

Sarah Wyer
AAD 610 Comp Tech
28 April 2016

Midterm Summary & Report

BRANDING PROJECT

I am rocking this. I am so gratified to be able to work on branding myself as part of a class—I do not feel guilty when I spend time working on my website and playing around with adobe to create materials. I have purchased a year-long squarespace website with my own domain name sarahwyer.com (\$72—student discount) and my own email (\$50) address (sarah@sarahwyer.com). I have launched my website with the sections: academic portfolio, blog, photography, and about. I started creating content for my website and spent time finding the right template. I consulted with a graphic designer I know and improved my logo and my knowledge of squarespace. I ordered (and received!) my first business cards designed with my new brand on them. Part of the reason I am pushing this project so quickly is because I am attending a conference in Washington, DC from May 23—26. I recently learned that I will be moving to DC after I graduate (my husband got a job there), so this conference is an opportunity to connect with potential colleagues. I am happy with my progress and hope to spend the rest of the term working on content creation/curation and perhaps trying to start a Twitter so I can connect more social media outlets to my squarespace website.

STRATEGIC PLAN FOR OSLP ARTS & CULTURE

This project needs more of my attention and work. My teammates and I have chosen our InDesign template and I have done some playing around with it, mostly figuring out how to insert photographs that I have taken as part of my field work for the professional project. The next two weeks will definitely be focused on fleshing this document out and learning more about how to maneuver within InDesign.

MIDTERM TIMELINE

Week 6—Figure out what photos we want in the Strategic Plan InDesign document, utilize Eric's lab hours to get some help on how to maneuver an existing template in InDesign, work to move content into the InDesign Document.

Week 7—Have a complete draft of InDesign document of the Strategic Plan. Run it by John Fenn and Eric for input. Make necessary edits.

Week 8—Make sure I have at least one more blog post on my website. Add a few more academic papers to flesh out "Papers" section of my academic portfolio. Continue to work on Strategic Plan in InDesign to make sure it has all the information we need it to and is consistent.

Week 9—Go to Washington, DC for my conference! Hand out my business cards! Promote my brand! Be excited! Have a cocktail!

Week 10—Finalize Strategic Plan for OSLP Arts & Culture with Professional Project Team. Create timeline/plan for updating website content regularly.

EXAMPLES OF WORK SO FAR:

