

## Creating A Driving Vision

One of the most important factors in the final success of any themed project, whether it is a theme park, a museum exhibit or a retail store, is the creation of what I call a driving vision. A driving vision is the overriding visual and written impression on what the project could become—its future possibility.

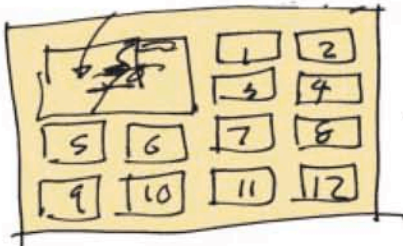
When this vision is created, great care should be taken in selecting and developing just the right one. A vision that will give the project a unique story and the right focus behind the myriad of choices that will then follow from the beginning ideas to the formal finalization of the project. Once chosen and clearly communicated, a driving vision has a powerful momentum that drives the project into becoming a cohesive reality. The type of the tile selected, the color to paint the walls, the kind of moldings used, which way the text is written, the type face on a certain photo panel and a thousand other decisions all are given direction by this driving vision.

A well chosen driving vision gives life to a project and that life is often what is the most important overall emotional impression that the visitor will remember long after their experience.



Written Description

*A project's driving vision is often put into a written form first, then translated and sequenced into a visual set of images.*



Rough Visual Sequence

*Here are a few of the visual conceptual thumbnails created from a written description for the Mystic Marinelife Aquarium.*



Thumbnail Images

