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SUMMARY

Project of the Visual Identity of the Regional Museum in Nowy Sącz. Mobile Application for Visitors

The aim of the doctoral project was to produce a visual identity design and a mobile application for the Regional Museum in Nowy Sącz. The first part constitutes an attempt at defining graphic design and designing a visual identity for museums. These considerations present various approaches from the field of marketing, aesthetics, and sociology.

The subsequent part describes mobile applications for visitors, their main assumptions, purposes, and roles. It presents the most critical functionalities used in mobile applications for museums, helping to remember art through museum games.

The next part contains an analysis of visual identification and mobile applications for two museum institutions – the Stedelijk Museum in Amsterdam and the MOCAK Museum of Contemporary Art in Krakow.

The following part analyses visual identification associated with regional museums in Poland. Moreover, the dissertation discusses the current visual identity of the main subject.

The concluding section addresses the process involved in designing a new visual identity and mobile application for the Regional Museum in Nowy Sącz. It presents the results of research conducted within the entire design process.

Keywords: visual identity, visual identification, mobile application for visitors, graphic design, regional museum

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