

# APOLLO

MANNED MISSIONS TO THE MOON

Science Museum - London, England



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# 1. INTRODUCTION

THE PURPOSE OF THIS EXHIBIT IS TO INFORM, EDUCATE, AND EXCITE VIEWERS ABOUT THE HISTORY OF THE APOLLO SPACE PROGRAM. THE EXHIBIT WILL TAKE PLACE WITHIN A SPACE AT THE SCIENCE MUSEUM IN LONDON, UTILIZING THREE DIFFERENT WALLS THAT COLLECTIVELY CREATE A VISUAL 'ROOM'. BOTH GRAPHIC AND TYPOGRAPHIC SYSTEMS WERE CONSIDERED DURING THE PRODUCTION OF THIS EXHIBIT.



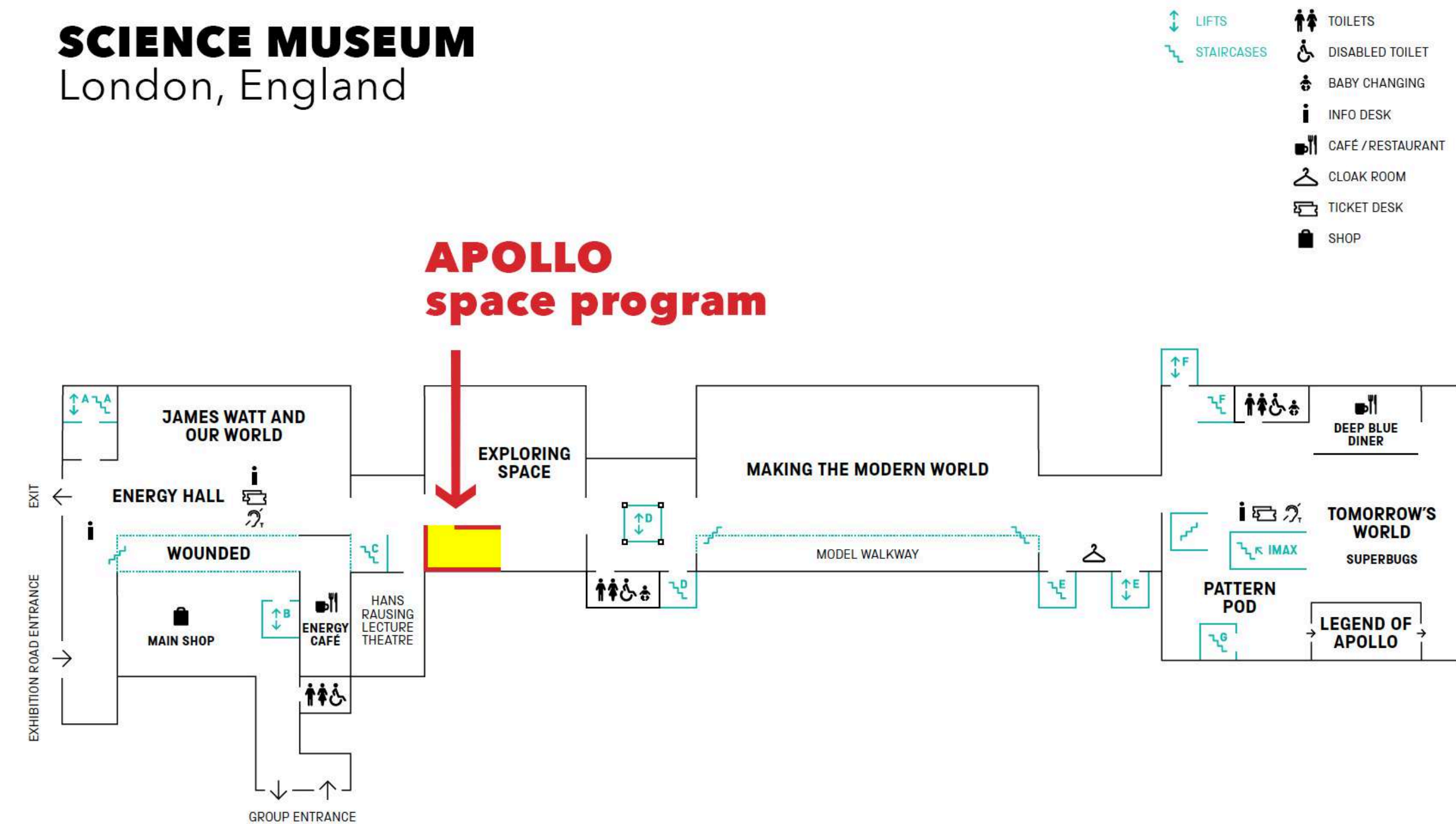
## 2A. SITE DESCRIPTION

THE SCIENCE MUSEUM IS LOCATED IN SOUTH KENSINGTON, LONDON AND HAS BEEN OPEN SINCE 1863. THE MUSEUM AIMS TO INSPIRE ITS VISITORS WITH AWARD WINNING EXHIBITS, ICONIC OBJECTS, AND INCREDIBLE SCIENTIFIC ACHIEVEMENTS. THEY STRIVE TO BE THE BEST PLACE IN THE WORLD FOR PEOPLE TRYING TO ENJOY SCIENCE WHICH MAKES IT AN IDEAL LOCATION TO SHOWCASE THE APOLLO SPACE PROGRAM EXHIBIT.

