

Dallas World Aquarium Field Guide

Self-Directed Case Study
Booklet Redesign

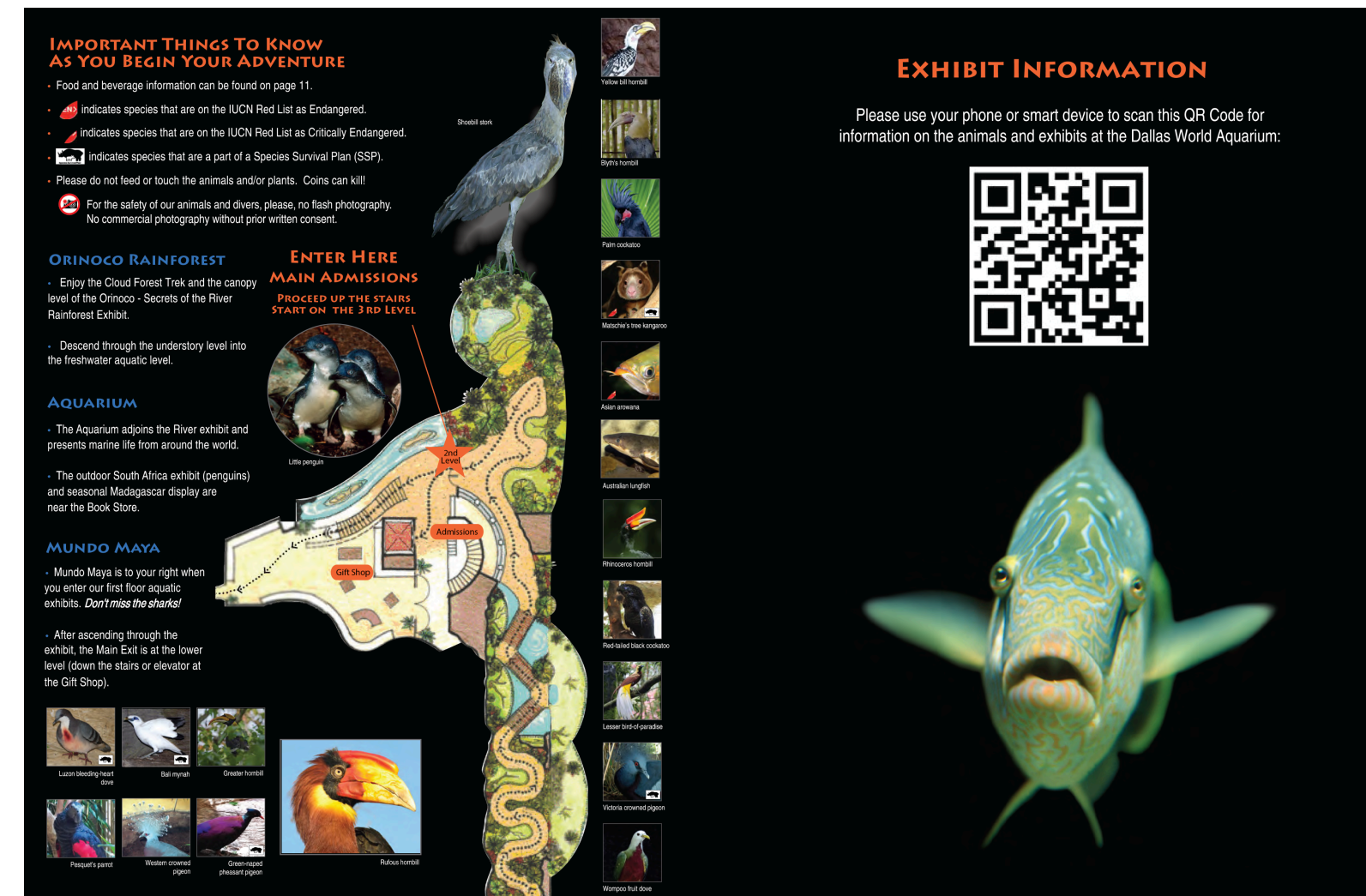
Angel Le

The Dallas World Aquarium Field Guide is a booklet provided to visitors. It contains general information, maps, and descriptions of featured organisms.