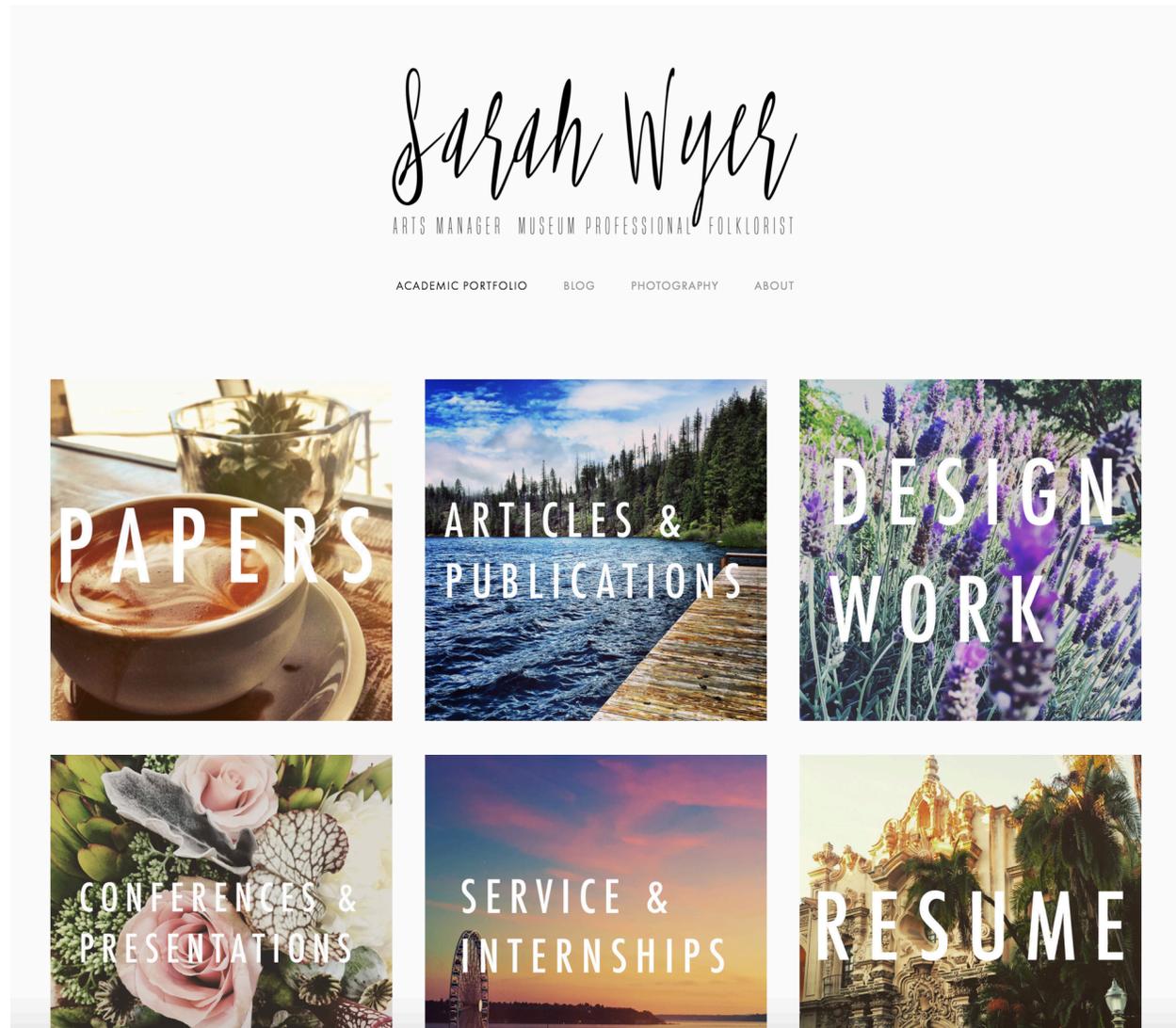


Figure 1 Website homepage

Sarah Wyer

ARTS MANAGER MUSEUM PROFESSIONAL FOLKLORIST

Figure 2 Logo



Figure 3 Business cards!

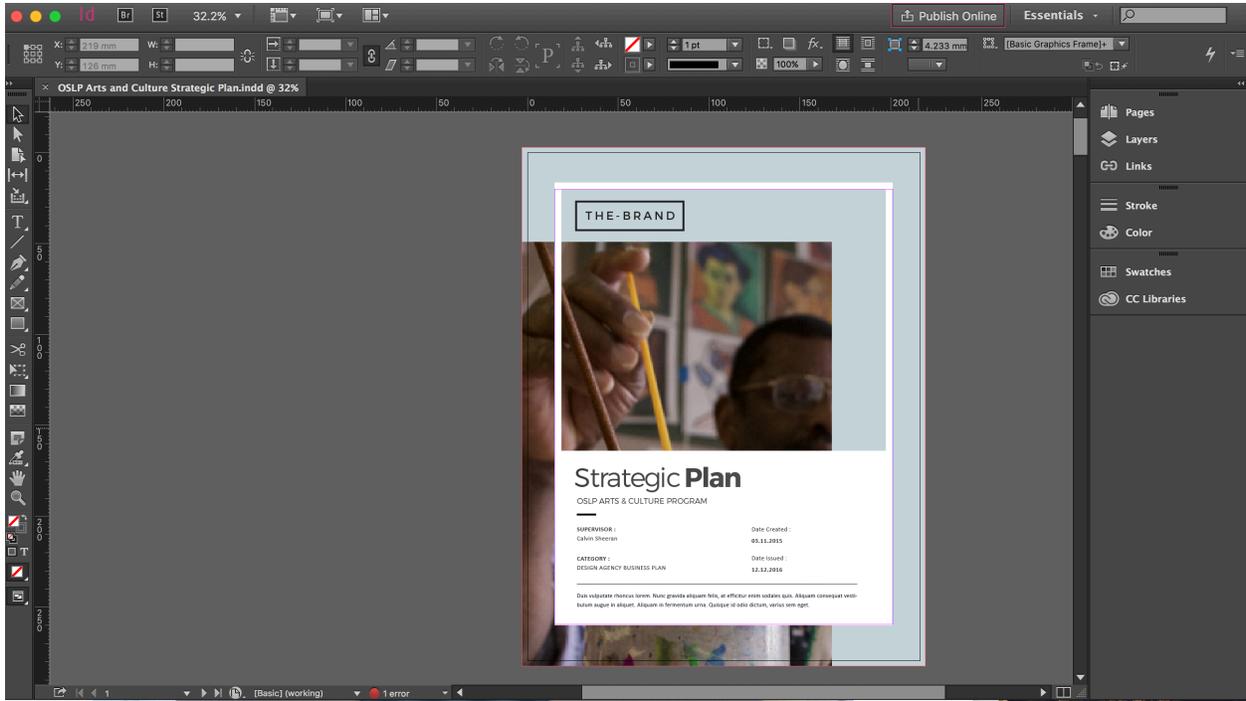


Figure 4 InDesign Template for Strategic Plan