# Town of Bluffton x SCADpro

Check in | Week 3 | Sept. 26, 2023

# Table of Contents


01 THEME

02 RESEARCH APPROACH

03 GRAPHIC DIRECTION

04 DESIGN APPROACH

05 DIGITAL EXPERIENCE

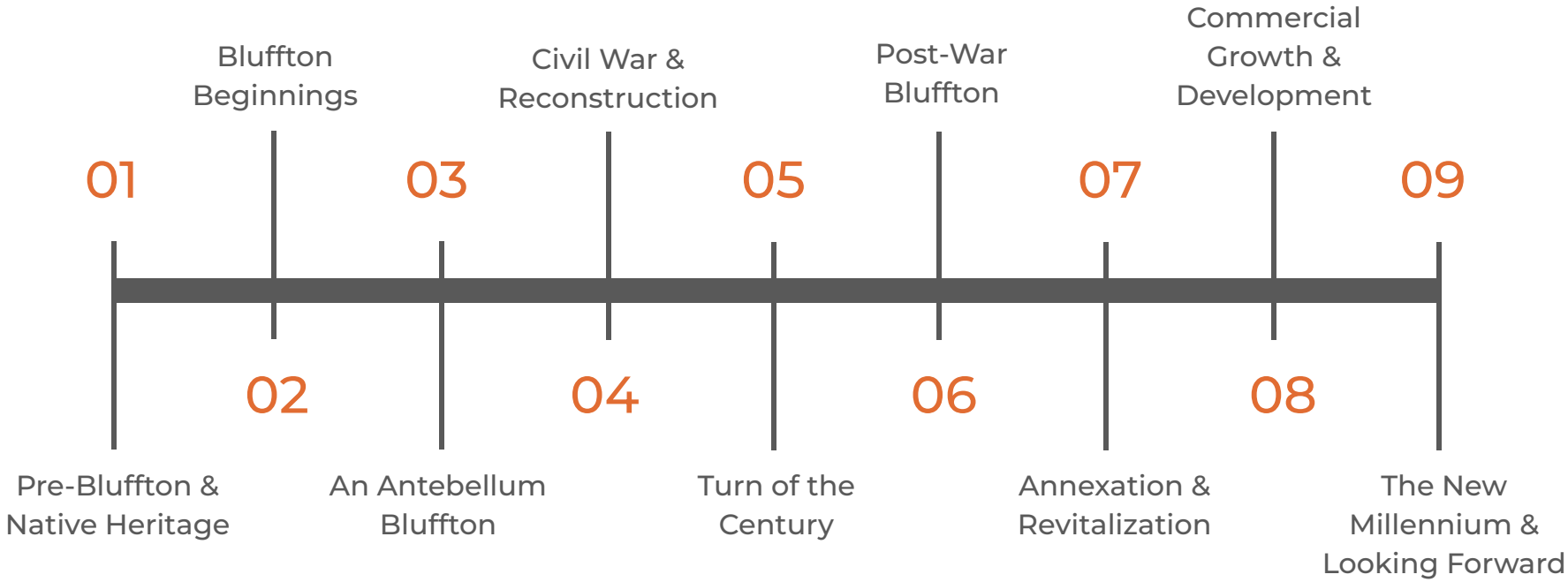
06 QUESTION + ANSWER

# THEME

Follow the Heart of Bluffton: A Love Affair

# Research Approach

Research + Writing Team


01
Pre-Bluffton & Native Heritage
02
Bluffton Beginnings
03
An Antebellum Bluffton
04
Civil War & Reconstruction
05
Turn of the Century
06
Post-War Bluffton
07
Annexation & Revitalization
08
Commercial Growth & Development
09
The New Millennium & Looking Forward

01

# Pre-Bluffton and Native Heritage

- Yemassee Indians fleeing Spanish missionaries and seeking trading and education opportunities come to the Carolina area c. 1687.

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- Establishment of ten towns and friendly relationships with colonists.

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- The 1715 Yemassee War and subsequent migration, making way for English settlers.