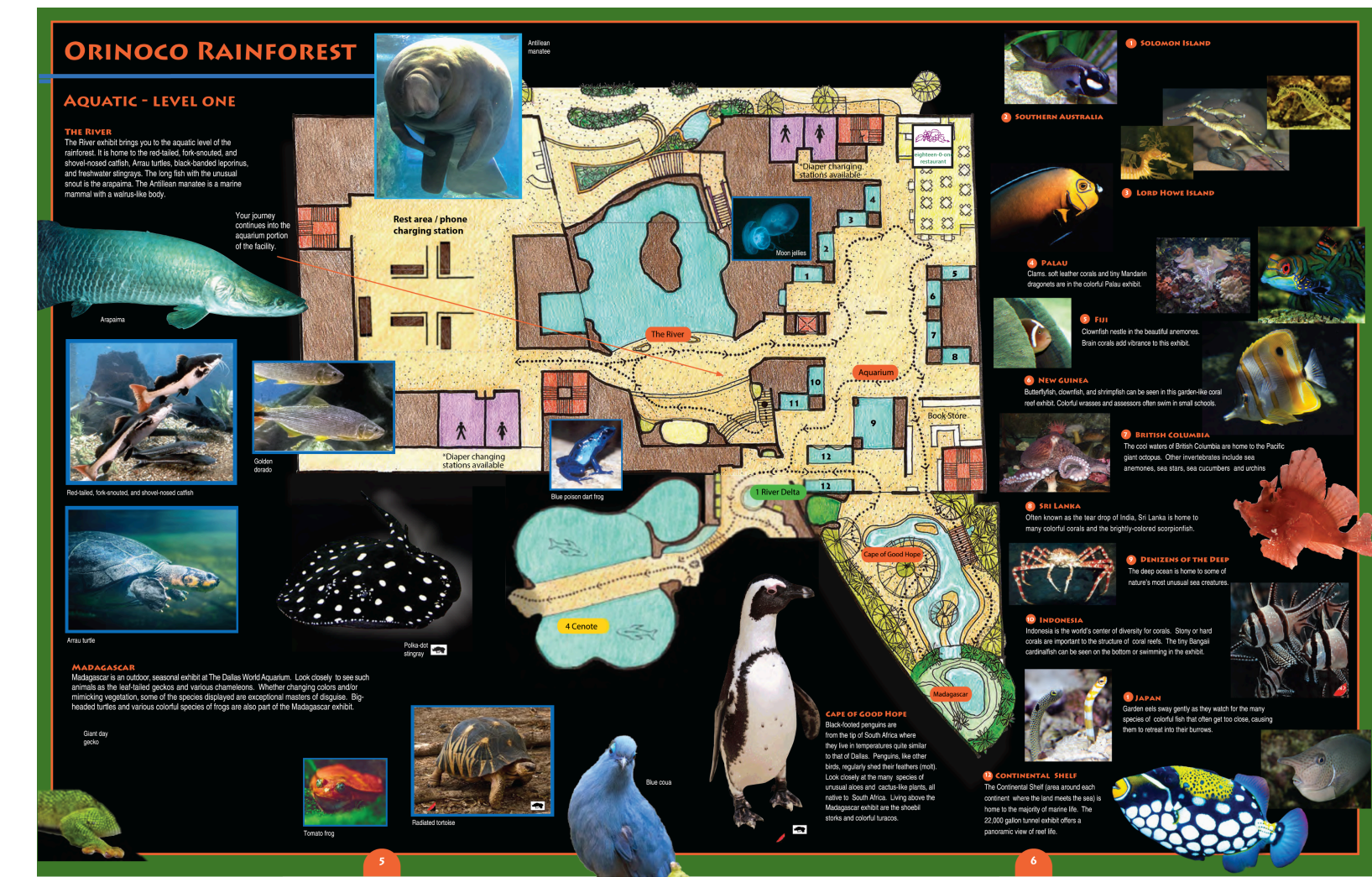
For this project, I aimed to design a portion of the booklet with a different look. I used the online PDF provided by the DWA, as well as my own paper copy. The spreads I chose to redesign are shown below.



Original cover spread



Original inner spread 1



Original inner spread 4

My project goals:

- optimal paper layout
- work in original aspects + focus on simplification for legibility
- mental connection

