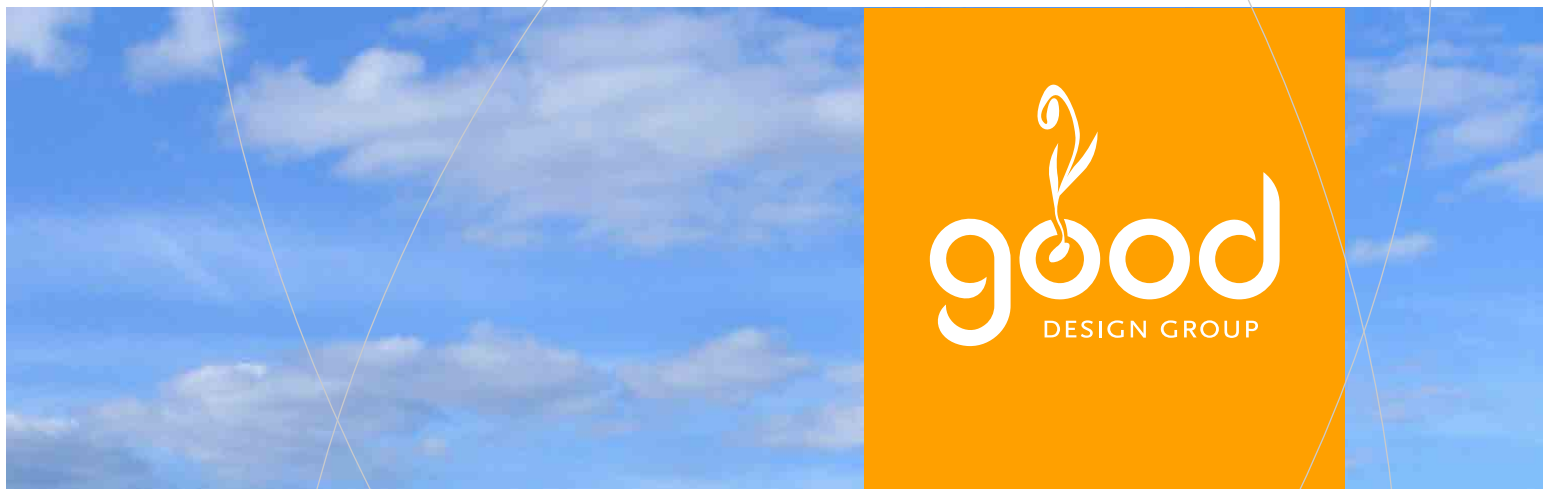


2016



Good Design Group, LLC
Credentials Package

Good Design Group, LLC

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A. About Good Design Group

Good Design Group is a small, independently owned design firm. All of our services are performed in-house by GDG's two owners and lead designers—John Metcalf and Jennifer Beyer. GDG is capable of doing graphic design in-house and does so for most of our projects, but in some instances we choose to subcontract to accommodate schedules and workloads.

Good Design Group's portfolio includes:

- Ruth Mott Foundation—Applewood 100th Anniversary exhibits, Flint, MI
- Michigan Women's Historical Center & Hall of Fame—*Great Girls of Michigan*, Lansing, MI
- WMU Heritage Hall—History exhibits, Kalamazoo, MI.
- Henry Ford Hospital 100th Anniversary Exhibit—2015 installation, Detroit, MI
- Michigan Women's Historical Center & Hall of Fame—*Nuwarine: Michigan Women in the Military*, Lansing, MI
- Edsel and Eleanor Ford House—*Women Who Motor* exhibit, Grosse Pointe Shores, MI
- Michigan Women's Historical Center & Hall of Fame—*Courage in Action: Michigan Women in the Civil Rights Movement*, Lansing, MI
- University of Michigan Athletic Department—Schembechler Hall case layouts & graphics; Michigan Stadium & Crisler Arena case layouts & graphics, Ann Arbor, MI
- Detroit Historical Museum—Past>Forward Campaign exhibits and complete interior renovations, Detroit, MI
- Dossin Great Lakes Museum—*Built by the River*, Detroit, MI
- Arab American National Museum—Little Syria traveling exhibit and Patriots & Peacemakers: Arab Americans in Service to our Country traveling exhibit, Dearborn, MI
- Kalamazoo Valley Museum—Kalamazoo Direct to You, Kalamazoo, MI
- Lakeshore Museum Center—Michigan through the Depths of Time, Muskegon, MI
- Harbor Springs Area Historical Society—history exhibits, Harbor Springs, MI
- Discovery City: Suzanne Mubarak Science Exploratory Center, Cairo, Egypt

Capabilities

Good Design Group has diverse experience in interpretive planning, museums, and cultural heritage resource management. We have the ability to guide a project from content planning to production & installation. Our services will integrate seamlessly with Morley:

- Exhibit Conceptual Design
- Exhibit Final Design & Fabrication/Installation Oversight
- Architectural Interior Design Specifications
- Lighting Design, Specification & Staging
- Architectural Interfacing
- Graphic Design & Illustration
- Artifact Mounting

B. Good Design Group Process

Our ability to work with multiple clients and exhibit contractors stems from a battle-tested design process, where communication is a priority. The vision for our exhibits is clearly articulated as they develop.

