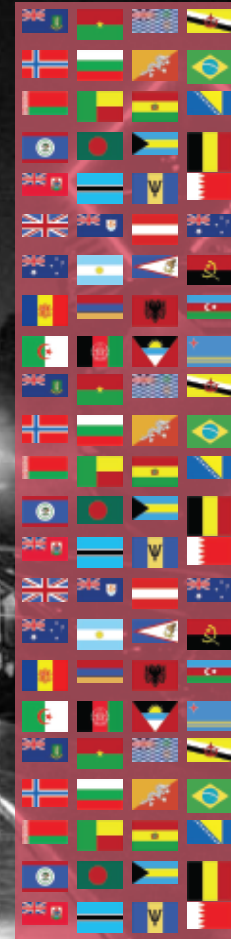
next departure in 30 mins
six races so far; 5 golds, 1 silver

Baseball: Jamaica

not currently playing
1 win, 2 losses so far, at least one more game

Cycling: Bruce Legstrong

dropped out during first race; legs caught on fire
no medals won



WEBSITE: RESULTS



athletics



basketball



cycling



soccer



swimming



tennis



volleyball



beach volley

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volleyball

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kid zone

about

chicago

olympic movement

Schedule

click on event, venue, team or station name for related schedule, including iCalendar links

Swimming: Butterfly (Male) | starts in 20 sec. | McElroy Poolhouse | NBC
competing: Michael Phelps (US), Jarod Jenkins (UK), Nik Heusch (DE)

Basketball (Male) | starts in 5 min. | Wilson Stadium | MSNBC
competing: United States, United Kingdom

Triathlon | starts in 10 min. | Navy Pier | CNBC
competing: Bruce Legstrong (US), Jim Derkstrum (NE), Kelly McGee (IR)

Baseball | starts in 10 min. | Buck Diamond | NBC.com
competing: Japan, Jamaica

Shooting | starts in 15 min. | Cheney Woods | NBC.com
competing: Bryce Larson (US), Jim Bond (UK)

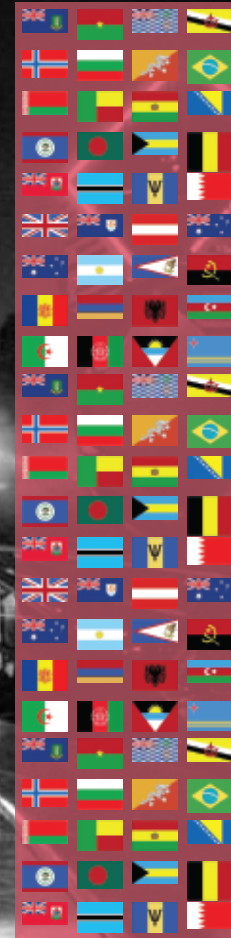
Cycling (Male) | starts in 15 min. | Soldier Field | NBC.com
competing: Bryce Legstrong (US), James Derkstrum (NE), Cal McGee (IR)

Soccer (Female) | starts in 20 min. | Nike Field | NBC (hour delay)
competing: United Kingdom, Mexico

Tennis: Doubles (Female) | starts in 20 min. | Green Court | NBC.com
competing: Mercury & Arena Jones (US), J. Holweger & G. DuPont (UK)

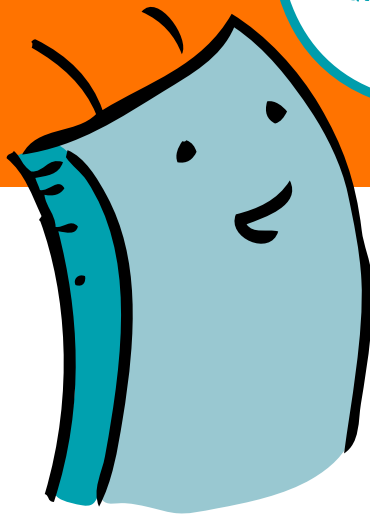
Tennis: Singles (Male) | starts in 25 min. | Clay Court | NBC.com
competing: Al Roundton (US), Jack Jesseson (UK)

Swimming: Butterfly (Female) | starts in 30 min. | McElroy poolhouse | NBC
competing: Michelle Fell (US), Gail Tartar (UK), Alice Sawyer (CN)



