

# WRTG 3035 Client Project Closing Document

CU Technologies for Extreme Environments

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The purpose of this document is to summarize the work done for the CU Technologies for Extreme Environments Club by the WRTG 3035 class at the University of Colorado Boulder.

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## **I. Project Background**

### **A. The Project Context: CU Technologies for Extreme Environments**

The purpose of this charter is to outline the project that the students of WRTG 3035 conducted during the spring 2020 semester for the CU Technology for Extreme Environments club(CUTEE). The CUTEE club is a student organization that designs human centered assistive technologies for space exploration and other environments. In addition to competing in design projects, other objectives of the organization are to host STEM outreach events. CUTEE members teach K-12 students about what the club does and share our research. Another outreach component is recruiting for the club which includes attending student events and creating stickers and the banner. The need for an outreach banner and CU approved stickers can help boost the experience for the students in the organization as well as the students and faculty attending the events.

### **B. Problem/Opportunity Description**

In the past the CUTEE club has had to create presentations and flyers based on minimal graphic design experience and limited access to design software. This unstructured approach caused a lack of content consistency in the clubs branding. The members of the organization has had to take time away from meaningful content to have to think of how to design the content for events. In the past this has been a minimal inconvenience. Since the club is now an official organization, the amount of presentations has increased and the desire for a consistent design structure is wanted. The goal of this project was to help CUTEE create a consistent image with their designs and logos for presentations and branding, as well as assist in their outreach and advertising.

### **C. Benefits**

The benefits of having a consistent brand is that the club is easily recognizable. With solid branding in place, they will easily keep things consistent and have a standard for published content. The logo design has guidelines of how it may be used and recommended fonts for the content that accompanies it.

### **D. Goals**

The information below outlines the goals agreed upon between the client and members of the WRTG 3035 project group and if/how they were met.

- Design a logo that represents the club and association with the university.
- Design a vertical banner that displays club information to be displayed at club events.

Both goals were successfully met by the project team. The team members iterated through multiple logo design concepts and drafts that were filtered through and approved by CUTEE. Multiple banner layouts with variations on content sections were also provided to CUTEE to decide on which format best met the needs of the club. The finalized banner design and logo design can be found in the appendix of this document.

### **E. Stakeholders and Clients**

#### *1. Executive Sponsors*

The CUTEE club is an approved student organization by the Center for Student Involvement.

#### *2. Targeted Audience*

The audience includes students k-college, faculty, staff, and the general public who attend CUTEE club presentations.

## II. Project Scope

### A. Objectives

The primary objectives of this project were to:

- Support CUTEE's efforts to advertise their organization and create a recognizable brand
- Establish standards for design, content and development that will be distributed
- Develop a modern, effective visual design for the logo and banner

### B. Deliverables

This section describes high level deliverables of this project, with the individual work products that produced them.

- Objective 1 – Conduct Current State Analysis and Requirements Gathering  
Project Deliverable/work products and description
- Objective 2 – Update and Improve designs on logo and banner  
Project Deliverable/work products and description
- Objective 3 – Develop a modern, effective visual design on logo, stickers, and banner  
Project Deliverable/work products and description
- Objective 4 – Establish Standards for Design, Content and Development  
Project Deliverable/work products and description

All of the objectives listed above were completed and provided to the CUTEE Club on April 22,2020 via email.

#### 1. Banner Printing Information

The banner designed is designed to be printed in the dimensions of (insert dimensions) in a vertical format. It is recommended that the banner be printed on a durable, water proof material like vinyl. The info below lists recommended printing locations and their price quote based on the dimensions of the banner and the \$150 budget indicated by the CUTEE Club. The full spreadsheet can be found in the google drive folder "CUTEE FINAL DELIVERABLES."