02

# Bluffton Beginnings

- 1718 - the Lords Proprietors section the area into several baronies, including the Devil's Elbow Barony

- Sir John Colleton, a planter from Barbados and first titled land owner in the area

- Land is sold to Benjamin Walls and James Kirk

- Plantations begin to appear around 1728 forming the beginnings of Bluffton as a commercial center

03

# An Antebellum Bluffton

- Gullah Geechee Culture

- First summer homes are built in the early 19th century to escape heat and insects

- The name of Bluffton is agreed upon by the Kirk and Pope families in the 1840s

- 1852 - Bluffton is officially incorporated by an act of the South Carolina General Assembly

04

# Civil War and Reconstruction

- December 1860, South Carolina is the first to secede

- The “Bluffton Movement” and “Secession Oak”

- June 4th, 1863, an estimated ⅔ of the town is burned down by Union forces, devastating the town

- Reconstruction doesn’t fully pick up until the 1880s due to high costs

05

# The Turn of the Century

- After 1900, the town began to quickly grow with summer homes making a return and shops opening

- Local economy began to depend on seafood shops and construction of oyster sloops

- The 1926 construction of Coastal Highway (US 17) diminished much of the growth and the economy declined

06

# Post-War Bluffton

- Commemoration of WWII veterans
- Bluffton Telephone Company (Cantrell Family)
- Capturing the 1950s Feeling (Music of Luke Peeples)
- First bridge constructed from the mainland to Hilton Head Island (1956)
- Desegregation of Bluffton High School (1965)

07

# Commercial Growth And Development

- Bluffton as a Hunting Estate (Richard Wilson & Union Camp)
- Relationship with and influence of Hilton Head Island
- New residential development
- Bluffton Oyster Factory

08

# Annexation & Revitalization

- New Communities
- Historic Designation
- Conservation of the May River

09

# The New Millennium & Looking Forward

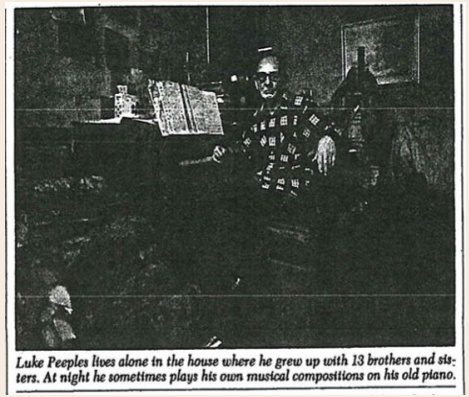
- Old Town Master Plan
- Bluffton’s Civic Accolades
- Revival of the Arts & Cultural District
- Population Growth & Shift
- Hispanic Community as Bluffton’s largest minority

10

# History of the Squire Pope House

- Family letter
- Objects found in the front lawn
- The original house burned down by the Union
- The floor plan and how it is a combination of three different houses
- The rehabilitation of the house

# Personal Stories

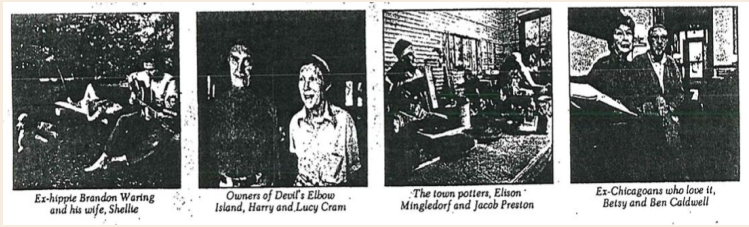


Luke Peeples lives alone in the house where he grew up with 13 brothers and sisters. At night he sometimes plays his own musical compositions on his old piano.

