

Bad Clients!

34 Lanigan

7-8 pm

All of you will be asking your group to design a logo for yourself. The group will meet interview you from 7-7:15, to ascertain your needs then they will design and have thumbnail sketches for you by 7:45. You will then meet briefly with them to discuss your “choice”. You will be free to leave after this time.

The intent of this is not that they design something great, but rather, the process itself. They will be writing a short paper about this experience and what went wrong (or right!) in the process. They will not know you are “Bad Clients”. Just that they are meeting with a client.

Leigh Bacher: You will be the client who doesn’t really know what you want. You should tell them vaguely that you want a logo. Don’t even be sure if it’s for yourself, or a business. Whatever they suggest, just go along – agree with everything unless cornered and then be as non-committal as possible.

Joe Rial: You will be the client who wants everything. You want a logo – lots of illustration, in multiple colors. Different formats...in other words, more than they can possibly do within 15 minutes. Feel free to improvise.

Kacie Haynes: You will be the non-communicative client. Say as little as possible and disagree with them whenever you can. Don’t like anything they bring back to you at 7:45.

Paul Garland: You will be the client who doesn’t understand copyright. I’ll send you a logo from something online. You’ll tell your group that you want that logo- just with your name. You’ll also give them some links to grab things online. This will give them a chance to explain that they can’t use someone else’s work(hopefully) and suggest another solution. I’ll send you something asap.

Bill: you will be the disagreeable client who doesn’t like anything the students suggest. Be as vague as possible and just say everything is “not quite what you are looking for” . Feel free to improvise!