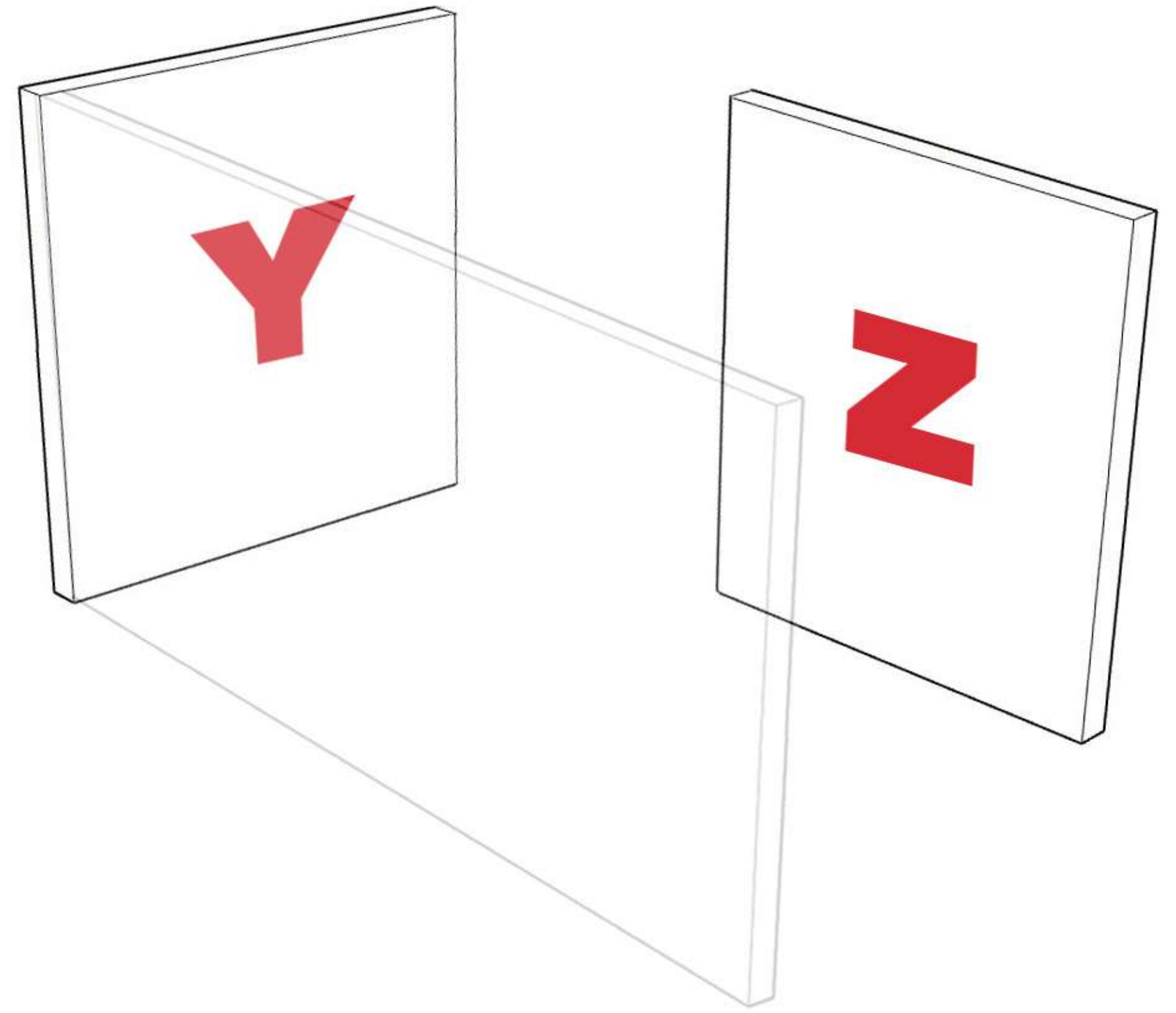