Paper Layout

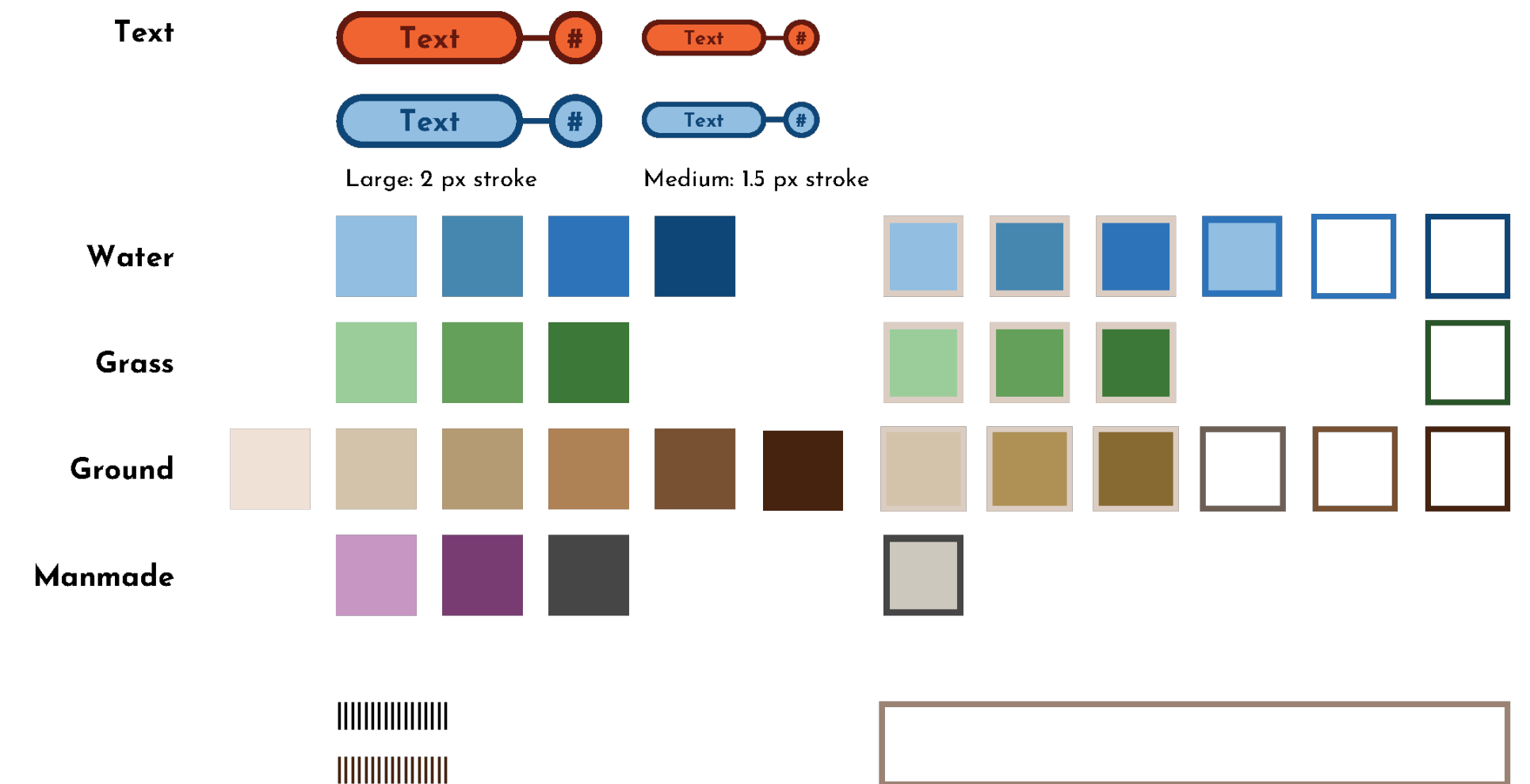
- The paper size was changed to a US Letter size (8.5*11”) bifold, which would be more cost-effective to print on. While considerably smaller, a US Letter bifold is more appealing to carry and keep open while visiting.
- The original booklet prints light text on a dark background. To tackle print cost and legibility, this design uses a light background (#efefef), which could be omitted entirely for paper that is off-white or white.