WEBSITE: SCHEDULE

OLYMPIC KIDS



Gallery



KIDS' WEBSITE: HOME



KNOW-IT-ALL

GAMER

VIDEOS

FUN FOR ALL

ATHLETE ME

Schedule

Results

Rules

Today



Points

10

High Score

18

Medals

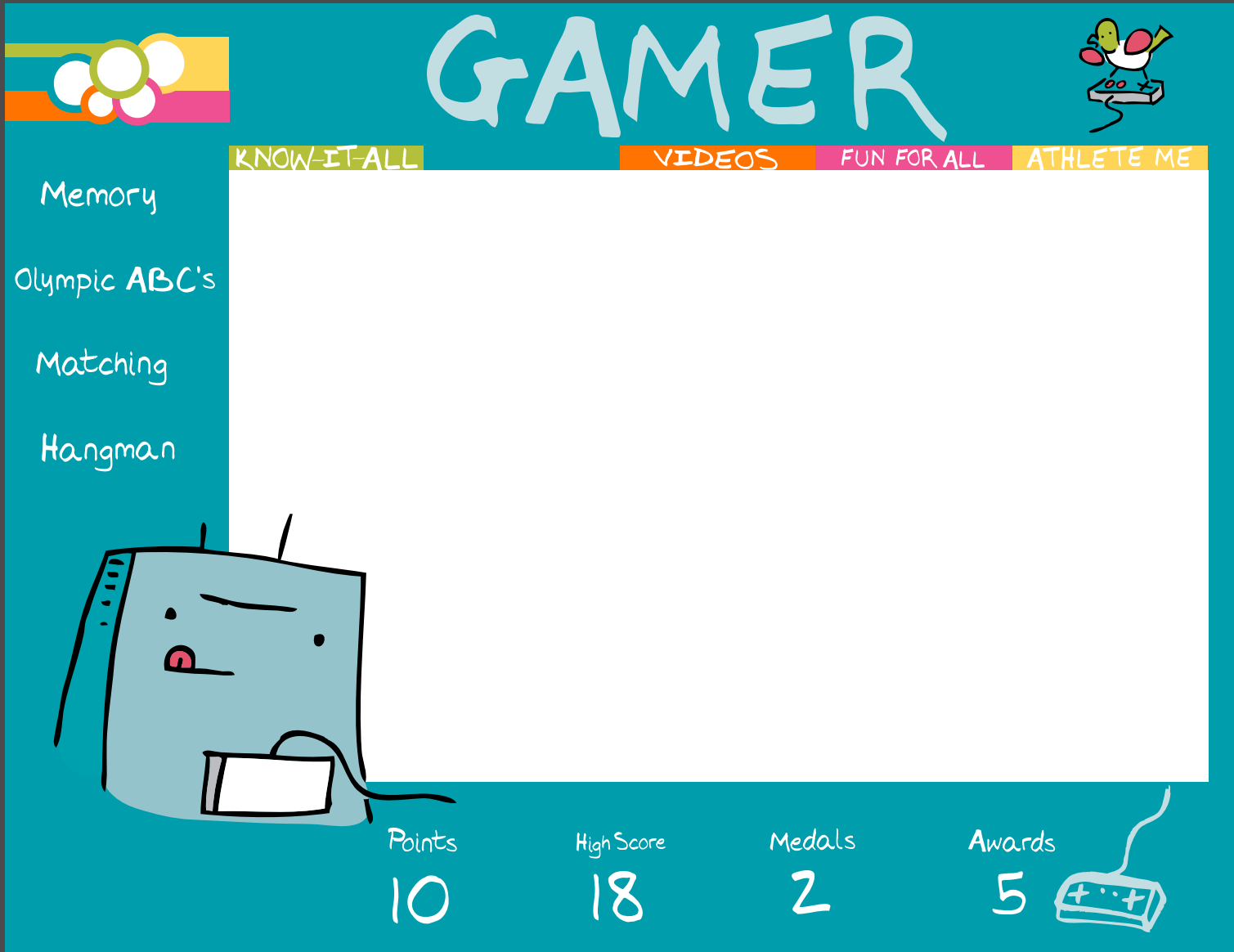
2

Awards

5



KIDS' WEBSITE: KNOW-IT-ALL





VIDEOS

KNOW-IT-ALL

GAMER

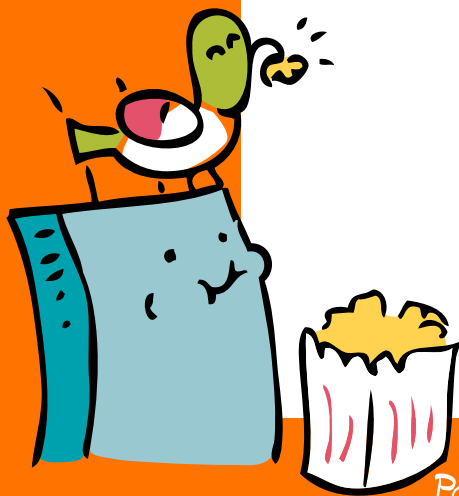
FUN FOR ALL

ATHLETE ME

When I Grow Up

Olympic Movies

Interview of the Day



Points

10

High Score

18

Medals

2

Awards

5





FUN FOR ALL

KNOW-IT-ALL

GAMER

VIDEOS

ATHLETE ME

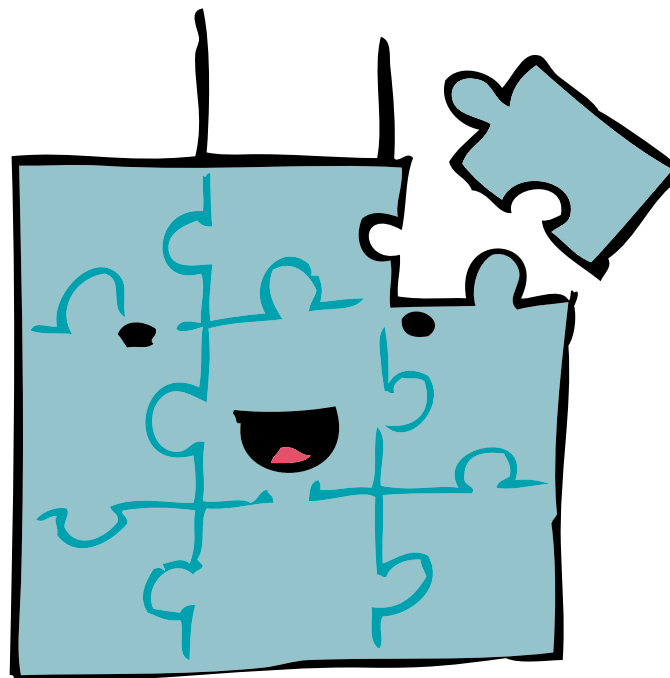
Coloring Pages

Printable Posters

My Olympics

Puzzles

Cut and Paste



Points

10

High Score

18

Medals

2

Awards

5



KIDS' WEBSITE: FUN FOR ALL



ATHLETE ME

KNOW-IT-ALL

GAMER

VIDEOS

FUN FOR ALL

Name

Password



Points
10

High Score
18

Medals
2

Awards
5





FUN FOR ALL

KNOW-IT-ALL

GAMER

VIDEOS

ATHLETE ME

Coloring Pages

Printable Posters

My Olympics

Puzzles

Cut and Paste

Name Country

Name Country

Name Country

Name Country

Name Country

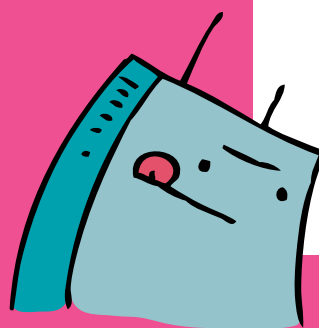
Name Country

Name Country

Name Country

Name Country

Name Country



Gallery



Points

10

High Score

18

Medals

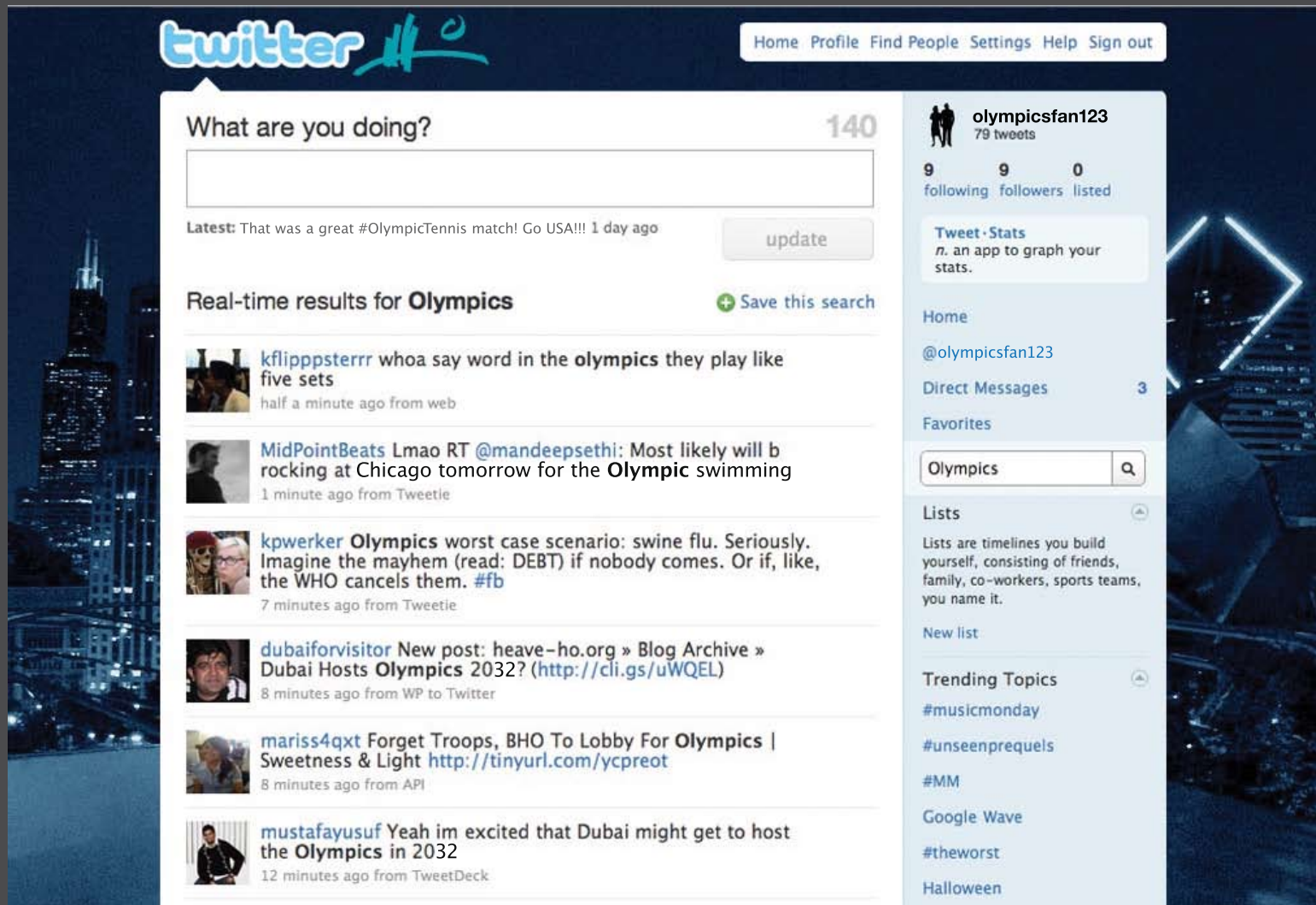
2

Awards

5



KIDS' WEBSITE: GALLERY



SOCIAL NETWORKING WEBSITES

facebook

HomeProfileFriendsInbox1

Laura CzysSettingsLogout

Search

Chicago 2020 Olympics

Become a Fan

WallInfoGiftsTorch RelayPhotosDiscussions>>