Good Design Group structure allows it to be very flexible and we tailor our process to suit the needs of the individual project. Most projects contain the following steps:

Content Review—GDG will begin the project with a review of content and exhibit assets in collaboration with the Project Manager. We'll quickly diagram those topics in space, making sure that they align with visitor traffic flow.

Concept Design—Using exhibit content & assets as our base, GDG will propose 2-3 options for exhibit techniques and present them as preliminary conceptual designs. Preliminary designs will be shown as blocked-in SketchUp models, rough floor plans and bullet-point descriptions. With feedback, we will refine the concept into a single direction and create materials that clearly describe the design:

- Refined SketchUp model with color renderings
- Floor Plans at scale, showing key exhibit components & content areas
- Written descriptions detailing the exhibit experiences
- Preliminary budget for the exhibits with options for different funding levels
- Identification of any minor building adjustments—electrical, etc.

Developed Design—With a concept approved, and a better idea of final budget, GDG will develop the concept into reality. This involves:

- Design drawings—detailed, scale drawings/layouts of each exhibit component, describing sizes, colors, finishes and object placement. Design drawings are created using Adobe Illustrator with CADTools. A fabricator will be able to bring these drawings directly into the engineering process to begin fabrication.
- Interactive development—descriptions of any interactive experiences and media components
- Graphic design—preliminary design options refined into a usable "graphic palette" for creating individual exhibit layouts. Coordinating content (images, text, etc.) to work with graphic schemes, and developing full-scale exhibit layouts. GDG can also scan any images needed for the exhibit at high-resolution and provide the digital files for later use.
- Fabrication estimates—GDG will use in-house historic data to ensure the exhibit is within the budget range
- Bid Documents—GDG will create a bid package to be sent out to fabricators

Fabrication & Installation Support—With all design materials approved GDG will "hand them off" to the exhibit fabricator, who will assume the bulk of the work forward. GDG remains involved in the entire fabrication process, maintaining our role as advocate for the visitor experience through the fabrication phase:

- Engineering drawing review—For some exhibit components, the fabricator will likely create detailed shop drawings. GDG will review these to ensure design intent is met.
- Media & interactive review—GDG will work with the media producer to finalize any interactives and media, making sure the quality of visitor experience is maintained.
- Production-ready graphics—Once layouts are approved, GDG will prepare them for production and hand files off to Morley for production.

C. Good Design Group Recent Contracts

Good Design Group's years of experience and internal project management system allows us to maintain a healthy workload. We provide all of our clients with the attention they deserve. If our workload exceeds our in-house capabilities, we will reach out to our stable of trusted design partners. Our first go-to partner is Gene Ullery-Smith Graphic Design. His work can be seen in museums across the country and specifically in the Detroit Historical Museum where he acted as a GDG partner. www.ullerysmith.com

Detroit 1967—temporary exhibit for the 50th anniversary of the events of July 1967. At the Detroit Historic Museum, Detroit, MI. GDG is responsible for content coordination, exhibit & graphic design. Opening spring of 2017.

U-M Athletics Department, Ann Arbor, MI—GDG has been contracted to continue designing exhibits for the U-M Stadium, Crisler Center and Schembechler Hall.

Dow Gardens—*Historical Interpretation Master Plan*. Master Plan to add/improve interpretation at the garden visitor center and the historic estate of Herbert H. and Grace A. Dow, Midland, MI.

Sindecuse Museum of Dentistry at the University of Michigan, Ann Arbor, MI—*History of Dental Education Exhibit*. Temporary gallery exhibit opening in 2016. GDG is responsible for content coordination, exhibit & graphic design.

Eloise Poorhouse and Asylum Museum, Westland, MI— new addition to the Westland Historical Village, opening in the summer of 2016. GDG is responsible for content coordination, exhibit & graphic design.

D. References

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Detroit Historical Museum

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Elizabeth Barrett-Sullivan

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Arab American National Museum

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Emily Fijol

Executive Director
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Detroit Historical Museum: Past>Forward Campaign Exhibits

Location: Detroit, MI

Size: Six galleries totaling 16,900 sq. ft.

