

The logo features the word "American" in a blue script font and "LEGACY" in a red serif font. A red swoosh with a small red star at its peak arches over the word "American". The entire logo is set against a background of a faded American flag.

American LEGACY

CONCEPT STATEMENT

Celebrate the diverse character of the United States at *American Legacy*, a resort where regional stories unfold through immersive, story-driven environments.

Guests can enjoy four distinct lands inspired by the colonial Northeast, the frontier Northwest, the wild Southwest, and the vibrant Southeast, each shaped by the architecture, cuisine, culture, and atmosphere of its era.

At the center of the resort, *The Heartland* restaurant brings these experiences together, offering a warm gathering place that cherishes our booming agricultural industry and reflects the shared traditions tying the nation's regions into a unified whole.



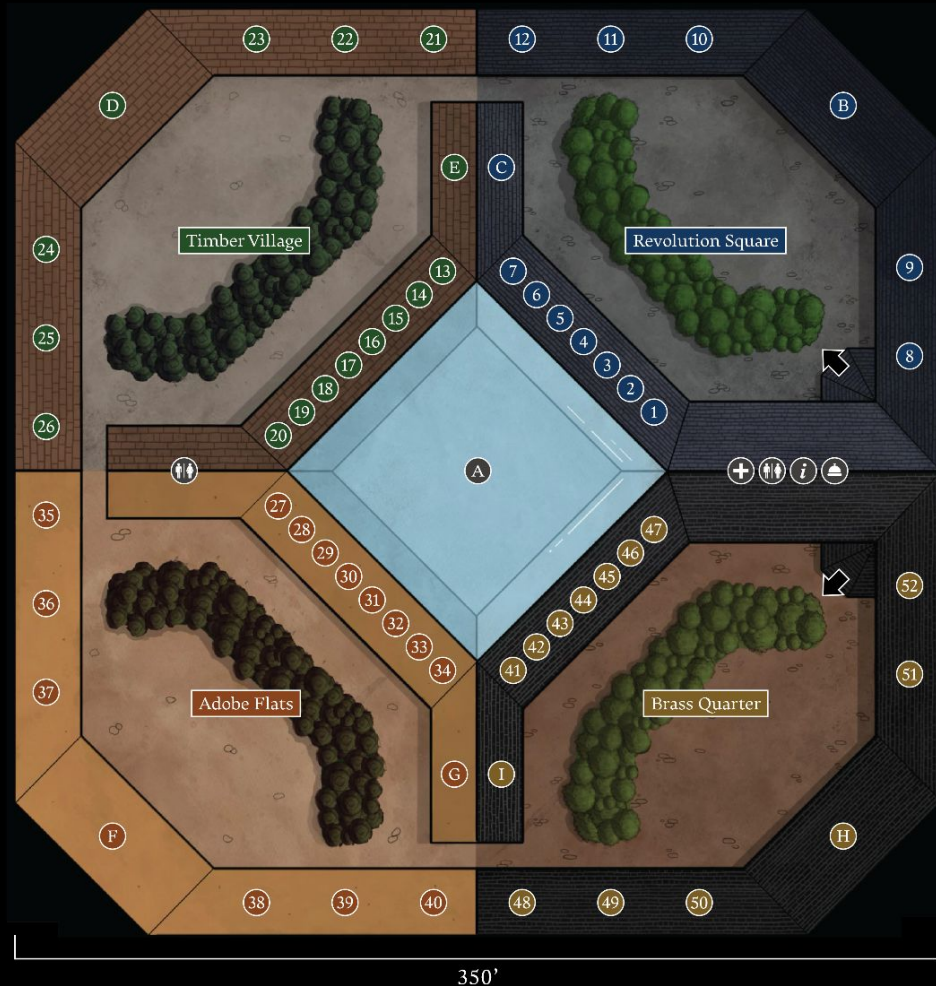


STORY STATEMENT

Journey through America's defining eras as each region reveals the people, challenges, and ideas that shaped its unique identity.

As they move through each area, guests watch the nation take shape through the work of revolutionaries, explorers, artisans, and cultural innovators whose stories define these diverse environments.

At the center of it all, *The Heartland* celebrates America's food culture with a menu and atmosphere inspired by the traditions of the agricultural Midwest.



GUEST ROOMS

- 1 - 12 Revolution Square Guest Rooms
- 13 - 26 Timber Village Guest Rooms
- 27 - 40 Adobe Flats Guest Rooms
- 41 - 52 Brass Quarter Guest Rooms

DINING & SHOPPING

- A The Heartland TS
- B The Beacon Inn QS
- C Salty Dock SK
- D The Evergreen Lodge QS
- E Grizzly Den SK
- F La Casita Roja QS
- G Taquería del Fuego SK
- H The Magnolia Club QS
- I Sugar House SK

LEGEND

- | | | | |
|--|--------------|----|---------------|
| | Registration | TS | Table Service |
| | Information | QS | Quick Service |
| | Restrooms | SK | Snack Kiosk |
| | First Aid | | |