Write something...

Attach:     

Share



Suggest to Friends

Subscribe via SMS

The official Facebook Page of the 2010 Olympic and Paralympic Summer Games.

Information

Founded: September 30, 2003

Fans

6 of 105,582 fans

See All



**Brenna McDonald** The Olympic flame will be in LaRonge Saskatchewan this saturday November 7th and I can't wait to experience it..gonna be alot of people here to support this big occassion.
Yesterday at 6:35pm · Comment · Like · Report

3 people like this.

**Collette Acres** Enjoy every moment.
Yesterday at 7:45pm · Report

Write a comment...

**Grant Lawson** I am proud that we are hosting the olympics! I am disgusted and embarrassed at the behavior of the protesters in Victoria. Having your voice heard is there right, hurting people and animals is not there right ITS CRIMINAL
Yesterday at 5:06pm · Comment · Like · Report

Marsi Neufeld likes this.

View all 4 comments

**Pablo Hudson** and btw, why are you "disgusted and embarrassed" by the protesters when it was the police that herded them into limited zones, curtailing their freedom of speech? apparently you support restrictions on our freedoms in the name of olympic spirit.
5 hours ago · Report

**Vanessa Moore** It was/is 'limited zones' and let them have their voices through their protesting. The protestors overstepped boundaries when they blocked the relay route. It's a back and forth issue, we as canadians pay taxes for the government to use to supply houses/homes for olympic athletes and also houses for ones

Chicago, IL

