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## ENGL 4182 MEMORANDUM

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**TO:** DR. WICKLIFF  
**FROM:** T J  
**SUBJECT:** ASSESSMENT OF BUSINESS CARD PROJECT  
**DATE:** 9/21/03  
**CC:** .

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In my project assessment focusing on the business card and letterhead, I began with a clear vision of the business idea I wanted to pursue. My interest in linguistics aligns with my future aspirations, and I saw this project as an opportunity to create a business that reflects that passion. The planning memo served as a crucial step in solidifying my intentions, allowing me to articulate my goals and strategies. Additionally, sketching out initial designs was my first attempt at translating my ideas into a visual format, laying the groundwork for the logo and overall branding..

As I moved into the design phase, I dedicated significant time to experimenting with the tools available in InDesign for the draft logo and letterhead. My primary goal was to create a simple yet effective business card, keeping in mind the diverse audience I would be addressing. While I recognized that my design skills were still developing, I prioritized filling the whitespace with meaningful content rather than striving for perfection at this stage..

Reflecting on the feedback I received from my peers regarding the draft logo and letterhead, I realized that I had placed too much emphasis on the capabilities of InDesign. Although it offers excellent tools for alignment, proximity, and contrast, it is not specifically tailored for logo creation. The constructive comments from my peers highlighted the need for a more focused approach to the logo design. This feedback prompted me to consider using Adobe Illustrator, a tool better suited for crafting logos that can stand out and resonate with a wide range of audiences.

The final logo I submitted represented an improvement over the initial draft, yet I still feel that it is not the ultimate version. I am committed to continuing the design process until I achieve a logo that meets my standards and effectively communicates my brand identity.