

Fall 2014 Production Timeline GR 801 b

09-03 1 09-10 2 09-17 3 09-24 4 10-01 5 10-08 6 10-15 7 10-22 8 10-29 9 11-05 10 11-12 11 11-19 12 12-03 13 12-10 14 12-17 15

Identity

Colors

Create primary and secondary color sets

Type

Integrated system for print, web, and mobile

Image

Line, texture, photography

Brandmark

Sketches, computer comps, refine to final signature

Website

Wireframe

Computer roughs

Usability Testing

Paper prototypes, report

Design

Adopt visual system, implement findings

App

Wireframe

Computer roughs

Design

Adopt visual system, implement findings