117,500 ft² / ~2.7 acres

GUEST ROOMS

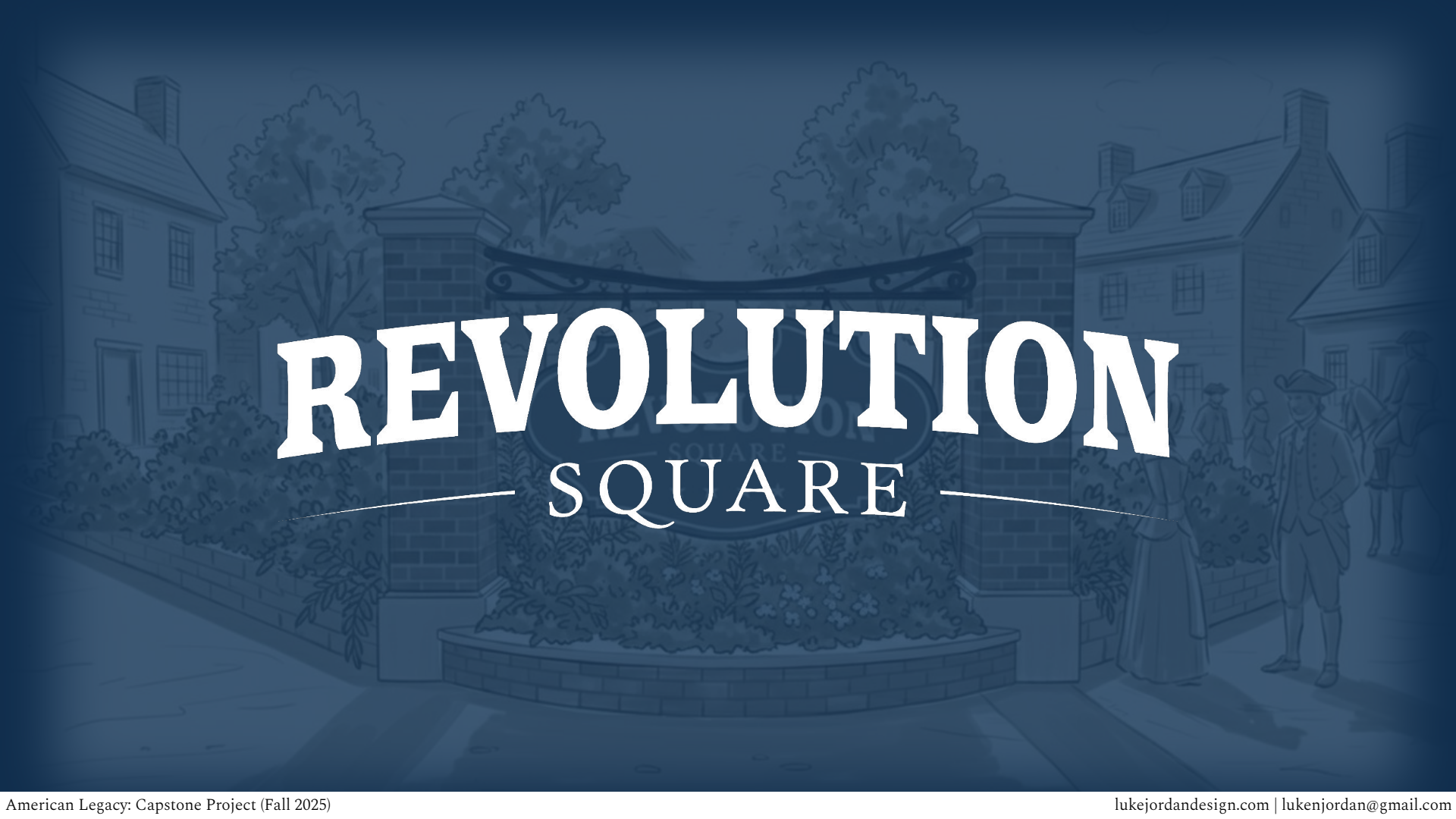
- 1 - 12 Revolution Square Guest Rooms
- 13 - 26 Timber Village Guest Rooms
- 27 - 40 Adobe Flats Guest Rooms
- 41 - 52 Brass Quarter Guest Rooms

DINING & SHOPPING

- A The Heartland TS
- B The Beacon Inn OS
- C Salty Dock SK
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LEGEND

- | | | | |
|--|--------------|----|---------------|
| | Registration | TS | Table Service |
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The background is a detailed illustration of Revolution Square in Philadelphia, rendered in a dark blue monochrome style. It features a central stone archway with a decorative wrought-iron gate. On either side of the arch are brick buildings with multiple windows and chimneys. In the foreground, there are trees, bushes, and a low brick wall. Several figures in 18th-century attire are visible, including a man in a top hat and a woman in a long dress. The overall scene is set during the day with soft lighting.

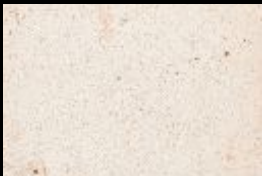
REVOLUTION SQUARE



Scene 1: Guests begin their journey in the colonial Northeast, where a fife and drum corps march in perfect formation.



Red Brick Masonry



Granite (Light Neutral)



Wrought Iron (Black)



Oak Planks (Painted)





1
A102.0

HERO SHOT
SCALE: NTS

GENERAL NOTES

1. Exterior marquee signage in area development.
2. Sign face elevated 2' above finished grade.
3. Fonts on sign face include: Eroika Slab Bold, Elmhurst.
4. Sign text debossed 1/2".
5. Chains are welded to prevent movement or swing.
6. Uplighting and spot illumination by others.
7. Ensure illumination on sign face is consistent.
8. Coordinated planting by area development team.
9. Style, color, and aging of materials to be coordinated.
10. Art direction required for age in field.
11. Sign face in development.



