

Newsletter Vol.

04

Monday, Team Cheshire attended the branding critique, which helped us in deciding the look and feel of our posters and half sheets. We made a few adjustments from there.

Tuesday's client meeting allowed us some insights into the types of products that they would want to see. The team's discussion of these ideas and our core ideas lead into Wednesday where we were able to map out an entire user flow for our first solid idea. Thursday, we presented this to the client, but they asked for some rewrites. We went back to the drawing board and came up with a simpler version of our old story. The client seemed to like it, and we hope to pitch it with detailed design after quarters.

We also had a Quarters rehearsal with John Dessler and Ralph Vituccio. They both gave us some good feedback on what to expect and how to shape our presentation. We are now currently working on our presentation for Quarters on next Wednesday. Next Monday, John will stop by to see our progress.

We wrapped up the week by doing a digitization of our new idea and posting it on our google drive. We hope to share this with the client and get their feedback as well.

This weekend we will be spending some time decorating our room and bonding.



Cheshire 02/07/2014