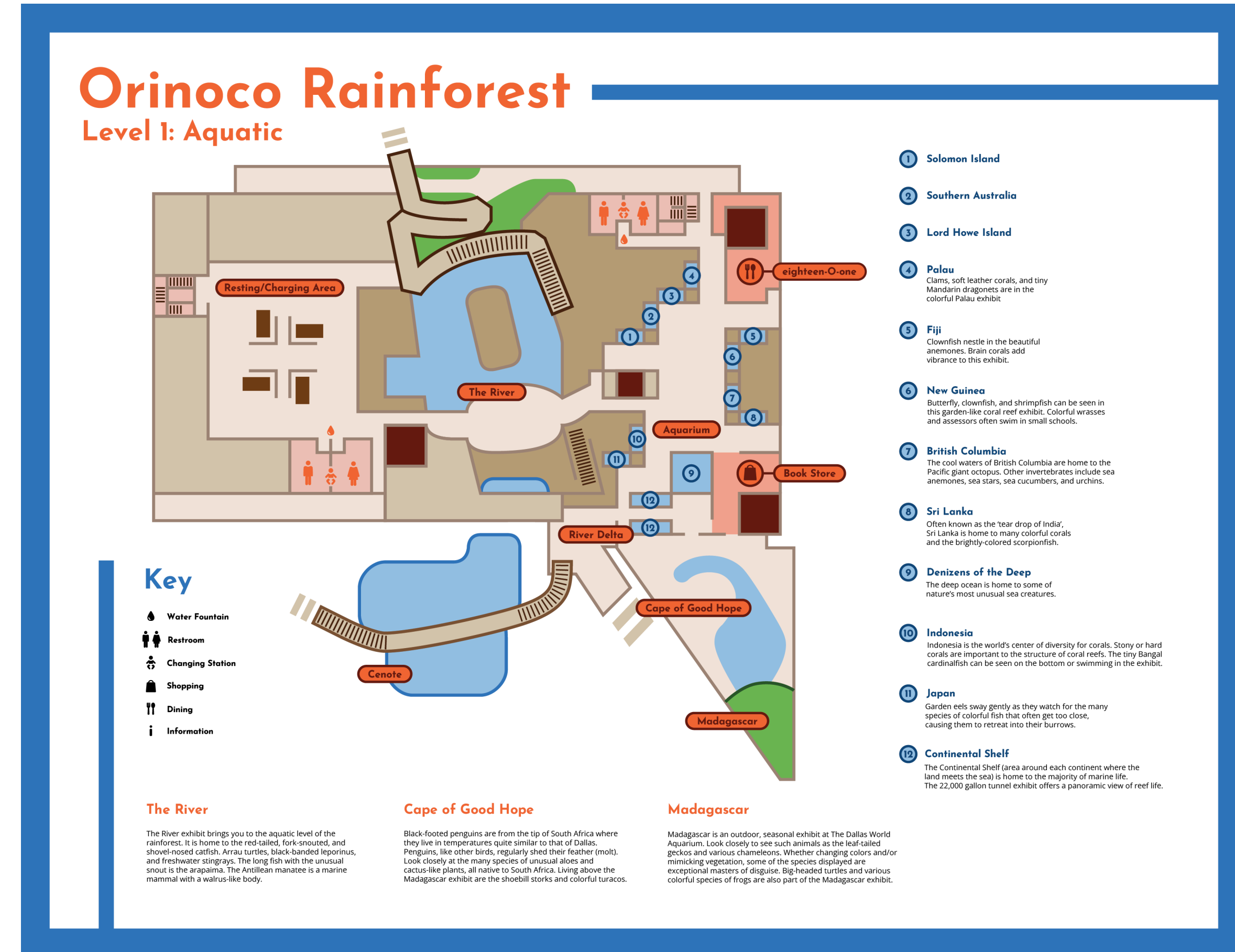
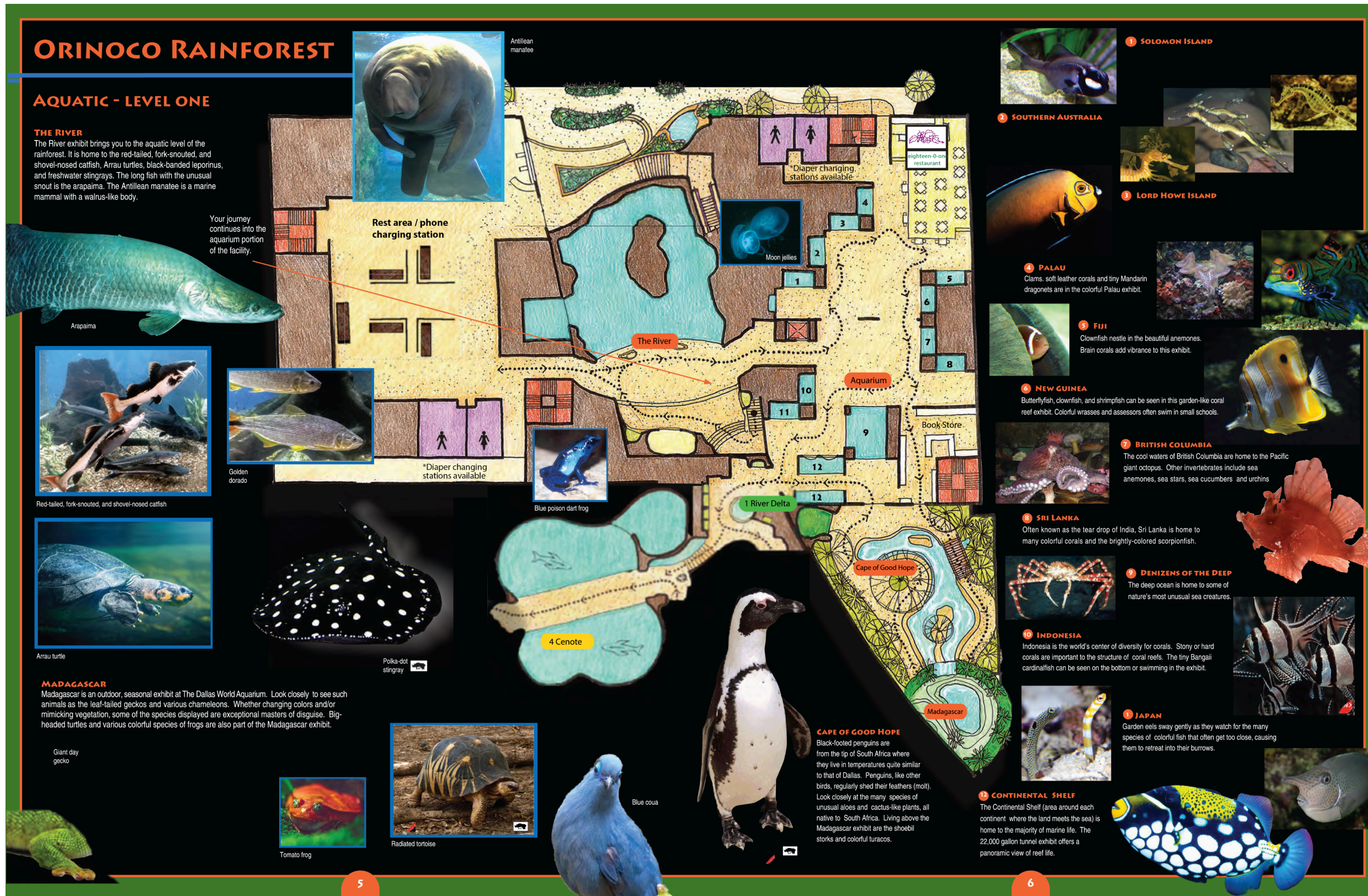
Original Aspects