Get the 10 day forecast

 **47°F**
Partly Cloudy
Feels Like: 42°F
Humidity: 58%
Wind: NW at 10 mph

GO!

Airport Delays
Sporting Events
Pollen Reports

The Weather Channel
weather.com

Which tab do you visit most frequently on MyIWU?

**Claire Shoup**

the olympics are going to be sweet!

voting

Applications



Claire Shoup

Chat (26)

SOCIAL NETWORKING WEBSITES



Chicago 2020
(685 miembro(s))

- [participar](#)
- [informar de un mal uso](#)
- [foro](#)
- [encuestas](#)
- [eventos](#)
- [miembro\(s\)](#)

Chicago 2020

[Página principal](#) > [Comunidades](#) > [Actividades](#) > [Olympics \(Beijing 2008\)](#)

descripción: The Next Olympic Beijing 2008
We Are Waiting

idioma: **Portugués (Brasil)**

categoría: [Actividades](#)

propietario: [Caipira Moderador](#)

tipo: pública

privacidad del contenido: acceso libre para los usuarios que no son miembros

ubicación: [Brasil](#)

fecha de creación: 27 de septiembre de 2004

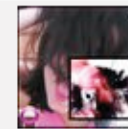
miembros: 685

foro

tema	publicaciones	última publicación
<input type="checkbox"/> Torpedos SMS Gratis! Exclusivo!	1	20/07/09
<input type="checkbox"/> Mande SMS para todas Operadoras! Funciona mesmo.	1	18/07/09
<input type="checkbox"/> Favorite event?	24	28/04/09
<input type="checkbox"/> Bejing Olympics 2008 proved to be a blockbuster>	2	29/08/08
<input type="checkbox"/> ni	2	09/08/08