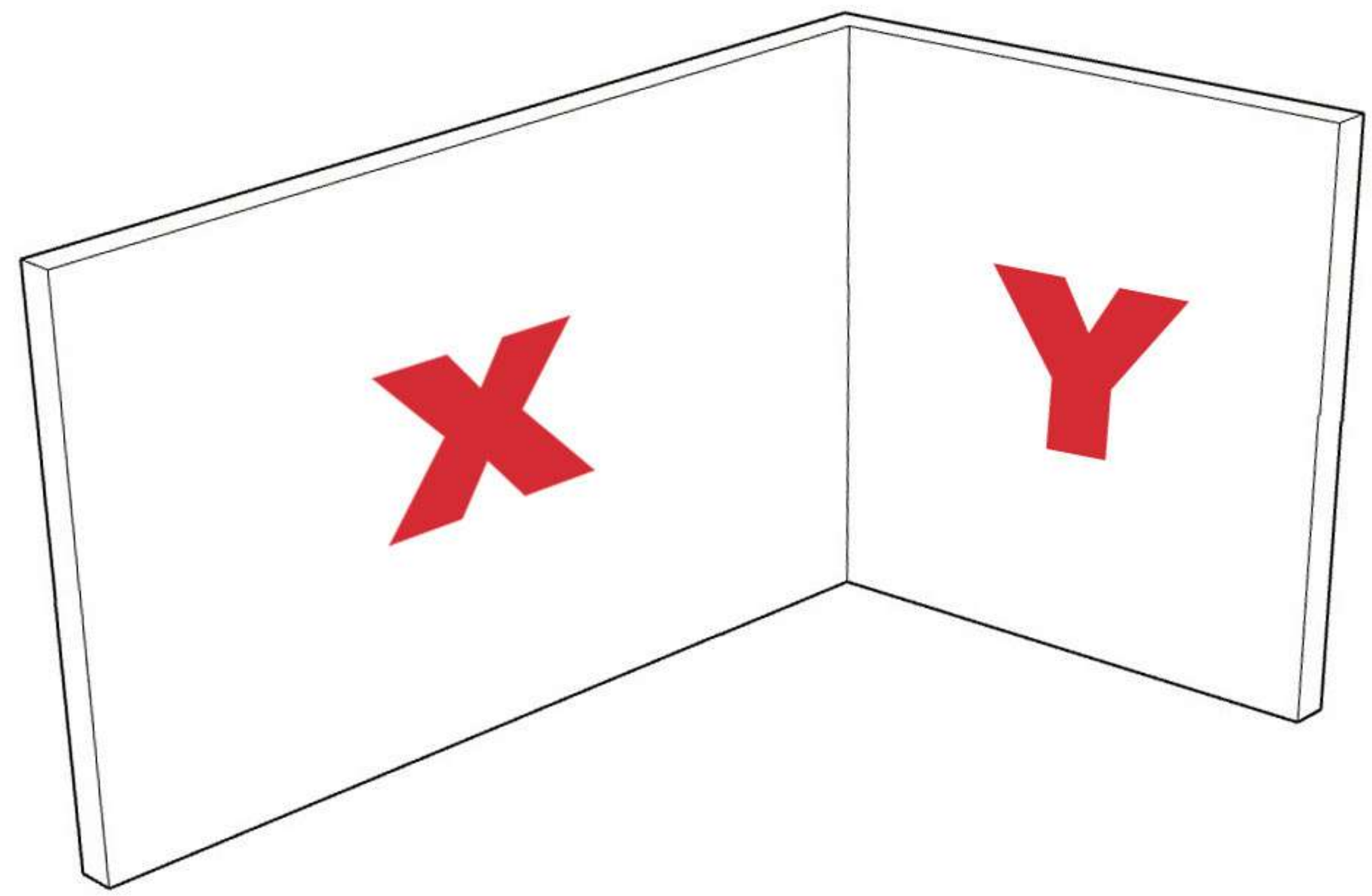


