

Writing for Design Majors

Project Statements

Write crap. A lot of it.

- Get everything down.
- Fix it up.
- Finalize it.

Edit, then edit, then edit.

- Get everything down.

 - Choose: Cutting, adding, rewriting.

- Fix it up.

 - Hone: Arrangement, spelling, grammar, tone, syntax.

- Finalize it.

 - Review: On screen, out loud, to an audience.

It it sounds bad, it probably is bad.

- If your writing sounds wrong, it's...
probably grammar.
- If it feels boring, it's...
most likely tone, syntax, or selectivity.
- If it sounds obvious, it's...
likely an issue with cliché.
- If it reads confusingly, it's...
probably syntax or word choice.

Anatomy of not-crappy writing.

Sparky Tiger has a Modernist aesthetic with a playful, Zurich Dada feel. Its unique features include an approachable outline of a tiger's head but with an unusual use of symbols (a plus sign and sparkler) for its eyes. As a result, its strength is in its simplicity and clarity without compromising personality and approachability for clients. The logo is the result of several months of development; during that time, the logo went through various phases, from more photorealistic and serious to more abstract yet serious until we finally arrived at our current version.

Anatomy of not-crappy writing.

Aesthetic

Feel

Features

Strengths

Distinctions

Process

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Anatomy of not-crappy writing.

Hand Logo Series is semi-Abstract but conveys a unusually familiar feeling. Its unique features are its integrated use of softly outlined image (an abstracted hand) with a related but not defining letterform (a letter "H"). The logos are powerful because of their clear use of form and counterform as well as their flexibility to be adapted to a client's pre-existing branding, typographic identity, and overall aesthetic. The four versions range from a strong, solid slab serif in the first version to a quick, forward-leaning sans serif in the second version; the third is more whimsical yet formal in its use of script and the final version integrates a lowercase Helvetica "h" to create a clean yet comforting feel. Before narrowing the series down to these four iterations, I experimented with a version of the hand that did not include the curves at the palm and sharp yet elegant suggestion of the wrist. These features coupled with the clear, rounded fingers are what gave the logo its overall feel in the end, which is why all of the versions here include them.

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Movable units.

Aesthetic

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Strengths

Distinctions

Process

Sparky Tiger is the result of several months of development; during that time, the logo went through various phases, from more photorealistic and serious to more abstract yet serious until we finally arrived at our current version. The current logo is unique because of its approachable outline of a tiger's head but with an unusual use of symbols (a plus sign and sparkler) for its eyes. As a result, its strength is in its simplicity and clarity without compromising personality and approachability for clients, maintaining a has a Modernist aesthetic with a playful, Zurich Dada feel.

Anatomy of crap.

Aesthetic

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Process

Sparky Tiger is the result of several months of development; during that time, the logo went through various phases. In the first version, it was a more photorealistic drawing of a tiger based on a photograph I took at the Houston Zoo. In the second and third versions, however, it became more serious and a slightly abstract. What is unique about the final version is that it uses approachable outline of a tiger's head but with an unusual use of symbols (a plus sign and sparkler) for its eyes.

Anatomy of crap.

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Tone.

Selectivity

Word choice.

Grammar (passive voice).

Advice

- Make your writing as good as you can.
- Read it out loud to yourself.
- Have a classmate proofread it/read aloud to you.
- Force your roommate/friend to listen to it.
- Schedule a meeting at the writing center.
- Meet with your instructor.

Resources

- *The Longman Handbook*, Anson and Carter (Any edition)
- *LB Brief*, Jane E. Aaron (Any edition)
- U of H Writing Center, in-person and online meetings

234 Classroom and Business Building

Office Hours: M - F, 8am - 5pm

Mtgs: M - Th 8 am - 7 pm; F 8 am - 4 pm; S 10 am - 1 pm

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