- I kept the orange and blue of the original branding
- I enjoyed the bold, sharp language of the heading font, and used Josefin Sans for a similar geometric feel.
- I loved the borders and line used on the inner spreads, and went with a uniform, thick blue border and line pair.
- I omitted the secondary orange border for sleekness.

Mental Connection

- I used color to create stronger associations and streamline the map to feel less visually overwhelming.
 - orange for amenities
 - blue for aquarium
 - purple and grays for manmade structures
 - greens, browns, and blues for nature





- The previous spread inserted a hand-drawn, hand-colored map
 - I illustrated a simplified, texture-free map in Illustrator
 - I added a key and created symbols used on the map
 - I omitted the suggested pathways (black dotted lines) and animal photos to highlight key info and reduce cognitive load.
- The aquarium markers are black numbers on the map, and orange headers on the side.
 - I made matching blue markers and headers for a clearer connection.

General Information

- Go to the main entrance desk, or ask any staff member.
- First aid information can be reported to any staff member.

Stores & Dining

Gift Shop: Mundo Maya Upper Level, Admissions

Book Store: Orinoco Level 1, Aquarium

Restaurants:

- Jungle Café
- eighteen-O-one
- Café Maya

Membership

Members receive free admission for one year, express entry, and Gift Shop discounts on all merchandise. Multiple levels of membership are available. A portion of today's admission may be used towards your membership.

Please take your receipt to Admissions for more details.

Education

Field trips are available Monday through Friday for children and adults. We also offer engaging and educational curriculum materials for school-aged students. All components are grade-level appropriate, align with the TEKS (Texas Essential Knowledge and Skills) for science, and can be downloaded free-of-charge from our website.

For more information on field trips and for curriculum access, visit www.dwazoo.com/education.