# 2B. EXHIBIT PLAN: MUSEUM AND ROOM

## SCIENCE MUSEUM London, England









# 3A. COLOR AND MATERIAL PALETTE



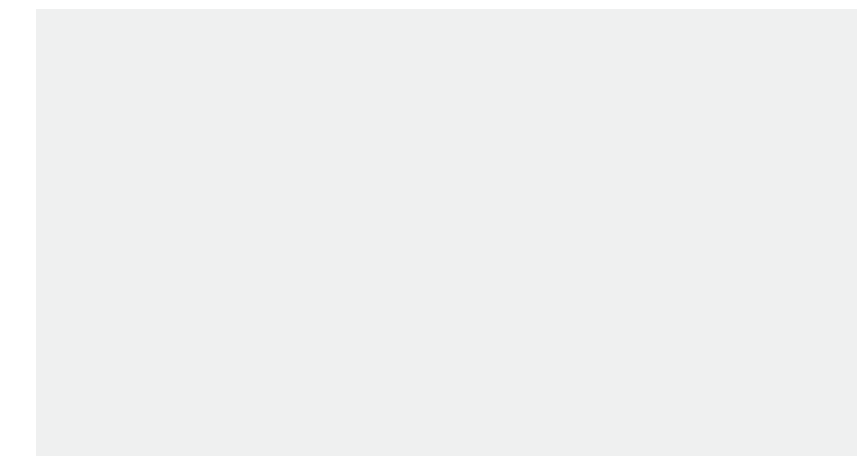
PMS: 636 C



PMS: 720 C



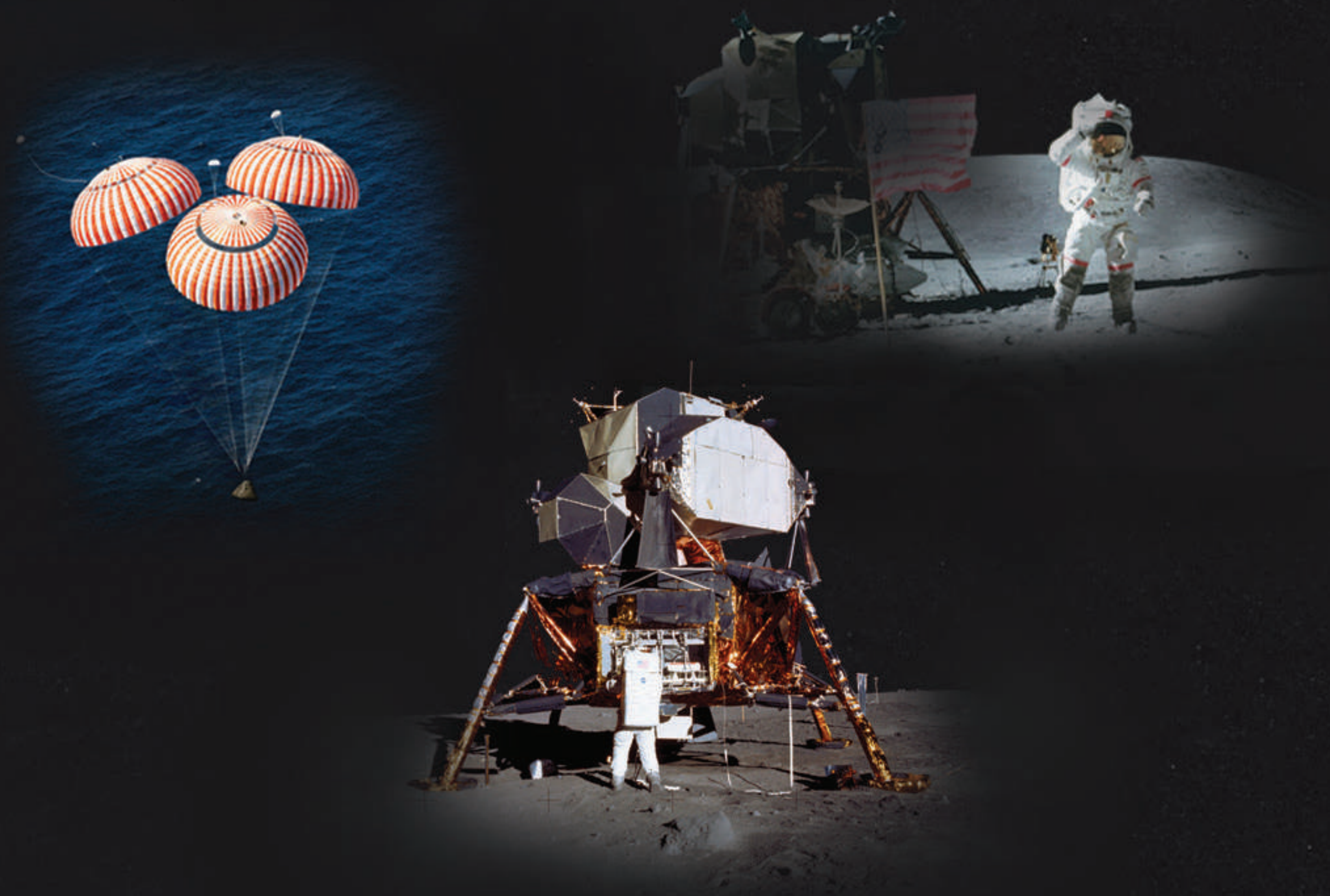
BLACK CHALKBOARD



PMS: 427 C



# 3B. IMAGE TREATMENT





# 3C. TYPE PALETTE AND CONFIGURATIONS

Chalk It Up Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Montserrat Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Montserrat Semi-Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890



Title Configuration

# APOLLO

## MANNED MISSIONS TO THE MOON

Body Configuration

Unmanned Apollo flights began in 1961 to test the Saturn launch vehicles and the space worthiness of the Apollo spacecraft. The first manned mission was in 1967, and the program achieved its goal of 'landing a man on the Moon and returninvg him safely to Earth' before the end of 1969. By the time the program ended, NASA had performed six successful lunar landings, resulting in twelve men walking on the Moon.

Mission Configuration

### APOLLO 14

January 31 – February 9, 1971

**Alan Shepard**

**Stuart Roosa**

**Edgar Mitchell**

Alan Shepard hit two golf balls on the lunar surface with a makeshift club he had brought with him.