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CLASS

EDES 401: Entertainment Design Thesis I

FACULTY

Jamie DeRuyter & Seongwoo Nam

RELEASE	DATE	NOTES & REVISIONS

SUBMISSION DATE

December 11, 2025

DESIGN PHASE

Design Intent

PROJECT TITLE

American Legacy

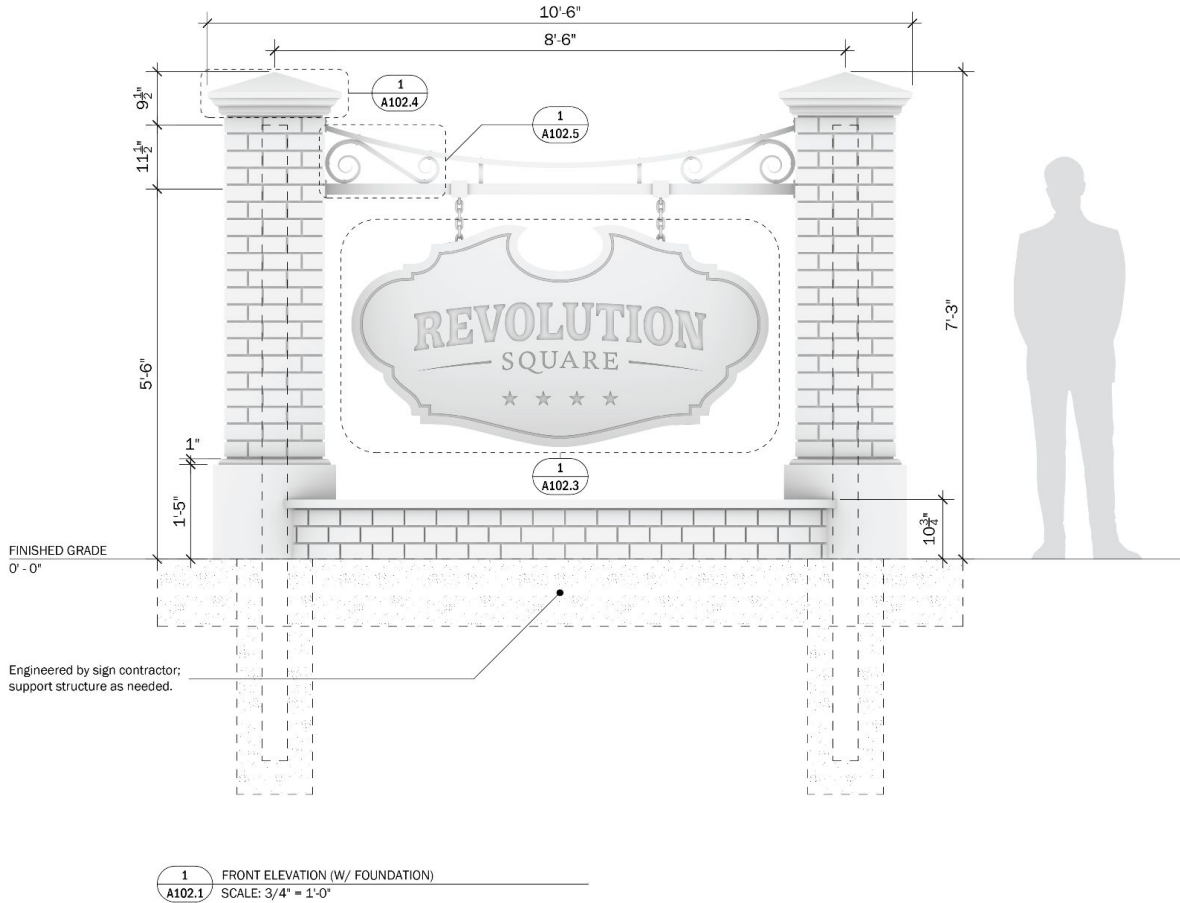
ITEM TITLE

Revolution Square: Marquee Sign

SHEET NUMBER

A102.0

Original Sheet Size | 11" x 17"

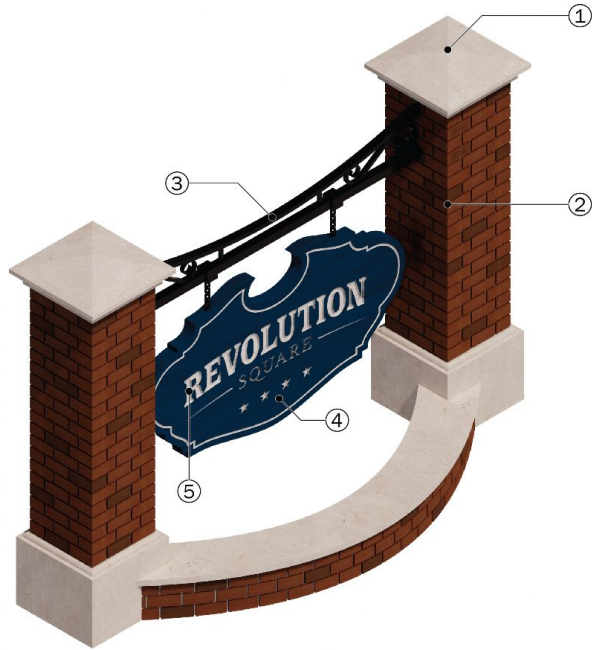


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ITEM TITLE		
Revolution Square: Marquee Sign		
SHEET NUMBER		
A102.1		
Original Sheet Size 11" x 17"		