[tema nuevo](#)[marcar como spam](#)[ver todos los temas »](#)

miembro(s) (685)



Amanda e
Bruno ♥



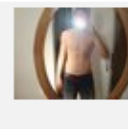
Bela



Esiaque



Dito



Kauê



FABIANO
SUPERAR



Arthur



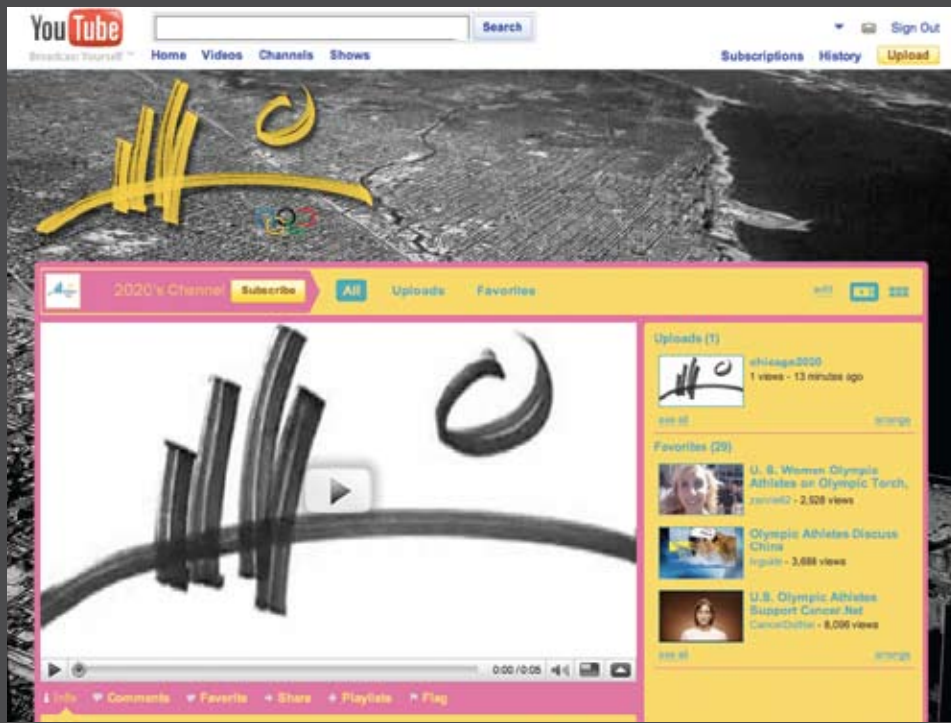
Eduardo



maícelo

[ver miembros »](#)