Quote Configuration

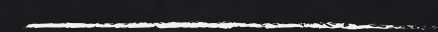
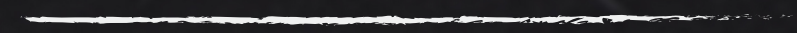
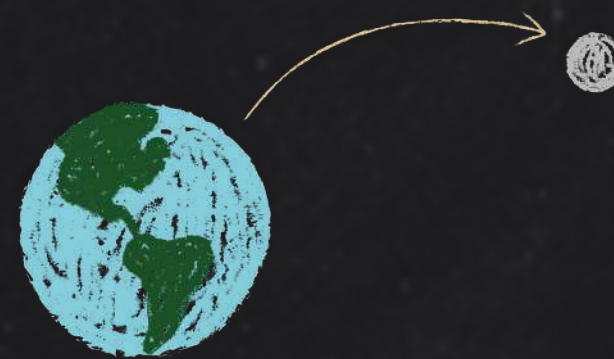
"ONE SMALL STEP FOR MAN, ONE GIANT LEAP FOR MANKIND."

Caption Configuration

THE APOLLO 8 CREW LAUNCHES ON THE FIRST MANNED MISSION TO THE MOON ON DECEMEBER 29, 1968



# 3D. GRAPHIC TYPICALS

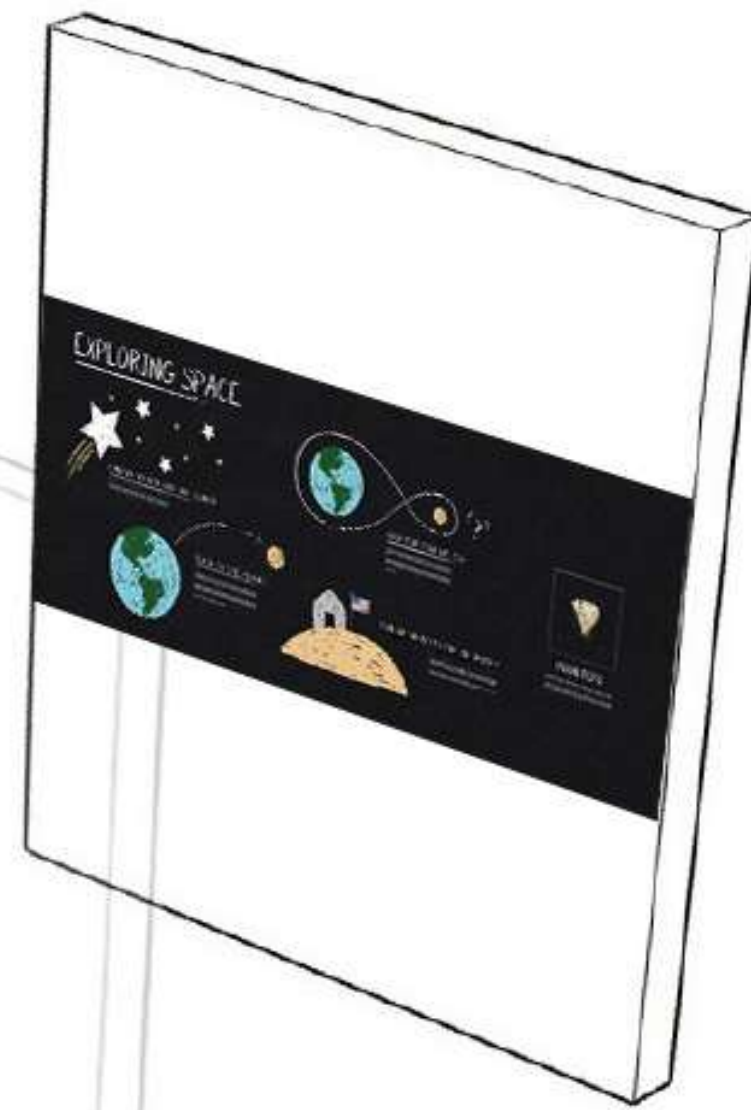
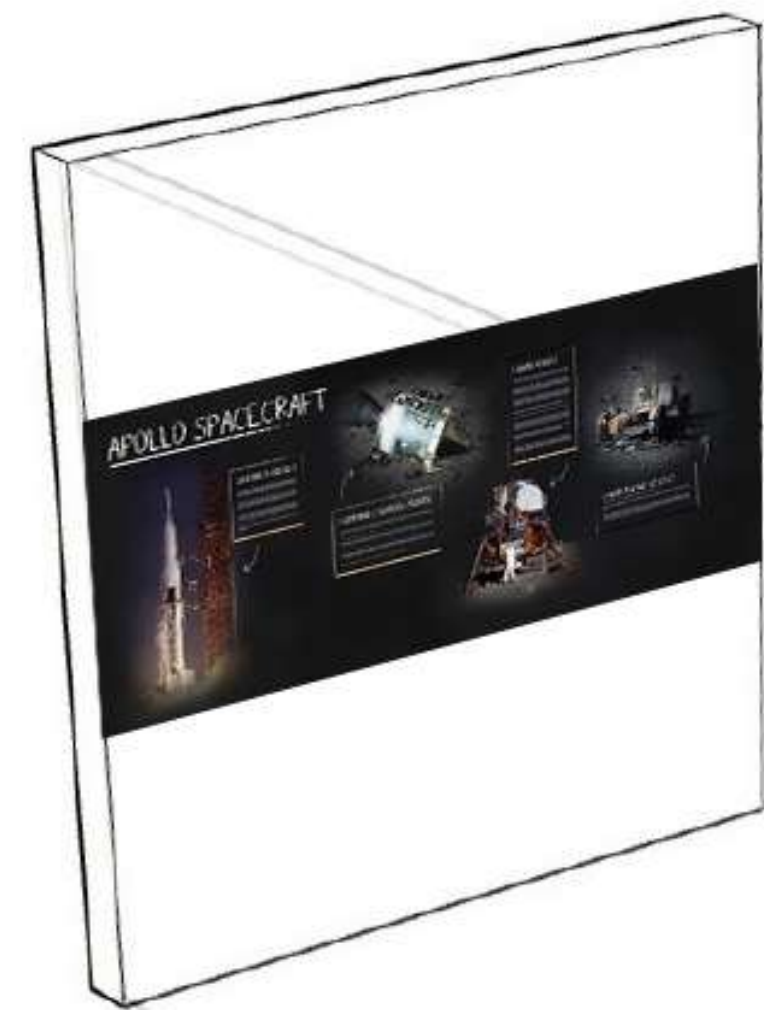