1
A102.0

FINISHED GRADE
0' - 0"

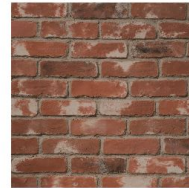
Engineered by sign
support structure as



1
A102.6
ISOMETRIC VIEW
SCALE: NTS

1	Red Brick Masonry
2	Granite (Light Neutral)
3	Wrought Iron (Pantone Black C)
4	Oak Planks (Pantone 295 C)
5	Oak Planks (Pantone White C)

3
A102.6
MATERIAL CALL-OUTS
SCALE: N/A



2
A102.6
RED BRICK MASONRY TEXTURE
SCALE: N/A

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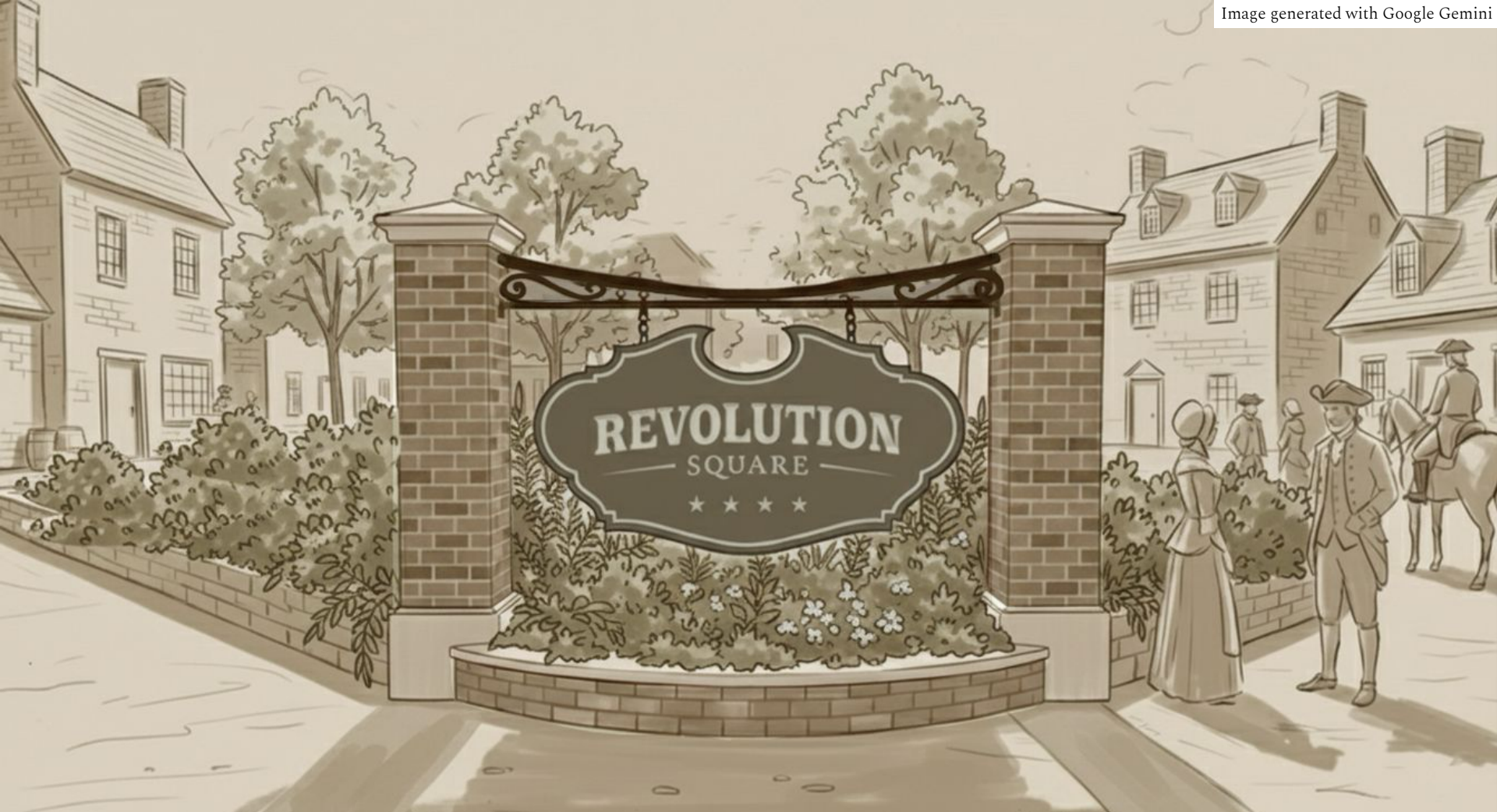
ITEM TITLE

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SHEET NUMBER

A102.6

Original Sheet Size | 11" x 17"





TIMBER

VILLAGE



Scene 2: Guests continue westward into a frontier town in the rugged Northwest, where pioneers play some upbeat bluegrass music together.



