

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 business; introducing letterforms as a fundamental element in communication design.

Keeping in mind that this wordmark is something that 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 these typefaces below:

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

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 businesscard designs on a paper stock of your choice

Small Business “Roulette”

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

Descriptors

- Workman’s
- Capitalist’s Own
- 9-5 24/7
- Everyday
- Public
- Elite
- Egalitarian
- Proletariat
- Patriotic
- Currency
- Free Market

Business Type

- Flowers
- Soaps and Perfumery
- Hardware
- Coffee and Tea
- Butcher
- Fruits and Vegetables
- Denim
- Housewares

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

Student: _____

	F	D	C	B	A
Effort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concept/Aesthetics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical Skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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