Design: Good Design Group

Fabrication & Installation: Morley

AV Media: Wall Street Productions

Cost per square foot (including design): varies by gallery—\$40 to \$390

In 2009, the Detroit Historical Society engaged Good Design Group to lead content development on several exhibits which were to be the capstone of a multi-year capital campaign. We were then retained to develop all five galleries through final design and fabrication. GDG was also contracted to design updates to the DHM, including donor panels, interior color schemes, and updates to a few existing exhibits. The renovated Museum, including the new galleries—*Arsenal of Democracy*, *Gallery of Innovation*, *Gallery of Culture*, *Doorway to Freedom*, and *Motor City*—all opened on-time and on-budget in November of 2012.



Dossin Great Lakes Museum—*Built by the River*

Location: Detroit, MI

Size: 2,058 sq. ft.

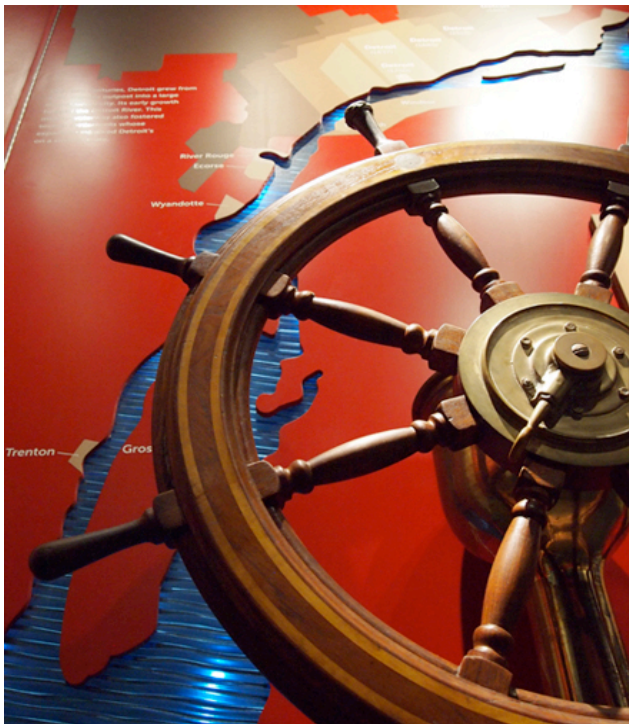
Design: Good Design Group

Fabrication & Installation: Morley

AV Media: Wall Street Productions

Cost per square foot (including design): \$350

This Dossin Great Lakes Museum overlooks the Detroit River on Belle Isle. A part of the Detroit Historical Society, the Dossin covers Detroit's maritime history, highlighting the City's longstanding relationship with the River. Good Design Group designed a complete overhaul of the Dossin's main gallery—*Built by the River*. *Built by the River* is divided into 3 zones showcasing a different way Detroiters have used the River, from early fur trapping to modern boat racing. Good Design Group created the architectural interface for the exhibit, as well as lighting plans, and helped the DHS determine appropriate building functions.



Kalamazoo Valley Museum—*Kalamazoo Direct to You*

Location: Kalamazoo, MI

Size: 5,200 sq. ft.

Design: Good Design Group

Fabrication: EWI Worldwide

AV Media: OmniMedia

Cost per square foot (including design): \$270

One of Good Design Group's larger projects is the history gallery for the Kalamazoo Valley Museum. KVM is a public museum and serves a local audience of mostly repeat, family visitors. We created an experience that highlights three distinct aspects of the area's history: its products, its places, and its people. Exhibits include an interactive "Sound Stage" for testing instruments, a "WKVM News Center" for on-site broadcasts, and several opportunities for visitors to contribute to the exhibit. The facility opened in the fall of 2010 and visitors are now able to help curate exhibits, contribute to a community mural, and engage with open-ended play scenes. The KVM history gallery blends objects and experiences to help visitors understand that they are making history every day!



Harbor Springs Area Historical Society Museum

Location: Harbor Springs, MI

Size: 1,150 sq. ft.

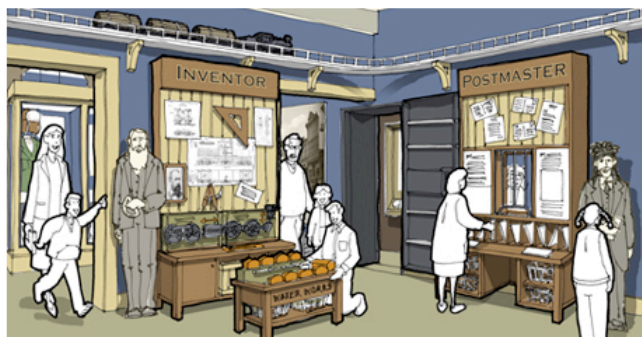
Design: Good Design Group

Fabrication: Creative Millwork and Superior Exhibits and Design

AV Media: Red Road Media

Cost per square foot (including design): \$250

Located in the refurbished old Harbor Springs city hall, the exhibits interpret the history of this unique town in Northern Michigan. Good Design Group was responsible for ensuring that renovations to the historic building could accommodate interpretive exhibits. GDG planned exhibit walls and developed lighting plans. GDG designed exhibits that highlight the town's residents and character—from its early roots as a summer residence for Native Americans to its hey-day as a summer resort community for wealthy industrialists. A discovery gallery offers a kid's-eye view of Harbor Springs and some of its unique inhabitants.