Pine Log



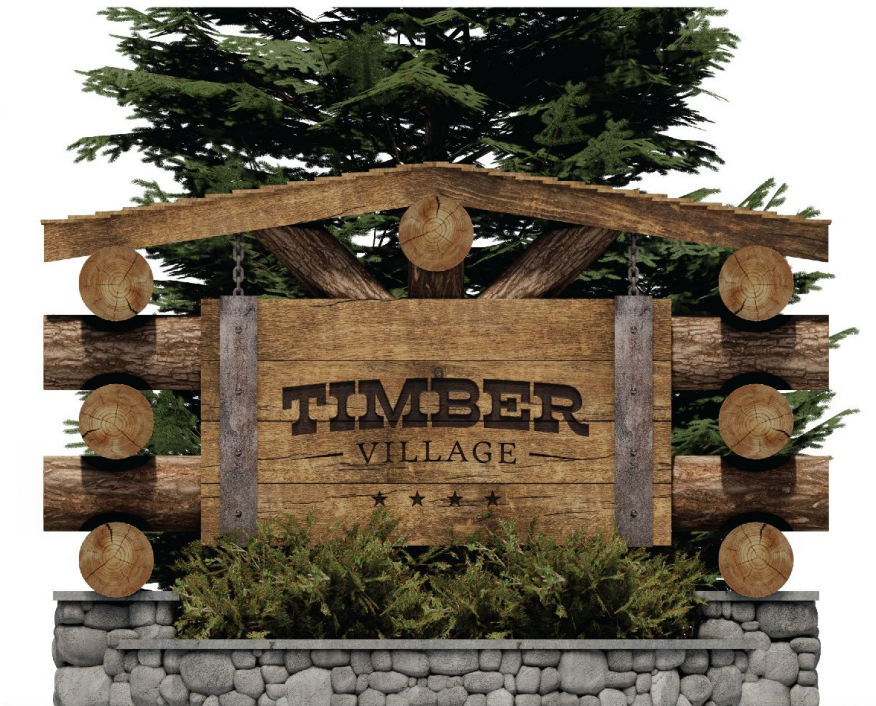
Wrought Iron



Pine Planks



Basalt



1 HERO SHOT
A103.0 SCALE: NTS

GENERAL NOTES

1. Exterior marquee signage in area development.
2. Sign face elevated 2'-7" above finished grade.
3. Fonts on sign face include: R41 Popera, Elmhurst.
4. Sign text debossed 1/2".
5. Chains are welded to prevent movement or swing.
6. Uplighting and spot illumination by others.
7. Ensure illumination on sign face is consistent.
8. Coordinated planting by area development team.
9. Style, color, and aging of materials to be coordinated.
10. Art direction required for age in field.
11. Sign face in development.



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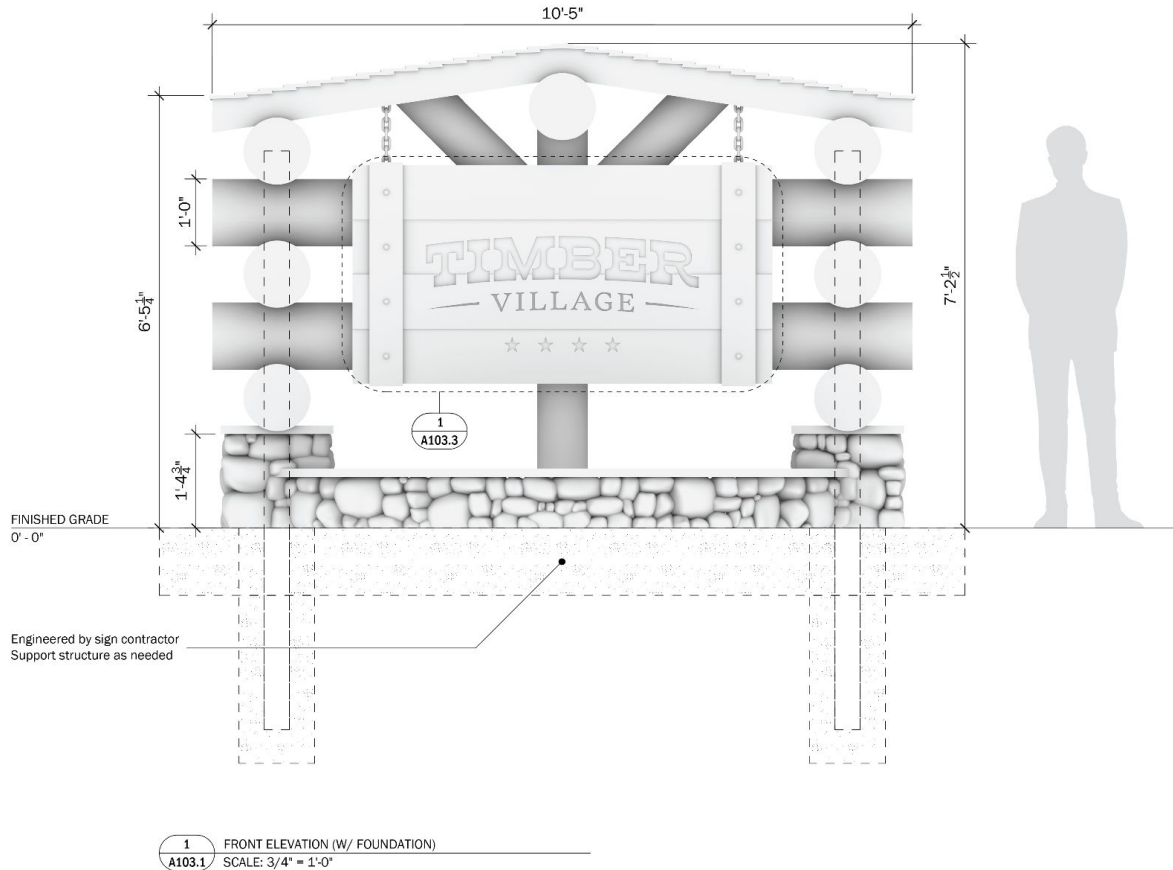
ITEM TITLE