# 4A. ISOMETRICS



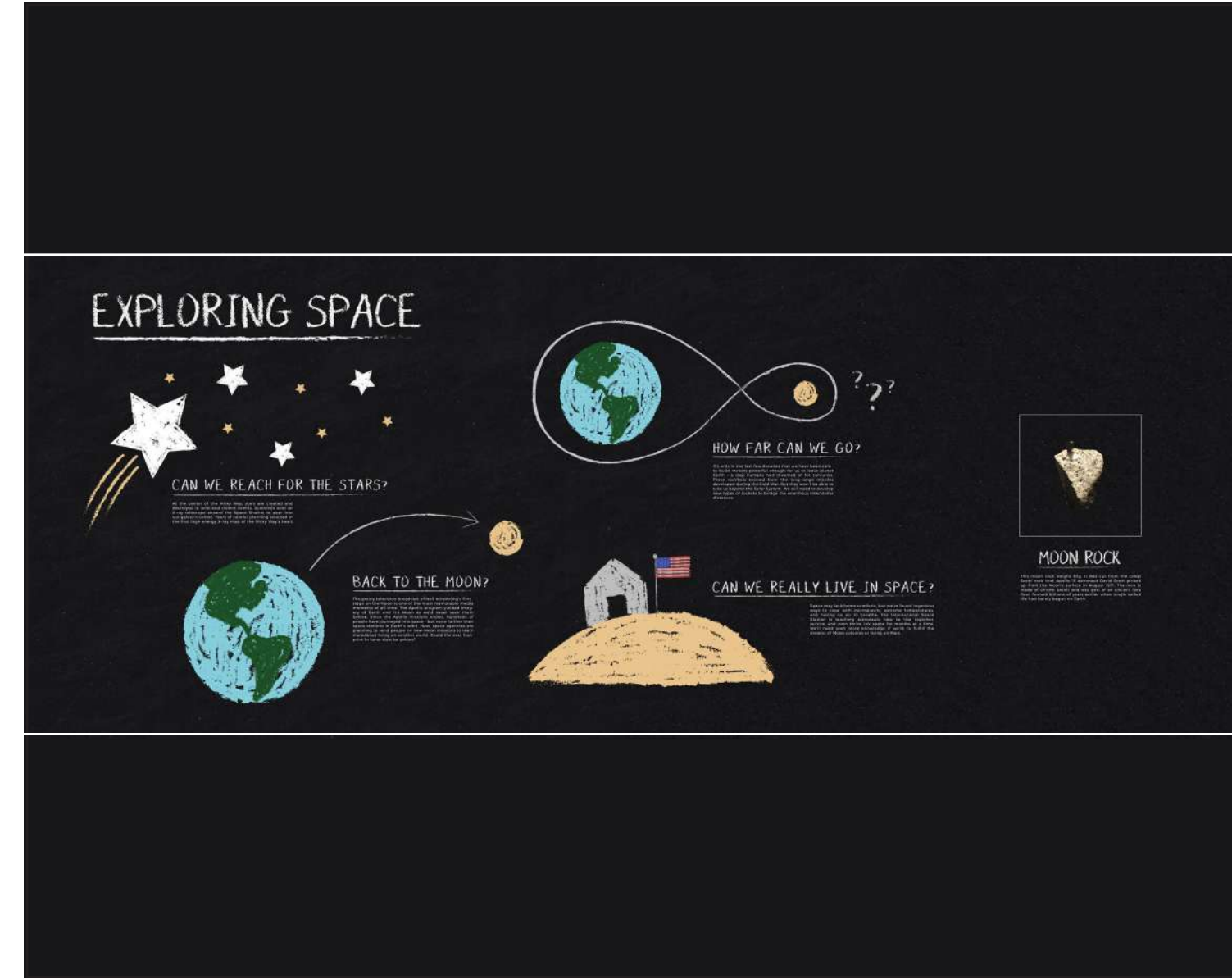
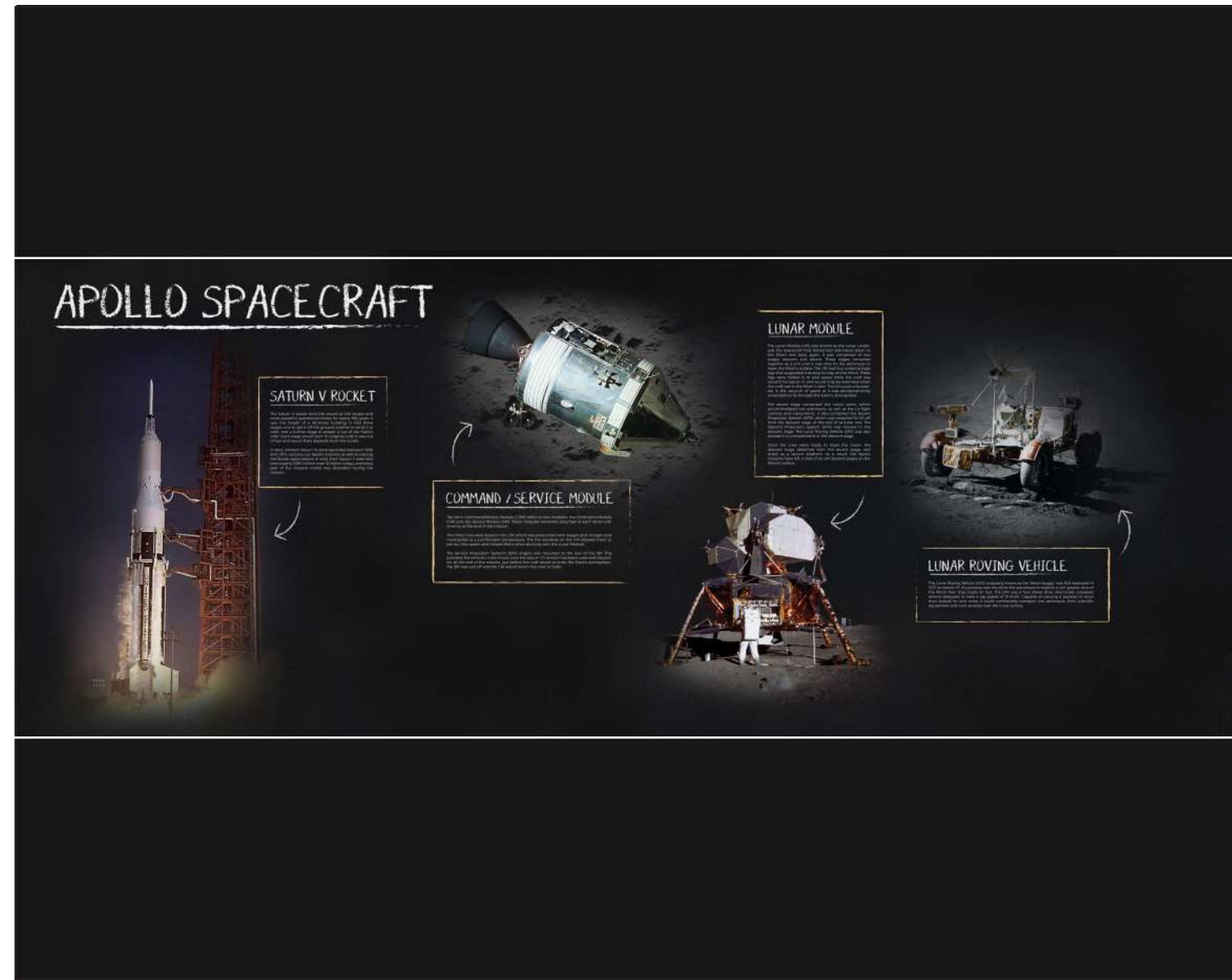














# APOLLO

## MANNED MISSIONS TO THE MOON

Unmanned Apollo flights began in 1961 to test the Saturn launch vehicles and the space worthiness of the Apollo spacecraft. The first manned mission was in 1967, and the program achieved its goal of 'landing a man on the Moon and returning him safely to Earth' before the end of 1969. By the time the program ended, NASA had performed six successful lunar landings, resulting in twelve men walking on the Moon.

### APOLLO 7

October 11-22

**Walter Schirra**  
**Donn Eisele**  
**R. Walter Cunningham**

Apollo 7 was the first mission in the United States' Apollo program to carry a crew into space. It was an 11-day Earth-orbital flight which tested the CSM systems.