Edsel & Eleanor Ford House—Women Who Motor Exhibit

Location: Grosse Pointe Shores, MI

Size: 2160 sq. ft.

Fabrication: Tectonics Industries & Niche Design

AV Media: Wall Street Productions

Cost per square foot (including design): Approx. \$44/sq. ft.

In August of 2014, GDG completed design on this temporary exhibit, detailing the lives and legacies of *Women Who Motor*. Focused on the culture of cars, the display features 3 cars from different eras, several custom object cases, free-standing interpretive panels, a video station, and several media "browsing" stations. Located in the historic Estate's garage, the exhibit was designed to maintain the integrity of the space, while transforming it into a rich visitor experience centered on the cars.



Arab American National Museum—*Patriots & Peacemakers*

Location: Dearborn, MI

Size: 1,000 sq. ft. and 500 sq. ft.

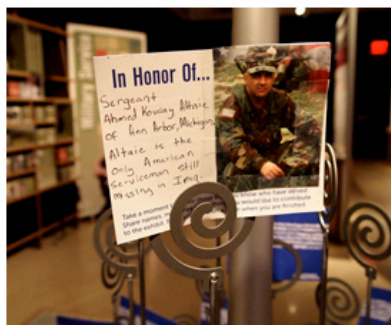
Design: Good Design Group

Fabrication: Detroit Science Center and Creative Solutions Group

AV Media: Detroit Science Center and Creative Solutions Group

Cost per square foot (including design): \$200

Good Design Group worked with the Arab American National Museum in Dearborn, Michigan to create two versions of this traveling exhibit: a 1000 sq. ft. version for traditional venues and a 500 sq. ft. version for smaller venues. This ambitious exhibit tells the stories of about 170 Arab Americans who have served in the Military, Peace Corps, or as Diplomats. Following an innovative format, each featured individual's story is displayed on an exhibit cube. Visitors are free to pick up cubes and read all sides, creating a very personal opportunity for visitors to interact with the exhibit. "Question Stations," and an "Honor Garden" create participatory opportunities for visitors to reflect on service.



F. About John and Jen

Name & Title	Project Role	Background
John Metcalf— Owner & Designer	Manage the design process and act as technical lead, interfacing with fabrication.	<ul style="list-style-type: none"> Exhibit designer since 1995, founded Good Design Group in 2006 Planned & designed over \$25 million in exhibits Highly skilled in project details—taking an exhibit from concept to completion. <i>Experience:</i> <ul style="list-style-type: none"> Design Craftsmen, Midland, MI: 1995-2006—Lead designer & design department manager Asahi Corporation, Tokyo, Japan: 1993-1995—Product designer <i>Key Projects:</i> <ul style="list-style-type: none"> Winston Churchill Memorial and Library, Fulton, MO Marvin Visitor Center, Warroad, MN Fort Des Moines Memorial and Education Center, Des Moines, IA SPAM Museum, Austin, MN Walter P. Chrysler Museum, Auburn Hills, MI Arkansas Museum of Natural Resources, Smackover, AR <i>Education:</i> <ul style="list-style-type: none"> Bachelor of Science in Industrial Design, University of Cincinnati: 1992
Jennifer Beyer— Designer & Owner	Education and content specialist	<ul style="list-style-type: none"> Exhibit designer since 2003, joined Good Design Group in 2007 Specializes in content planning and developing the educational role of exhibits <i>Experience:</i> <ul style="list-style-type: none"> Design Craftsmen, Midland, MI: 2003-2006—Lead designer <i>Key Projects:</i> <ul style="list-style-type: none"> Western Center for Archaeology and Paleontology, Hemet, CA Punxsutawney Weather Discover Center, Punxsutawney, PA Nkwantananso Cultural Center, Techiman, Ghana, West Africa Homol'ovi Ruins State Park, Winslow, AZ Museum in Docklands, London, England <i>Education:</i> <ul style="list-style-type: none"> Master of Arts in Education Curriculum Development, University of Michigan: 2008 Graduate Certificate in Museum Studies, University of Michigan: 2008 Bachelor of Fine Arts in Industrial Design, University of Michigan: 2003



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