Timber Village: Marquee Sign

SHEET NUMBER

A103.0

Original Sheet Size | 11" x 17"



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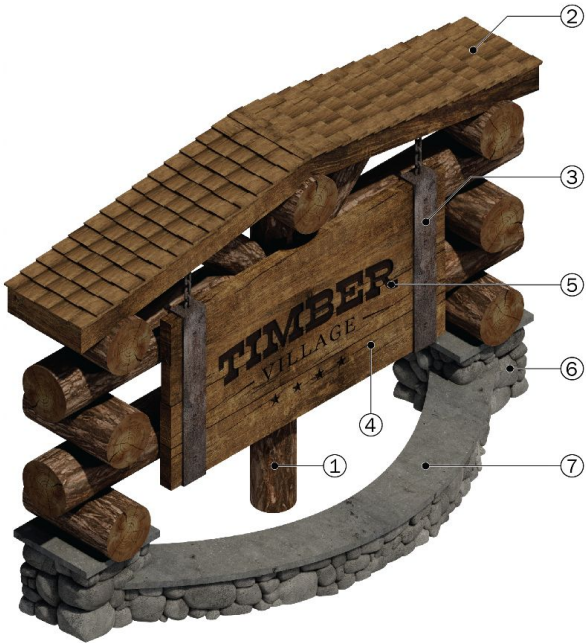
ITEM TITLE

Timber Village: Marquee Sign

SHEET NUMBER

A103.1

Original Sheet Size | 11" x 17"



1 ISOMETRIC VIEW
A103.4 SCALE: NTS

1	Pine Log
2	Split Pine Planks
3	Wrought Iron (Light Oxidation)
4	Rough-Sawn Pine Planks (Unpainted)
5	Rough-Sawn Pine Planks (Pantone Black C)
6	Dry-Stacked Basalt Stone
7	Basalt Slab

4 MATERIAL CALL-OUTS
A103.4 SCALE: N/A



3 DRY-STACKED BASALT STONE TEXTURE
A103.4 SCALE: N/A



2 SPLIT PINE PLANK (SHINGLES) TEXTURE
A103.4 SCALE: N/A

FINISHED GRADE
0' - 0"

Engineered by sign
Support structure as

1
A103.0

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ITEM TITLE		
Timber Village: Marquee Sign		
SHEET NUMBER		
A103.4		
Original Sheet Size 11" x 17"		



The background is a sepia-toned illustration of a Western town. In the center, a stone archway with a large wooden barrel across its top frames the text. To the left, there are adobe buildings and several saguaro cacti. To the right, a group of people in period clothing are gathered, including a man in a long coat and hat, a woman in a long dress, and a man on horseback. The overall style is a detailed line drawing with a warm, brown color palette.

ADOBE

— FLATS —



Scene 3: Guests arrive next into a sun-baked adobe town on the edge of the wild Southwest, where a lone cowboy softly strums his guitar.



Adobe Plaster



Peeled Pine Log (Painted)



Pine Planks



Wrought Iron



1 HERO SHOT
A104.0 SCALE: NTS

GENERAL NOTES

1. Exterior marquee signage in area development.
2. Sign face elevated 2'-7" above finished grade.
3. Fonts on sign face include: Luckill, Elmhurst.
4. Sign text debossed 1/2".
5. Chains are welded to prevent movement or swing.
6. Uplighting and spot illumination by others.
7. Ensure illumination on sign face is consistent.
8. Coordinated planting by area development team.
9. Style, color, and aging of materials to be coordinated.
10. Art direction required for age in field.
11. Sign face in development.