Comapny	Banner Type	Cost	Dimensions
Fed-Ex	Stationary	\$149.99	24" x 70"
VistaPrint	Retractable	\$114.78	33" x 86"
Staples	Stationary	\$76.59	3' x 8'
Office Depot	Stationary	\$119.99	36" x 80"
	Stationary	\$109.99	24" x 80"
	Stationary	\$114.99	27" x 70"

Figure 1: Banner Printing Recommendations

#### 2. Links to Printing Companies

- Fed-Ex

<https://www.fedex.com/en-us/printing/banners.html?cmp=KNC-1001817-32-10-950-1110000-US-US-EN-NBZ0001Z01ZAWRN&clid=Cj0KCQjws,0BRCwARIsAMxfDRifGi9Iet7p6ZqpXh4Cfrq9CMApMMA Lu9aw.dsVistaPrint>

<https://www.vistaprint.com/signs-posters/banners?couponAutoload=1GP=04>

- Staples  
<https://www.staples.com/services/printing/banner-configurator/Size?Type=Indoor>
- Office Depot  
<https://www.officedepot.com/configurator/create-on-demand//size/verticalBanner>

### 3. *File Type Information*

The file type of the provided documents can affect the quality of printing or display on published documentation. The InDesign and Adobe pdf files are both vectors. This means that the images can be scaled up or down in size infinitely. This is critical to maintaining the proportions of the finalized designs and avoiding pixelation of the images and text. The team has provided CUTEE with the InDesign, .pdf, .jpeg, and adobe .pdf files of the logo and banner design for flexibility. The printing location chosen by CUTEE will require a specific file type, so this ensures that all file variations are offered.

### C. **Out of Scope**

The following items were identified as being out of scope for this project, as they are the responsibility of the CUTEE club.

- Selection of the content to be included on the banner.
- Printing of stickers and banner

## III. **Project Plan**

### A. **Approach and Methodology**

The following strategies were used by the WRTG 3035 team to ensure a successful delivery of all project deliverables.

- Active collaboration with the client for feedback and direction. This collaboration will occur on a weekly basis at the club meetings. CUTEE will be provided with the up to date content via email to review and provide feedback. This will ensure that the organization approves of the designs and formats before they are in their final state.
- Trial and error. Designs will be critiqued by CUTEE throughout the design process to assure quality.
- Design Proposals. The design concepts will be submitted to CUTEE for approval before moving forward with the formal design process. Once the design has been approved, CUTEE will be provided with updates throughout the process to ensure they are receiving the desired outcome.

### B. **Project Timeline**

The spreadsheet below outlines the method of task delegation and management that the WRTG 3035 used to ensure that deliverable dates were met.

A	B	C	D	E	F	G	H
Task/Deliverable	Deliverable Date	Team Member	Status	Notes		Key	
Recieve current logo design	done	CUTEE, AJ				Complete	
Recieve poster content	TBD	CUTEE, AJ				In Progress	
Contact CU about branding standards	done	AJ				Incomplete	
Final Draft of Project Charter	02/20/2020	All		email updated version to Nathan			
Sticker/Logo Genre Analysis	done in class	All		done in class			
Banner Genre Analysis	2/19/2020	All					
Logo Redesign Sketch (5)	2/23/20	AJ					
Logo Redesign Sketch (5)	2/23/20	Abby					
Logo Redesign Sketch (5)	2/23/20	Dante					
Logo Redesign Sketch (5)	2/23/20	Sebastian					
Decide what logo designs to render	2/26/2020	All		combine astronaut and buffalo head, 4 total designs			
Render Logo Designs	2/27-03/04	All					
Approve Logo Drafts	2/27/2020	CUTEE					
Render Logo Design 1	03/18/2020	Abby					
Render Logo Design 2	03/18/2020	AJ					
Render Logo Design 3	03/18/2020	Sebastian					
Render Logo Design 4	03/18/2020	Dante					
Choose Final Design to present to CUTEE	03/18/2020	All					
Compile Banner Content	03/11/2020	Abby					
Approve Banner Content	03/12/2020	CUTEE					
Send Pictures of club events	03/18/2020	CUTEE, AJ		do we still want these included?? - NO			
Outreach Banner 1 Draft	04/08/2020	Sebastian					
Outreach Banner 2 Draft	04/08/2020	Sebastian					
Outreach Banner 3 Draft	04/08/2020	Abby					
Outreach Banner 4 Draft	04/08/2020	Abby					
Approve Outreach Banner Drafts	04/09/2020	CUTEE					
Outreach Banner 1 Draft 2	04/15/2020	Abby					
Outreach Banner 2 Draft 2	04/15/2020	Abby					
Finalize Sticker Design	04/19/2020	AJ, Dante					
Finalize Banner Design	04/19/2020	Abby					
Final Sticker Approval	04/16/2020	CUTEE					
Final Banner Approval	04/16/2020	CUTEE					
Submit Final Designs	04/22/2020	All					
Closing Document	04/22/2020	All					
Client Satisfaction Survey	04/22/2020	All					
Banner Printing Info	04/22/2020	Abby					
Final Presentation	04/24/2020	All					

Figure 2: Project Plan Spreadsheet

### C. Success Criteria

The project is determined to be successful if the following criteria is met. Under each item, the WTRG 3035 team has indicated how each criteria was met.

