My goals throughout this course changed as I learned more about what I was trying to accomplish. At first my goals were entirely to make a media kit for Brave Umbrella. However, as I did more research and figured out what that would require, I found that I needed to first make some graphic standards. I then set to work on figuring out what would make the most sense for that. I did not anticipate it taking so long to understand what the group wanted in terms of graphic standards, and additionally how we wanted to represent ourselves. During this time, I was trying to work on both the graphic standards and the media kit which slowed my progress down by two weeks. I finally got an understanding of the requirements for the graphic standards and the media kit, but by that time I was getting very close to the deadline. I had already done some work on the graphic standards so I shifted my goals to getting the graphic standards done at the very least. I was able to get my graphic standards done, and get even more information from Josh as to how to make up an effective media kit. I should be able to finish the media kit in quick order over the Summer.

I am very happy with the result of my graphic standards. I think it lays a good foundation for the rest of our materials. My group is thinking of complicating things by using a different font, but it should be fine. I can easily change it later. Luckily we are new enough to change and cement by the Fall when our next production is going to happen.