SOCIAL NETWORKING WEBSITES



OTHER WEBSITES



BUS ADVERTISEMENTS



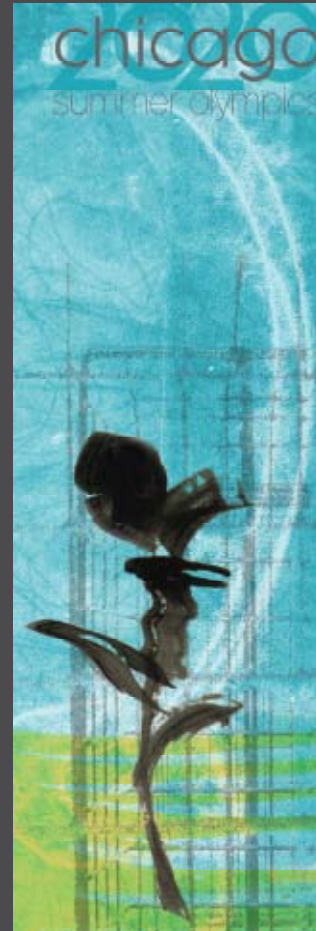
TAXI SIGN



UNION STATION



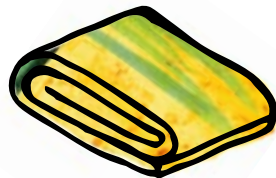
FIELD MUSEUM



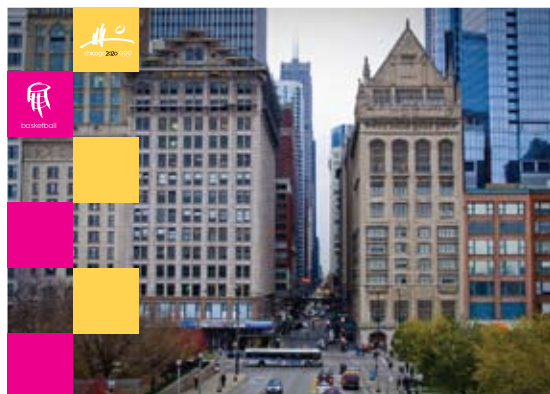
LIGHTPOST BANNERS



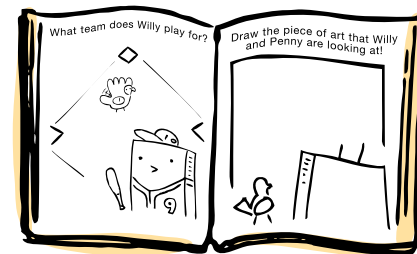
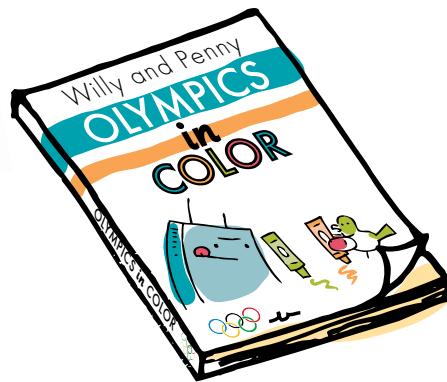
PRODUCTS