Logo is successfully designed and delivered to the client on 04/22/2020.

The CUTEE club received an email on 4/22/2020 in addition to this document with the logo design files.

The logo design meets the University of Colorado Boulder's branding standards.

The WTRG 3035 team used the UCB branding standards from beginning to end to ensure that everything offered to the client was compliant with the standards.

Banner is successfully designed and delivered to the client on 04/22/2020.

The CUTEE club received an email on 4/22/2020 in addition to this document with the banner design files.

The banner meets the content criteria provided by client partner

The CUTEE club verified the content on the poster during a team meeting in which a WTRG 3035 team member participated in and confirmed via email that the proposed content and wording was acceptable.

## IV. Lessons Learned

- Client feedback is an essential element of the design process to ensure that the deliverables are meeting the clients standards from start to finish.
- It is important to understand the branding standards of the larger organization the club is a part of (the university) to ensure that the deliverables to not violate the guidelines.
- While client feedback is important, boundaries must be established in the design process to indicate when feedback must be cut off to finalize the deliverables.
- Updating the project schedule and reevaluating deadlines is important to make sure that everyone is on the same page and has a realistic timeline to complete tasks.
- Evenly delegating work between group members is essential to producing quality deliverables on time.
- Attending the organizaions meetings (if possible/appropriate) is helpful for communication and collection of information.

## V. Client Satisfaction Survey Results

A survey was administered to the CUTEE Club to evaluate their satisfaction with the deliverables and their experience working with us. The questions were either based on a 1-5 scale (1 being "very dissatisfied and 5 being "very satisfied") or a free response answer. The questions requiring a ranking included:

- "How satisfied were you with the communication from the WRTG 3035 team throughout this process?"
- "How would you rate the WRTG 3035 team's professionalism?"
- "How satisfied are you with the overall quality of work by the WRTG 3035 team?"
- "How satisfied are you with the logo designs provided by the WRTG 3035 students?"
- "How satisfied are you with the banner designs provided to you by the WRTG 3035 students?"
- "How likely are you to work with the WRTG 3035 class in the future?"

The CUTEE Club ranked each on the questions above a 5, indicating that they were very satisfied with the deliverables and overall experience provided to them. They commented that they would be very likely to work with us in the future on a research paper if the class were to be interested. The raw results from this survey can be found in Appendix section C.

## VI. Project Organization and Staffing

### Student Team

AJ Jones : amjo3456@colorado.edu  
Abby Schefer : absc1674@colorado.edu  
Dante Musto : damu5167@colorado.edu  
Sebastian Brownstein: sebastian.brownstein@colorado.edu

### CUTEE Liaisons

Chris Hill : CUTEE@colorado.edu  
Jordan Dixon: jordan.dixon@colorado.edu  
Christine Chang: christine.chang@colorado.edu