The Peeples Family

Rosie Berdych

**My caption:** Rose Berdych, 7 years old, Bluffton, South Carolina, February 1913. Photo by Lewis Hine.



Ex-hippie Brandon Waring and his wife, Shellie

Owners of Devil's Elbow Island, Harry and Lucy Cram

The town potters, Elison Mingledorf and Jacob Preston

Ex-Chicagoans who love it, Betsy and Ben Caldwell

Harry Cram

The Bluffton Broadcasting Company

Ollie's Truck

# Graphic Direction

Graphics Team

# Presentation Style Guide

47464B

5E5E3E

C5D4E6

E16C32

F6ECE0

## TYPEFACES

**Titles**
**Secondary: Montserrat Semibold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

Body Copy
Inter Normal
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

# Presentation Style Guide

## Example

Headers: 24pt

# TOWN OF BLUFFTON

Sub-headers: 18pt

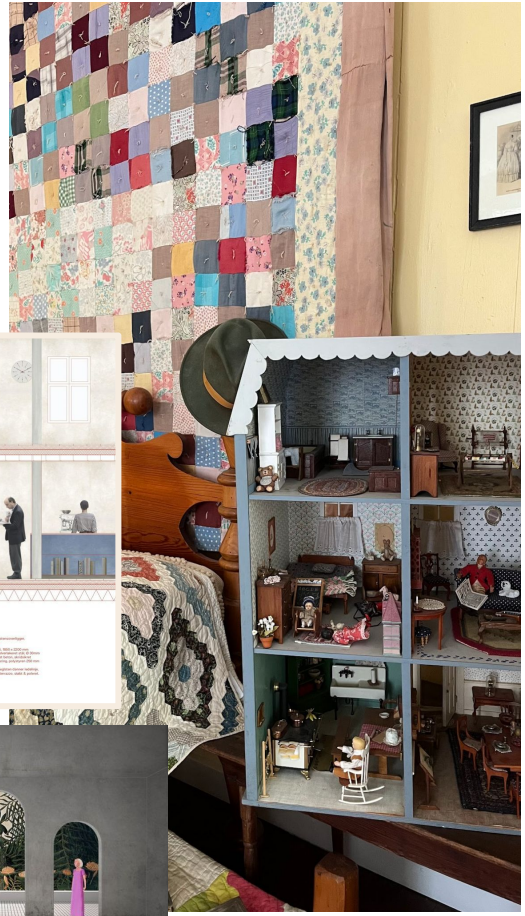
## Welcome Center Project

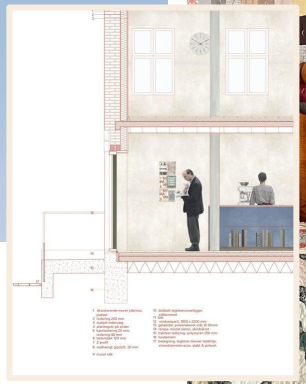
Presentation Body Text: 12pt

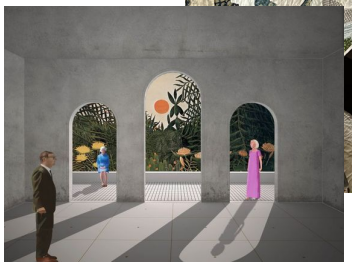
Located in the center of Beaufort County, South Carolina, Bluffton is known as the “Heart of the Lowcountry.” Bluffton offers a strategic location for residents, businesses and guests. Bluffton is also central to other Lowcountry towns and Southeastern attractions such as Hilton Head Island, Beaufort City, Charleston, Savannah, Georgia and Jacksonville, Florida.

# Art Direction Proposal for Welcome Center

## Look & Feel







# Art Direction proposal for Welcome Center

## Typefaces + Example

DISPLAY TITLES
DAZZLE UNICASE
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Copy
Sofia Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headers: 24pt