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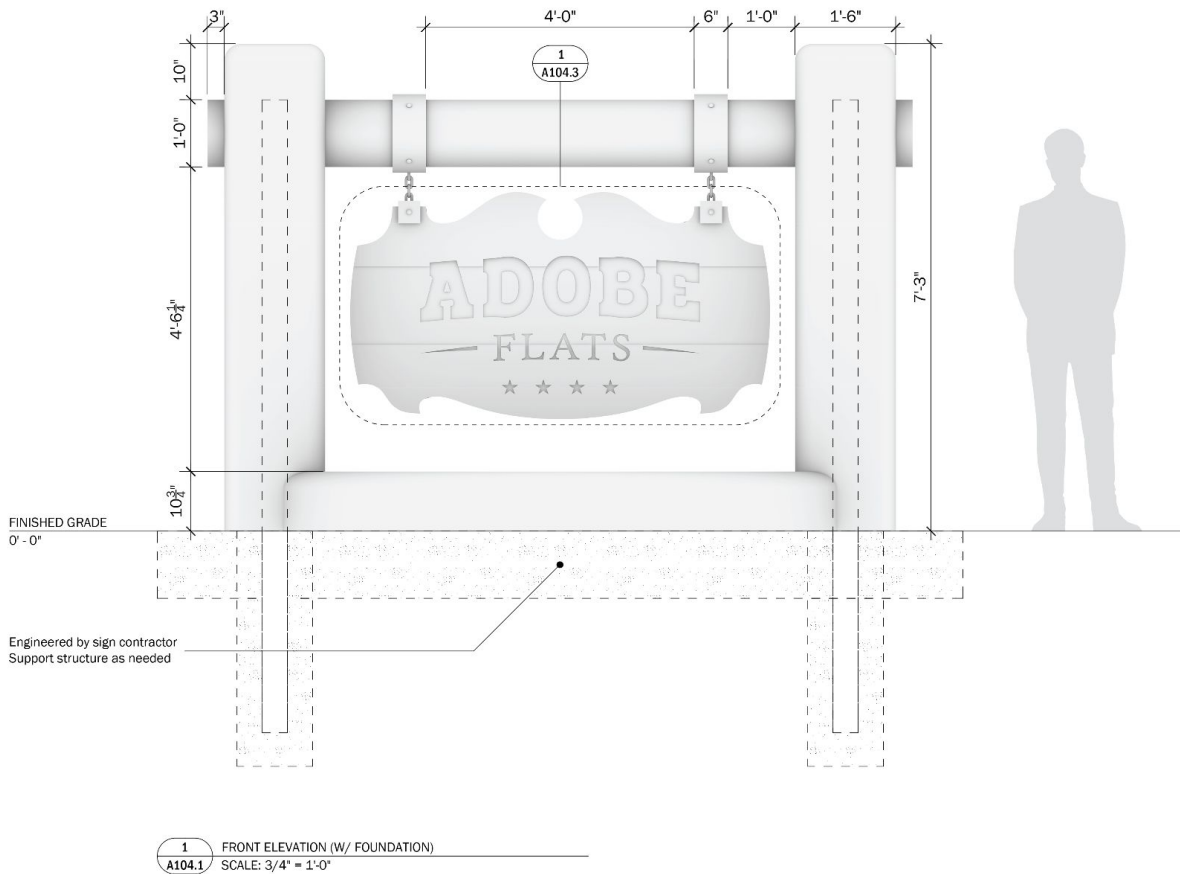
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Adobe Flats: Marquee Sign

SHEET NUMBER

A104.0

Original Sheet Size | 11" x 17"



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ITEM TITLE

Adobe Flats: Marquee Sign
SHEET NUMBER

A104.1

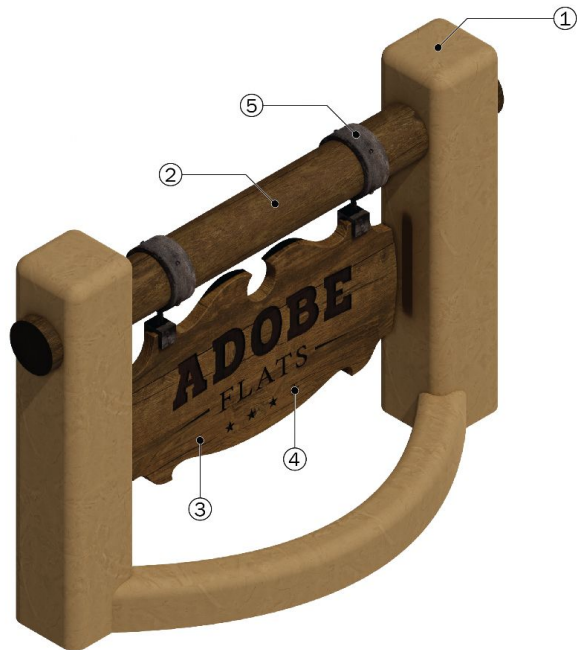
Original Sheet Size | 11" x 17"



FINISHED GRADE
0' - 0"

Engineered by sign
Support structure as

1
A104.0



1
A104.4
ISOMETRIC VIEW
SCALE: NTS

1	Adobe Plaster
2	Peeled Pine Log (Pantone 4635 C)
3	Rough-Sawn Pine Planks (Unpainted)
4	Rough-Sawn Pine Planks (Pantone Black C)
5	Wrought Iron (Light Oxidation)

3
A105.6
MATERIAL CALL-OUTS
SCALE: N/A



2
A105.6
PEELED PINE LOG TEXTURE
SCALE: N/A

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Adobe Flats: Marquee Sign

SHEET NUMBER

A104.4

Original Sheet Size | 11" x 17"





BRASS

— QUARTER —



Scene 4: Guests conclude their journey in the streets of the vibrant Southeast, where a lively jazz band plays some energetic tunes.



Red Brick Masonry
(Sun-Bleached)



Limestone (Light Neutral)



Wrought Iron



Brass



1 HERO SHOT
A105.0 SCALE: NTS

GENERAL NOTES

1. Exterior marquee signage in area development.
2. Sign face elevated 2' above finished grade.
3. Fonts on sign face include: Mestiza Bold, Elmhurst.
4. Sign text embossed 1/2".
5. Chains are welded to prevent movement or swing.
6. Uplighting and spot illumination by others.
7. Ensure illumination on sign face is consistent.
8. Coordinated planting by area development team.
9. Style, color, and aging of materials to be coordinated.
10. Art direction required for age in field.
11. Sign face in development.