## VII. Appendix

### A. Final Logo Design



Figure 3: CUTEE Final Logo Design 1



Figure 4: CUTEE Final Logo Design 2



## B. Final Banner Design

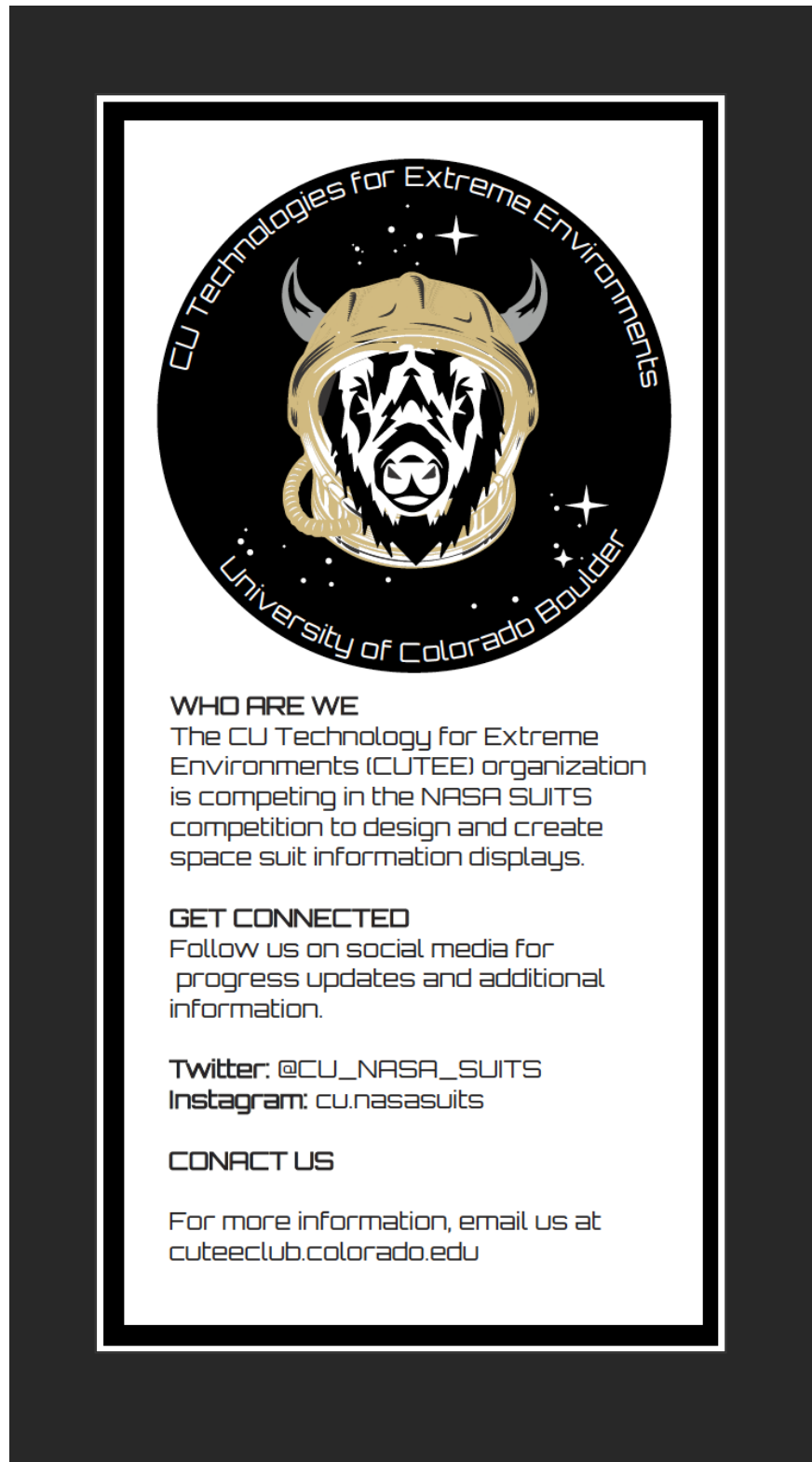