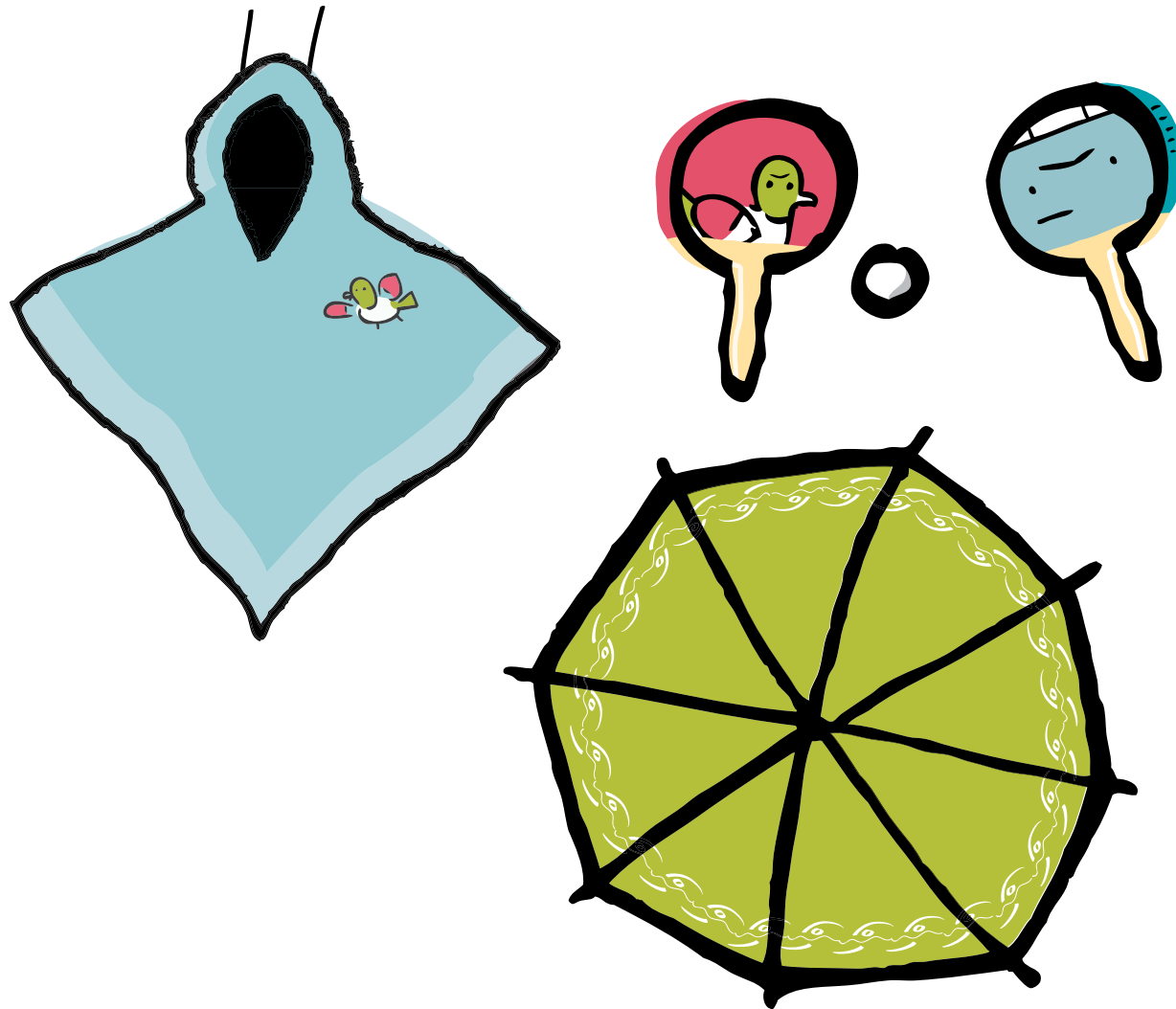
PRODUCTS



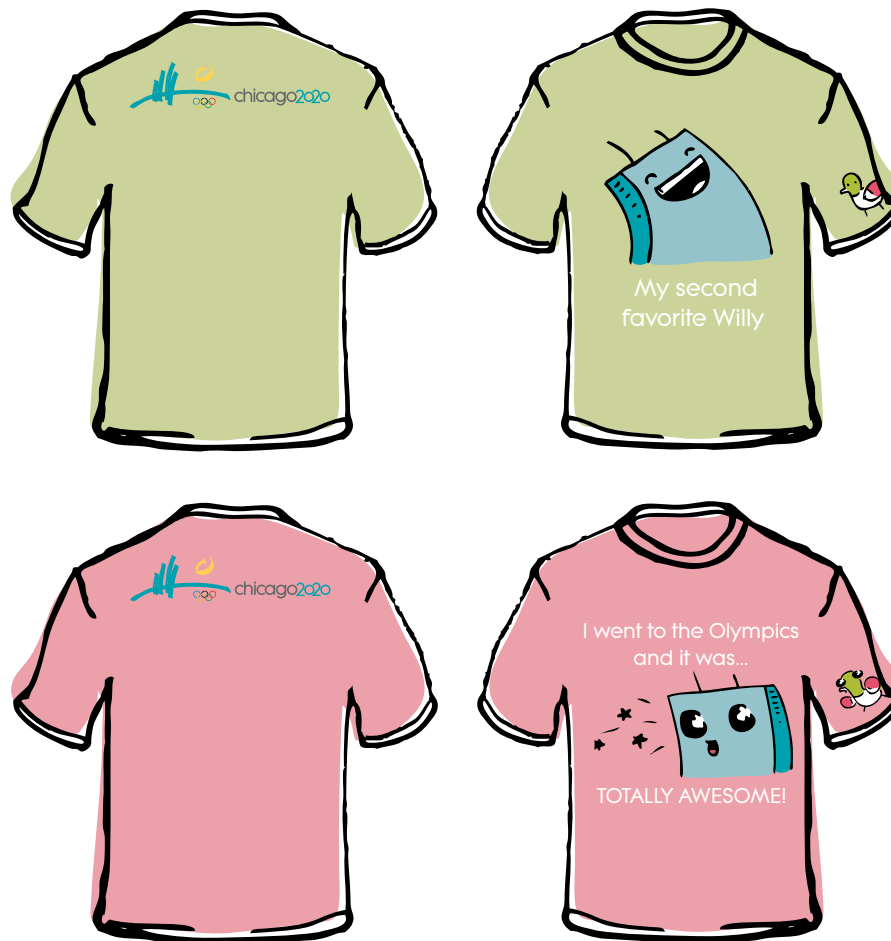
POSTCARDS



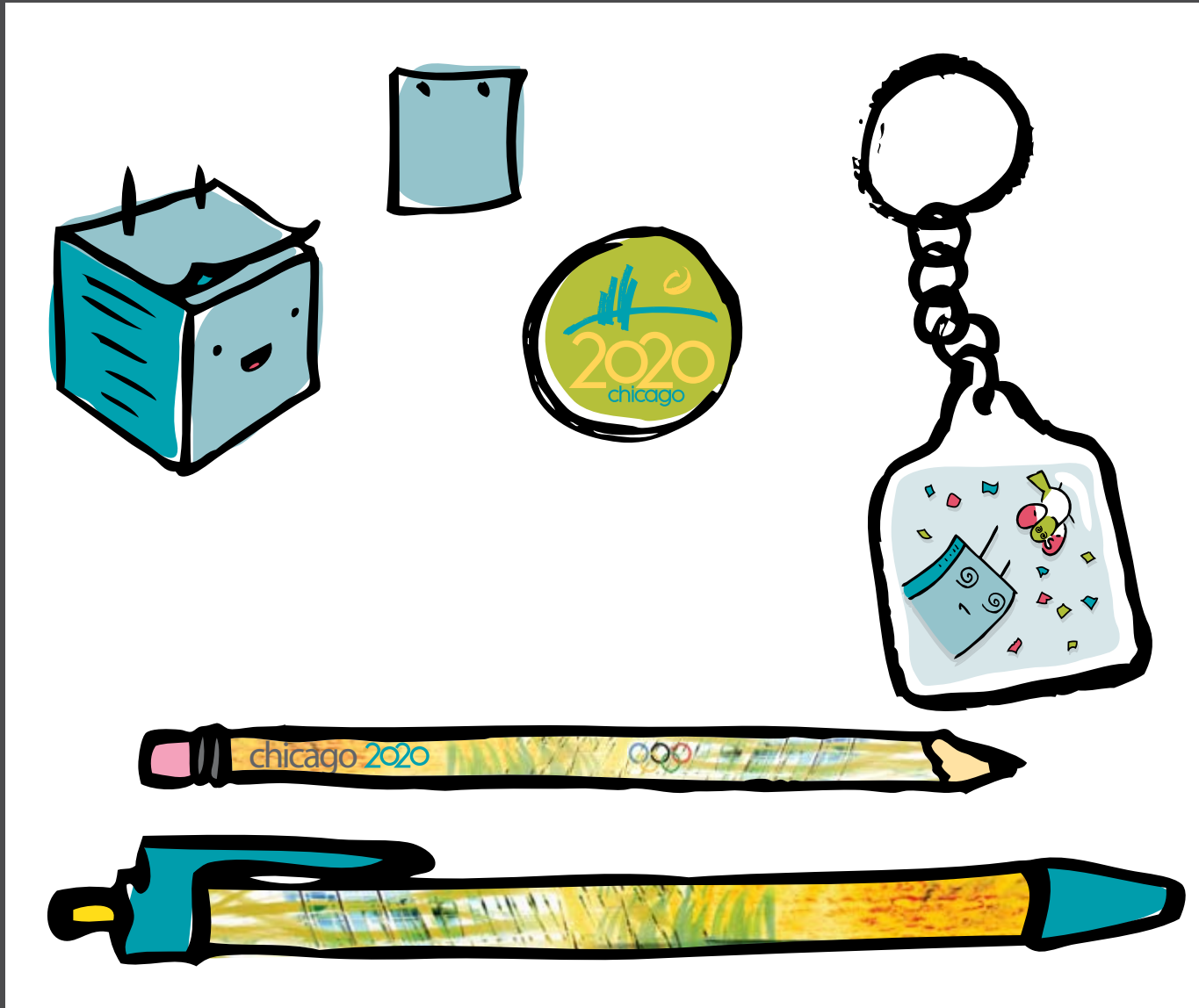
KIDS' PRODUCTS