### APOLLO 1

January 27, 1967

**Virgil "Gus" Grissom**  
**Ed White**  
**Roger Chaffee**

THE APOLLO 6 CREW LAUNCHES ON THE FIRST MANNED MISSION TO THE MOON ON DECEMBER 24, 1966



### APOLLO 13

April 11-17, 1970

**James Lovell**  
**Jack Swigert**  
**Fred Haise**

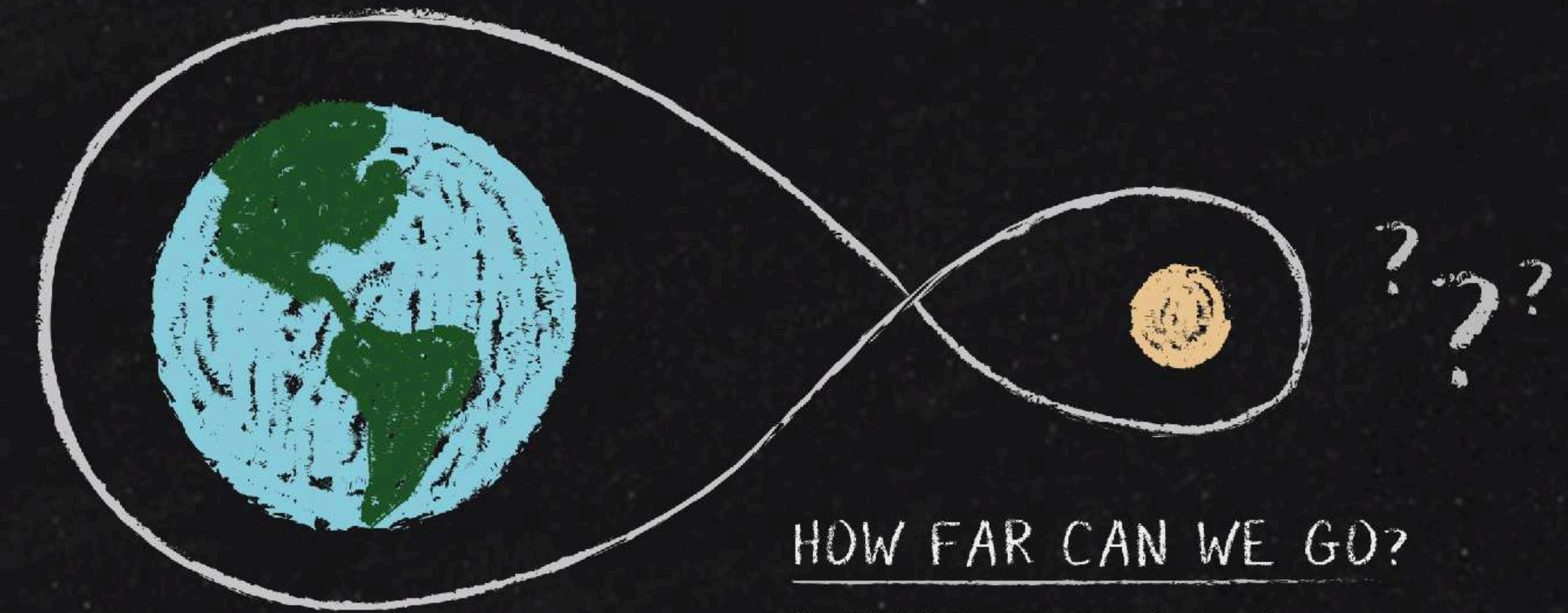
Third landing attempt aborted near the Moon due to Service Module failure. The Crew used the Lunar Module as a 'life boat' to return to Earth.





## LUNAR ROVING VEHICLE

The Lunar Roving Vehicle (LRV), popularly known as the 'Moon buggy', was first deployed in 1971 on Apollo 15. Its purpose was to allow the astronauts to explore a much greater area of the Moon than they could on foot. The LRV was a four-wheel drive, electrically powered vehicle designed to have a top speed of 13 km/h. Capable of carrying a payload of more than double its own mass, it could comfortably transport two astronauts, their scientific equipment and rock samples over the lunar surface.



## HOW FAR CAN WE GO?

It's only in the last few decades that we have been able to build rockets powerful enough for us to leave planet Earth - a step humans had dreamed of for centuries. These rockets evolved from the long-range missiles developed during the Cold War. But they won't be able to take us beyond the Solar System. We will need to develop new types of rockets to bridge the enormous interstellar distances.



4C. ACTUAL SIZE  
SAMPLES

AAP



# MANNED MISSION

Unmanned Apollo flights began in 1968 with the use of Saturn launch vehicles and the space worthy Lunar Module spacecraft. The first manned mission was Apollo 11, which achieved its goal of 'landing a man on the moon and returning him safely to Earth' before the end of the year.

"I BELIEVE THAT THE MOST IMPORTANT ACHIEVING THE GOAL, BEING A MAN ON THE MOON AND THE SINGLE SPACE PROJECT WAS THE MOST IMPORTANT, OR MORE IMPORTANT."



November 14-24, 1969

**C. "Pete" Conrad**  
**Richard Gordon**  
**Alan Bean**

Apollo 12 was the second manned flight to land on the Moon and was an exercise in precision targeting. It landed at its intended target – within walking distance of the Surveyor 3 probe.