Figure 5: CUTEE Banner Design

## C. Client Satisfaction Survey Results

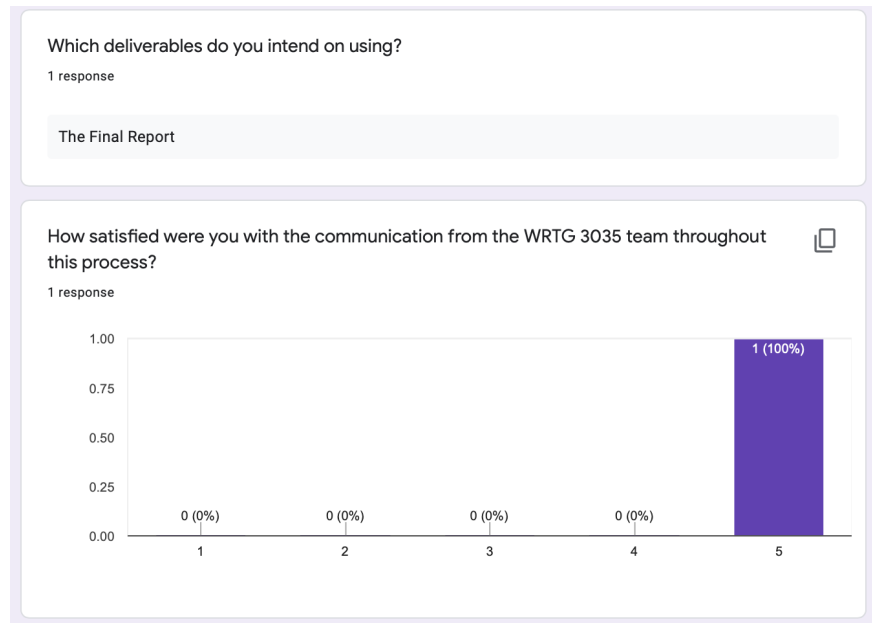


Figure 6: Client Satisfaction Survey Results

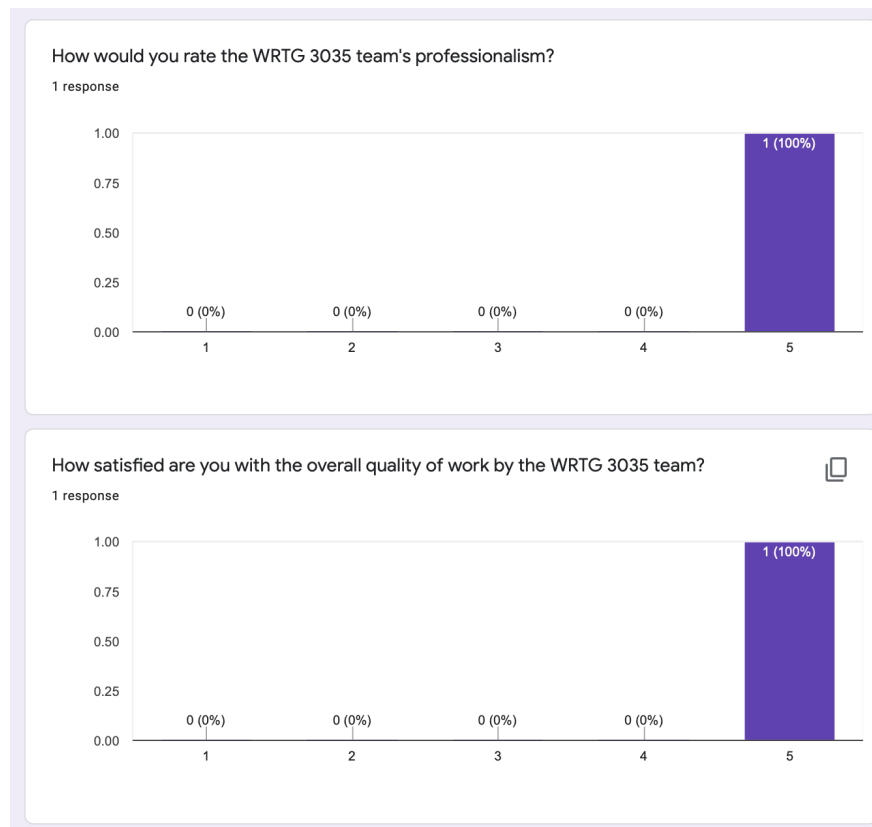