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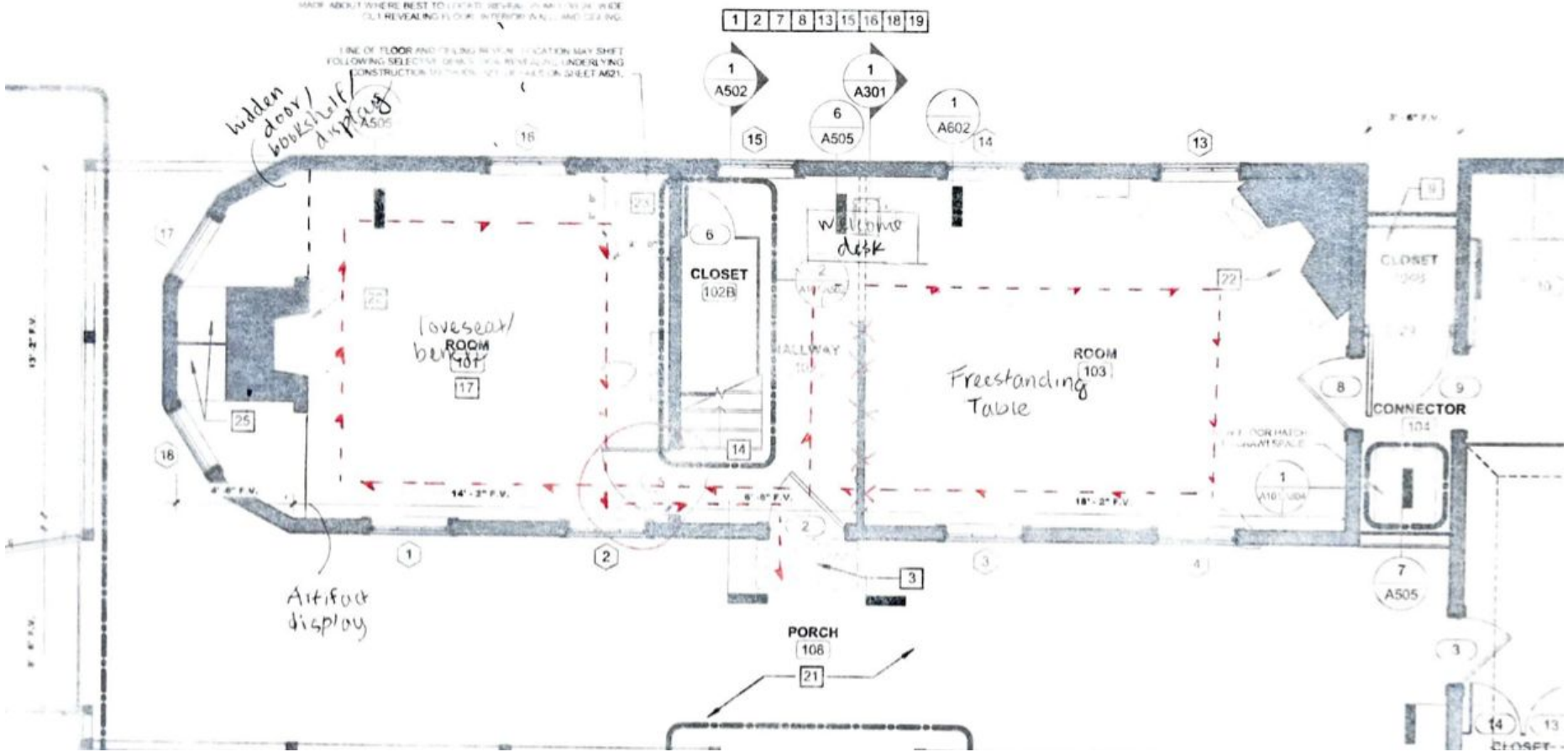
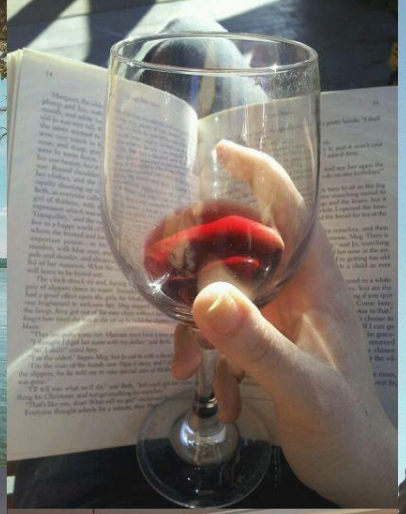
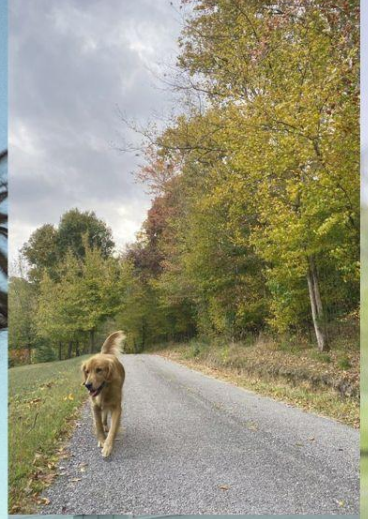
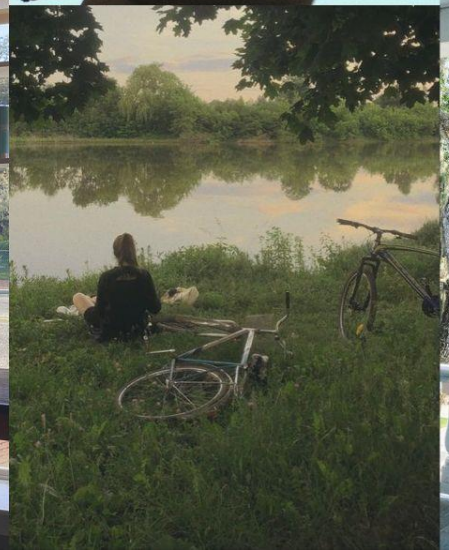
# Design Approach