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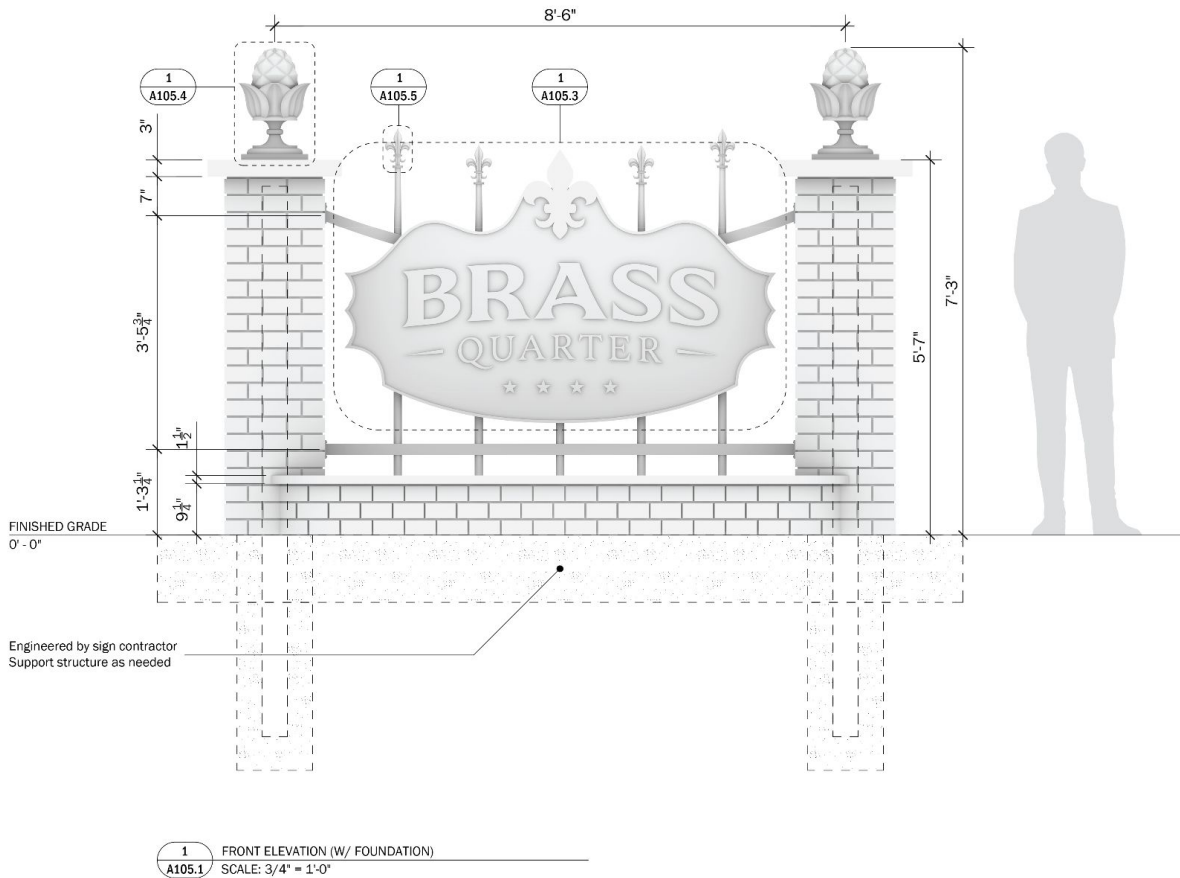
ITEM TITLE

Brass Quarter: Marquee Sign

SHEET NUMBER

A105.0

Original Sheet Size | 11" x 17"



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ITEM TITLE

Brass Quarter: Marquee Sign

SHEET NUMBER

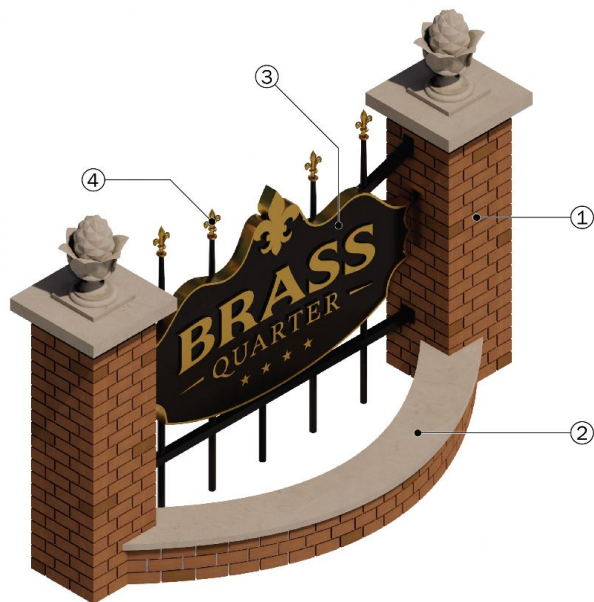
A105.1

Original Sheet Size | 11" x 17"



FINISHED GRADE
0' - 0"

Engineered by sign
Support structure as



1 ISOMETRIC VIEW
A105.6 SCALE: NTS

1	Sun-Bleached Red Brick Masonry
2	Limestone (Light Neutral)
3	Wrought Iron (Pantone Black C)
4	Brass

3 MATERIAL CALL-OUTS
A105.6 SCALE: N/A



2 RED BRICK MASONRY TEXTURE
A105.6 SCALE: N/A

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ITEM TITLE

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SHEET NUMBER

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