Brief

Each student will be randomly assigned a small business through a game of roulette.

Project 1 asks students to design the wordmark or logo of their small buisness; introducing letterforms as a fundamental element in communication design.

Keeping in mind that this wordmark will determine the look and feel for the rest of the semester, begin experimenting with different type-settings of the same wordmark.

Remember to play around with contrasts: in scale, in negative space, in placements and in orientations. Also play around with possible tones: playful v.s serious, aspirational v.s down-to-earth. It's important to get in the habit of churning out every single possible variation of a design!

Group critiques are built into Project 1. The final deliverables of this project, due Thursday, 9/14 at the beginning of class, are 3 distinct, polished design directions. A class critique will help each student deliberate and select the best option going forward, for use in Projects 2, 3, 4, and 5.

Schedule

8/28	Project 1 introduction
8/31	Bring at least 10 wordmark sketches for 1:1 critique with instructor. Try at least 3 different typefaces from the list. Instructor will make notes on each of the designs. Print-outs recommended.
9/4	Labor Day (no class)
9/7	Bring the original 10 wordmark sketches, plus the revisions on the original as suggested by instructor. In addition, bring 5 more completely new wordmark sketches, for a total of 15 sketches. By the end of class, the instructor will help tailor the options down to 5 possible directions. Print-outs recommended; see page 3 for specifications on 'Working Deliverables'.
9/14	Project 1 due. Bring to class 3 final directions, each with clear improvements from the previous week. Remember to position your designs with a clear rationale. Prepare both print and digital versions; see page 3 for specifications on 'Final Deliverables'.

Typefaces

Students are to use one of the typefaces from the Master list, shared between the two Section H classes:

- Caslon
- Garamond
- Le Monde Journal*
- Didot
- Windsor*
- Rockwell*
- Futura
- Akzidenz-Grotesk*

From the list, only Caslon, Garamond, Didot and Rockwell comes with MacOSX Lion.

*While all the fonts are provided on our shared Drive, it should be noted that font-images of Le Monde Journal, Windsor, Rockwell and Akzidenz-Grotesk are shared on a test basis. DO NOT reuse these fonts in scenarios outside of this classroom context.

Project Specifications

Format
- A standard U.S. business card

Color
- Black and white only

Project size
- 3.5 inches by 2 inches

Working Deliverables 8/28–9/7
- Recommending students to bring dated print-outs of their working files to class, with cropmarks

Final Deliverables on 9/14
Digital presentation
- Present either a mock-up or a photograph of your 3 business cards, presented actual size
- Each card should be centered on a horizontal letter-sized (8.5" x 11") artboard
- Export a PDF containing the 3 designs and upload onto shared folder on Google Drive
- Naming convention: Firstname_Lastname_PUCD2025-H_Project1.pdf

Physical presentation
- Print and trim to actual size your 3 business card designs on a paper stock of your choice

Small Business Lottery

The theme of each student's projects will be determined by a random combination of a descriptor word and a type of business.

Descriptors	Business Type
● Workman's	● Flowers
● Capitalist's Own	● Soaps and Perfumery
● 9-5 24/7	● Hardware
● Everyday	● Coffee and Tea
● Public	● Butcher
● Elite	● Fruits and Vegetables
● Egalitarian	● Denim
● Proletariat	● Housewares
● Currency	
● Free Market	

PUCD2025 Section H
Letter
Project 1—Wordmark
    Sample Grading Sheet
    September 14, 2017

Student: _____

	F	D	C	B	A
Effort	○	○	○	○	○
Communication	○	○	○	○	○
Concept/Aesthetics	○	○	○	○	○
Technical Skills	○	○	○	○	○
Presentation	○	○	○	○	○

Feedback:

Final Grade

Effort
Tried different approaches in order to arrive at final design; showed up to class each week with clear and abundant improvements on last week's sketches

Communication
Made it to class with stuff to show every week; responsive to feedback after individual crits, sent emails with process work when asked

Concept/Aesthetics
Concept is unique and interesting; the look of it is polished and isn't just derivative of trends

Technical Skills
Actual software knowledge; usage of grid; use of negative space and other best-practices to create hierarchy; quality of typesetting w/r/t widows/orphans/rags/hypens/spelling etc.

Presentation
Quality of physical deliverables; quality of presentation to class; ability to pitch the project with confidence