Design Team

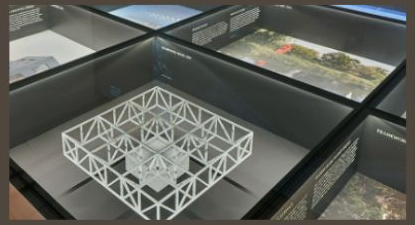

hidden door/ bookshelf display
loveseat/ bench
Artifact display
Freestanding Table
Welcome desk
CLOSET
102B
ROOM
101
ROOM
103
HALLWAY
CONNECTOR
104
CLOSET
105
PORCH
106
1 A502
1 A301
6 A505
1 A602
7 A505







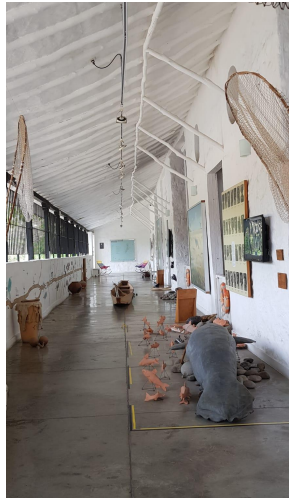
Bluffton State of Mind



SHARE YOUR IDEAS

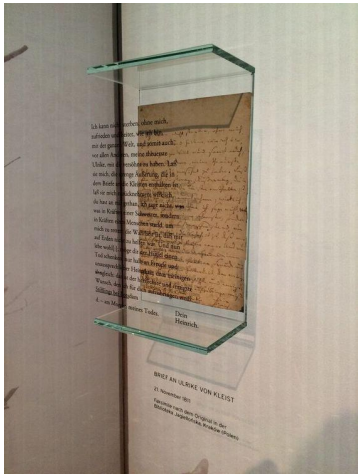
LEARNING
PLAYING

LAS ARTES
DE PESCA



Fireplace mantel/shelves

Source: https://www.period-homes.com/features/history-federal-style




Wright
family letter

Source:
https://www.pinterest.com/pin/4714774602360983/

Timeline
display

Source:
https://www.flickr.com/photos/jacqueline_poggi/8050710636/in/set-72157631509845320

Desk from repurposed materials

Source:https://www.potterybarn.com/products/rustic-reclaimed-wood-desk/

Source:
https://www.homebunch.com/traditional-english-home-with-large-european-kitchen/

Hidden door w/
display shelves

Source
:https://laurelberninteriors.com/18-secret-doors-you-will-be-inspired-to-have/

Source:
https://www.homebunch.com/traditional-english-home-with-large-european-kitchen/

Moulding
detail/paneling

Source:http://sinvitinghome.com/product/classic-i-panel-molding/

eclectic - playful - charming - romantic

# Digital Experience

Digital Team

# Digital Elements Within Exhibits

Digital Elements

# Interactive Map Case Study

World War II Timeline Experience - American Battle Monuments Commission (abmc.gov)

Digital Elements

# Interactive Stories

Digital Elements

# Interactive AR Stories Case Study

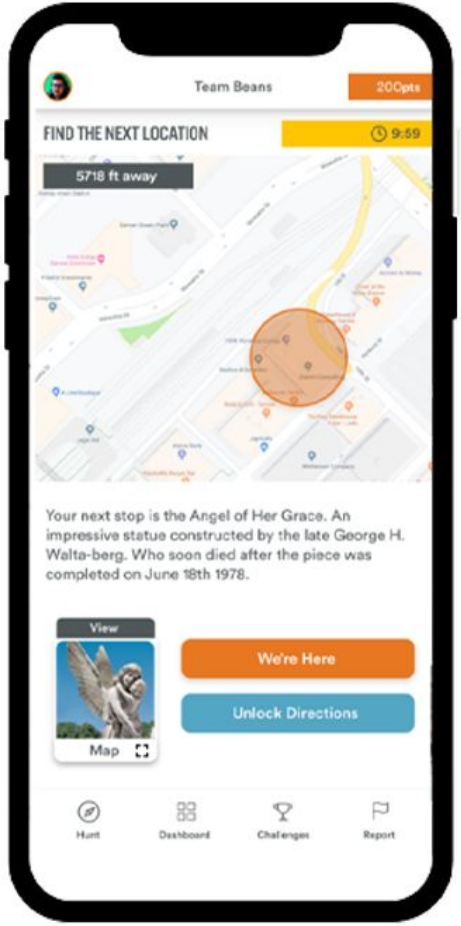
TACTIC | 19 Crimes - User Promo (vimeo.com