1801 North Griffin, Dallas, TX 75202

Phone: 214.720.2224

Fax: 214.720.2242

Website: dwazoo.com



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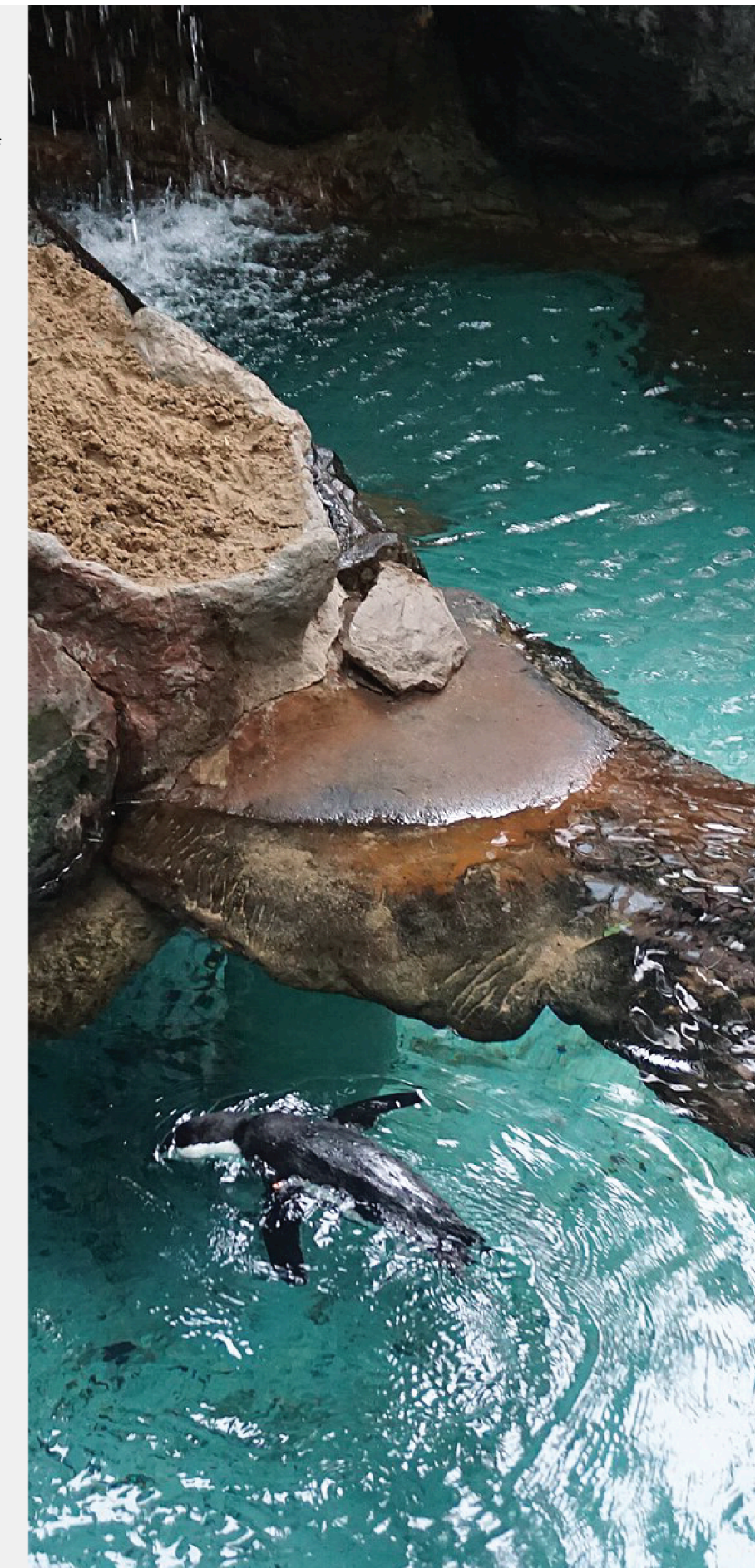
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Cover version A

- Sawfish Photo:
 - Michael Barera, CC BY-SA 4.0 <https://creativecommons.org/licenses/by-sa/4.0>, via Wikimedia Commons

Cover version B

- Black-footed penguin Photo:
 - Michael Barera, CC BY-SA 4.0 <https://creativecommons.org/licenses/by-sa/4.0>, via Wikimedia Commons

Important Things To Know As You Begin Your Adventure

- Food and beverage information can be found on page 11.
- Please do not feed or touch the animals and/or plants. Coins can kill!
- For the safety of our animals and divers, please, no flash photography.
- No commercial photography without prior written consent.

Species Markers



On the IUCN Red List as Endangered



On the IUCN Red List as Critically Endangered



Part of an SSP (Species Survival Plan)

Orinoco Rainforest

- Enjoy the Cloud Forest Trek and the canopy level of the Orinoco Secrets of the River Rainforest Exhibit.
- Descend through the understory level into the freshwater aquatic level.

Aquarium

- The Aquarium adjoins the River exhibit and presents marine life from around the world.
- The outdoor South Africa exhibit (penguins) and seasonal Madagascar display are near the book store.

Mundo Maya

- Mundo Maya is to your right when you enter our first floor aquatic exhibits. Don't miss the sharks!
- After ascending through the exhibit, the Main Exit is at the lower level (down the stairs or elevator at the Gift Shop).