Figure 7: Client Satisfaction Survey Results

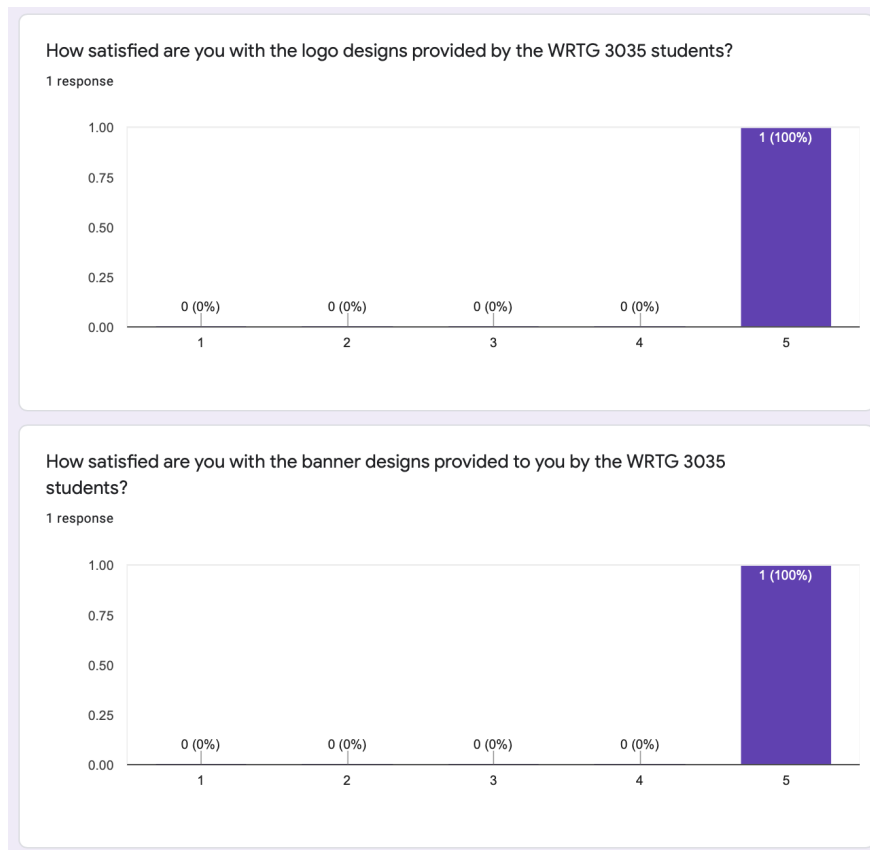


Figure 8: Client Satisfaction Survey Results

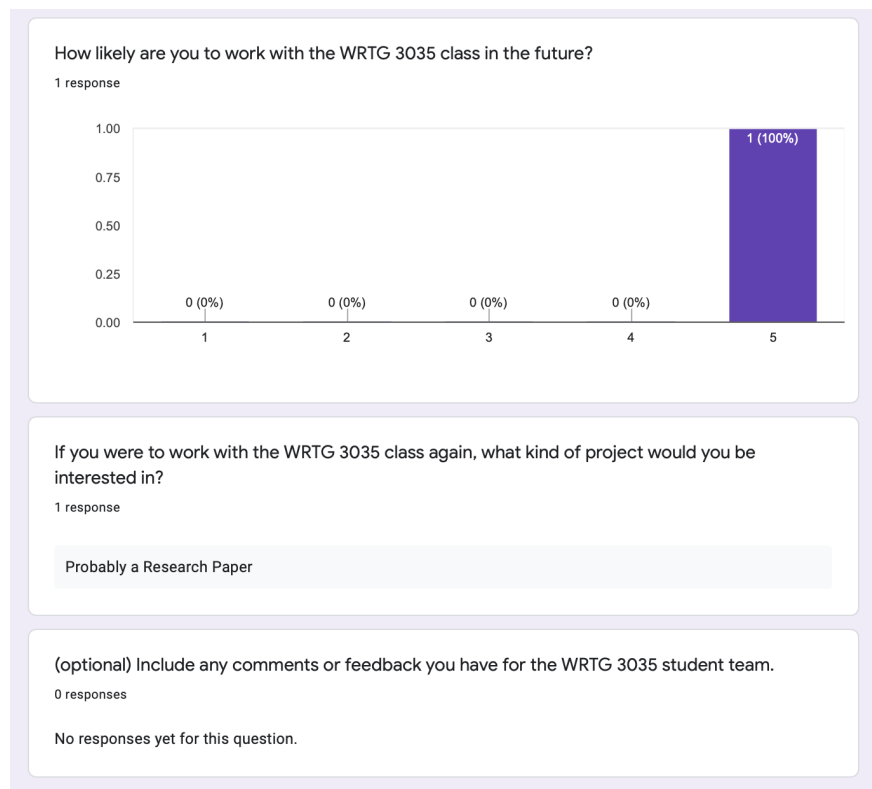


Figure 9: Client Satisfaction Survey Results