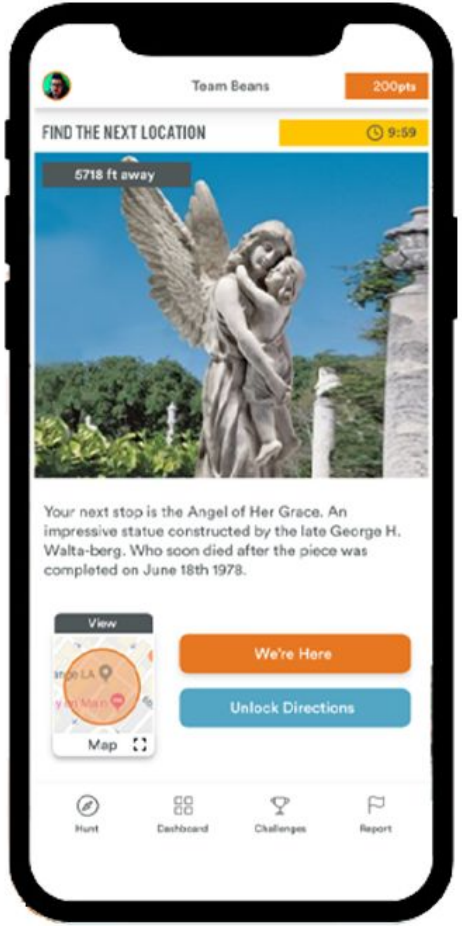
# In-App Experiences

In-App Experiences

# Welcome Center Experience

Scavenger Hunt

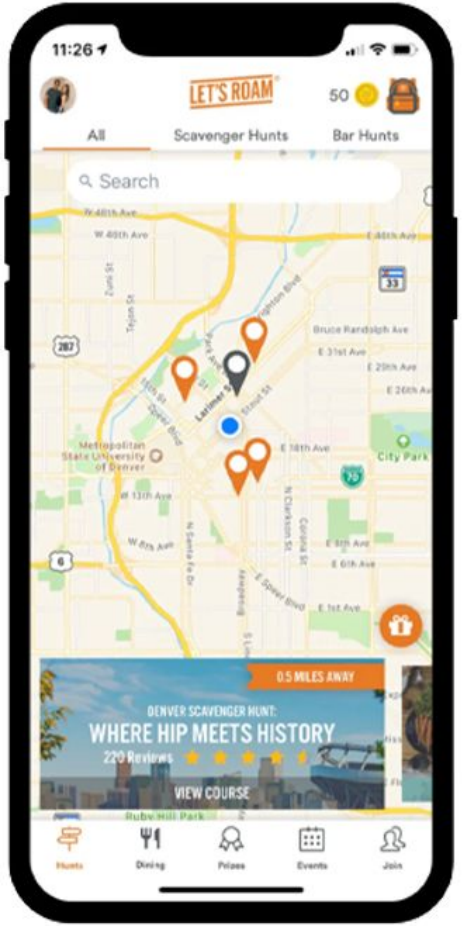


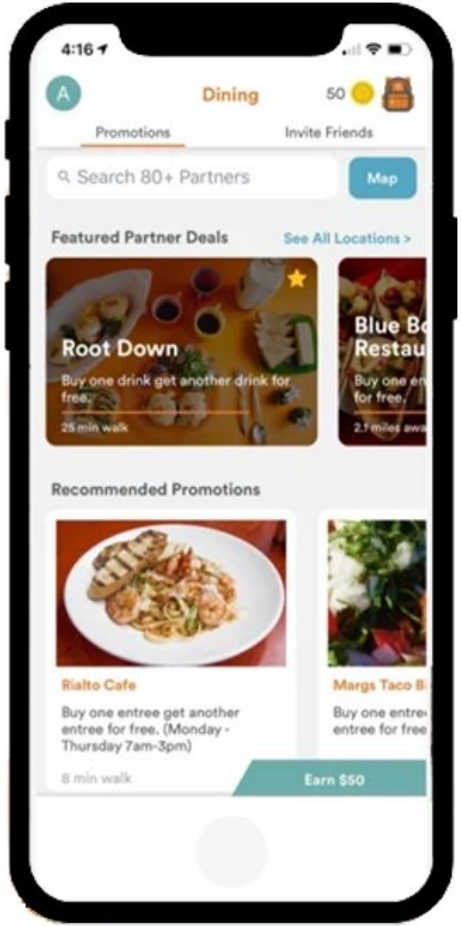



In-App Experiences

# Post-Experience Elements

- Maps
- City Services
- What's Going On
- Awards



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# Question + Answer

# Thank You!