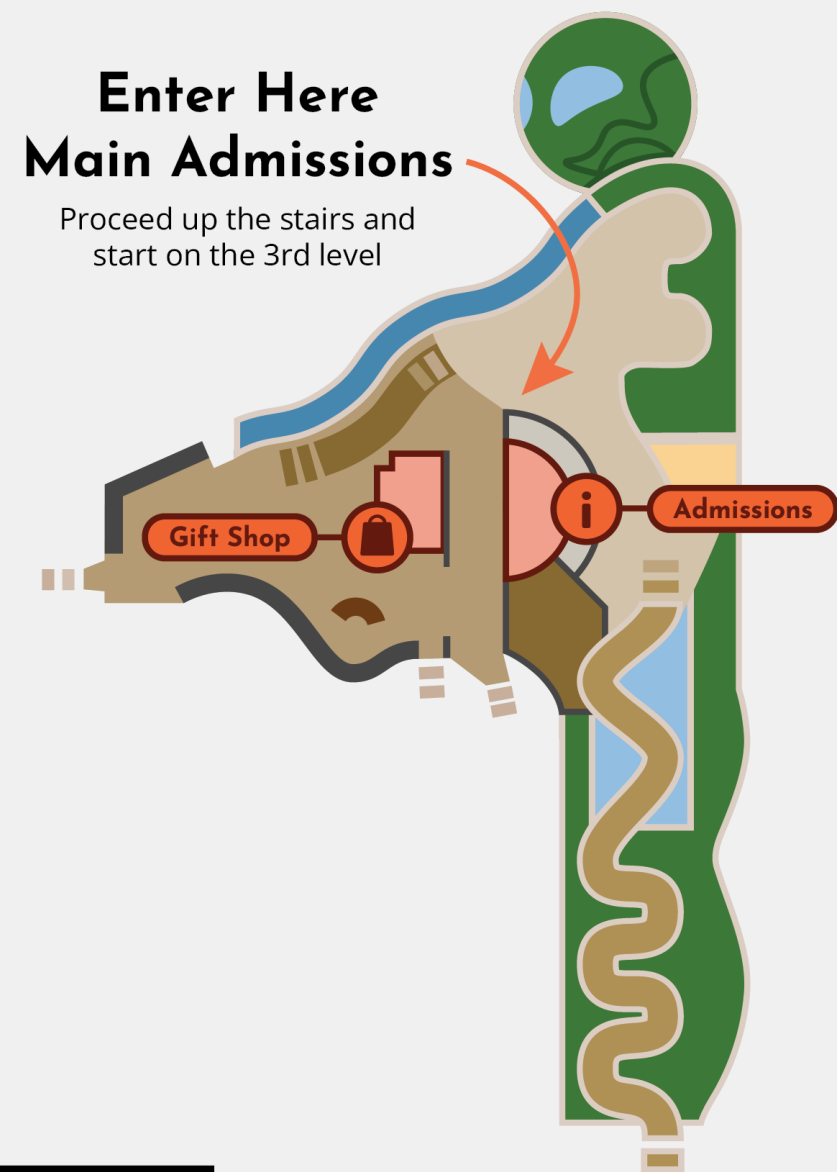
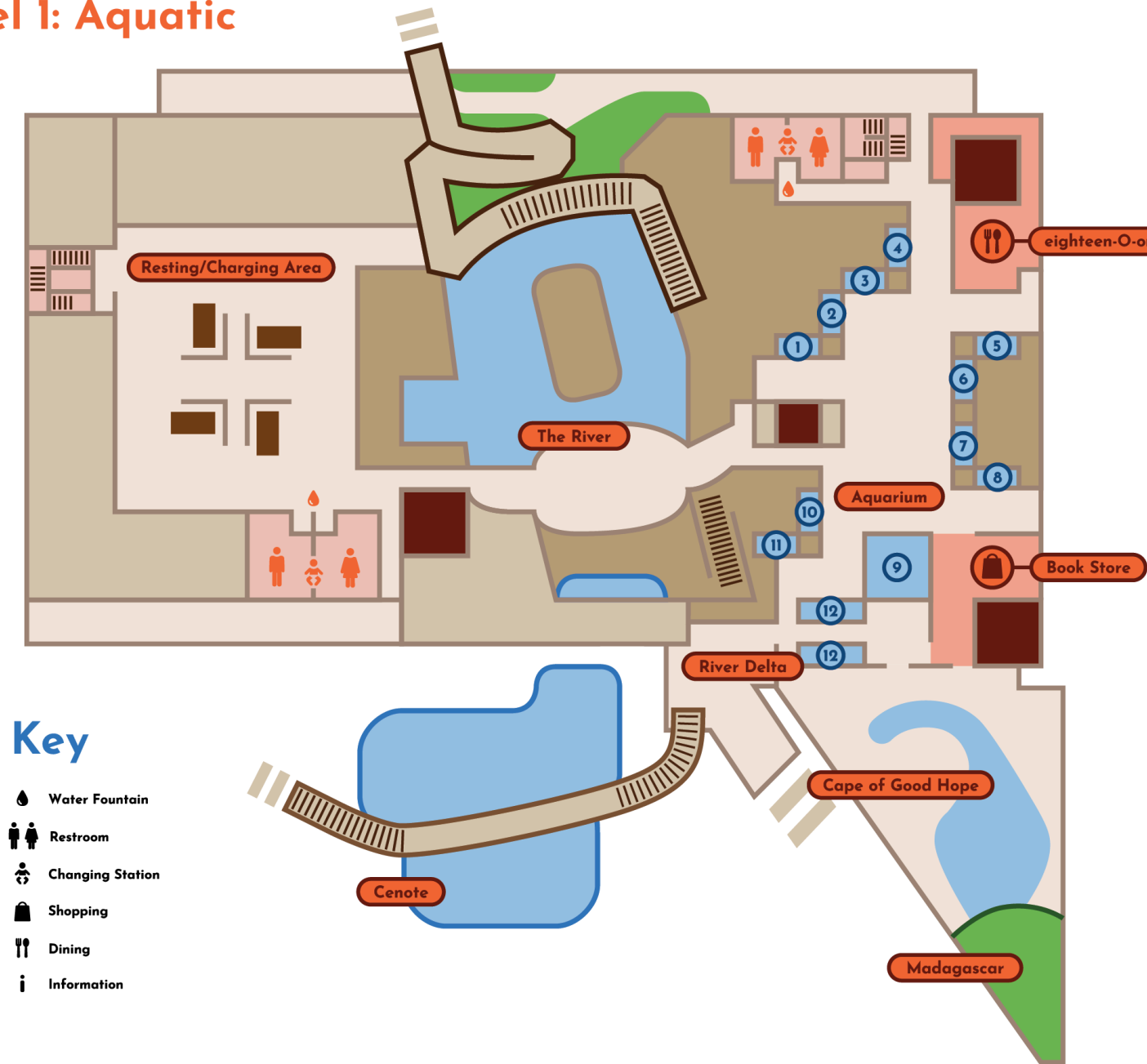