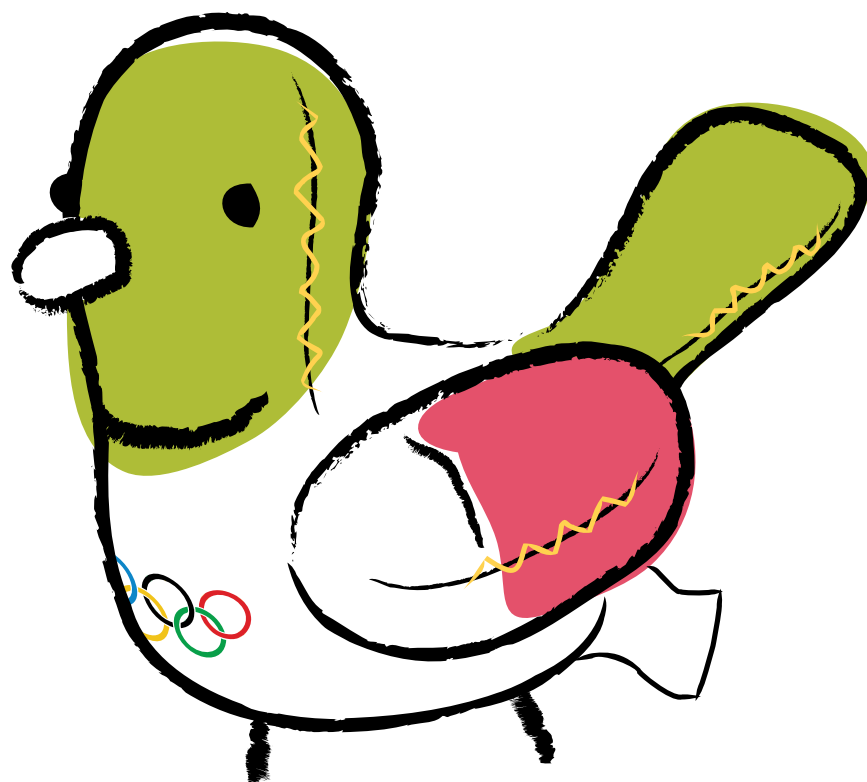
KIDS' PRODUCTS



KIDS' PRODUCTS



KIDS' PRODUCTS



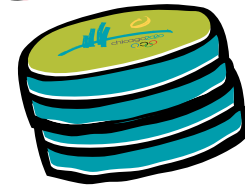
KIDS' PRODUCTS



PRODUCTS



PRODUCTS



PRODUCTS



THE END