Exhibit Information

Use your phone or smart device to scan this QR Code for information on the animals and exhibits at the Dallas World Aquarium.

Orinoco Rainforest

Level 1: Aquatic



Key

- Water Fountain
- Restroom
- Changing Station
- Shopping
- Dining
- Information

The River

The River exhibit brings you to the aquatic level of the rainforest. It is home to the red-tailed, fork-snouted, and shovel-nosed catfish, Arara turtles, black-banded leporinus, and freshwater stingrays. The long fish with the unusual snout is the arapaima. The Antillean manatee is a marine mammal with a walrus-like body.

Cape of Good Hope

Black-footed penguins are from the tip of South Africa where they live in temperatures quite similar to that of Dallas. Penguins, like other birds, regularly shed their feather (molt). Look closely at the many species of unusual aloes and cactus-like plants, all native to South Africa. Living above the Madagascar exhibit are the shoebill storks and colorful turacos.

Madagascar

Madagascar is an outdoor, seasonal exhibit at The Dallas World Aquarium. Look closely to see such animals as the leaf-tailed geckos and various chameleons. Whether changing colors and/or mimicking vegetation, some of the species displayed are exceptional masters of disguise. Big-headed turtles and various colorful species of frogs are also part of the Madagascar exhibit.

- Solomon Island**
- Southern Australia**
- Lord Howe Island**
- Palau**
Clams, soft leather corals, and tiny Mandarin dragonets are in the colorful Palau exhibit
- Fiji**
Clownfish nestle in the beautiful anemones. Brain corals add vibrance to this exhibit.
- New Guinea**
Butterfly, clownfish, and shrimpfish can be seen in this garden-like coral reef exhibit. Colorful wrasses and assessors often swim in small schools.
- British Columbia**
The cool waters of British Columbia are home to the Pacific giant octopus. Other invertebrates include sea anemones, sea stars, sea cucumbers, and urchins.
- Sri Lanka**
Often known as the 'tear drop of India', Sri Lanka is home to many colorful corals and the brightly-colored scorpionfish.
- Denizens of the Deep**
The deep ocean is home to some of nature's most unusual sea creatures.
- Indonesia**
Indonesia is the world's center of diversity for corals. Stony or hard corals are important to the structure of coral reefs. The tiny Banggai cardinalfish can be seen on the bottom or swimming in the exhibit.
- Japan**
Garden eels sway gently as they watch for the many species of colorful fish that often get too close, causing them to retreat into their burrows.
- Continental Shelf**
The Continental Shelf (area around each continent where the land meets the sea) is home to the majority of marine life. The 22,000 gallon tunnel exhibit offers a panoramic view of reef life.

Inner spread 1

Inner spread 4