

JOHN RUDOLPH

Production Journal

PROJECT

Make Your Wordmark Work

How bespoke typography and lettering can elevate your brand's logo.

Overview

Writing the “nut graf” and article outline first was crucial. Those items helped reach Week 3’s primary goal — a rough draft of the LinkedIn article. I exceeded the planned 500 words — it’s currently over 3,000 words. It will need to be edited, and some sections need more thought. I also got a jumpstart on sketching the first LinkedIn carousel post.

Task	Status	Time	Tools
Review and update project plan in Trello	Complete	.5 Hours	Trello
Review Module 3 requirements, watch videos	Complete	1 Hour	Google Chrome
Create and update production journal	Complete	1 Hour	InDesign
Research: watch film, Helvetica, and take notes	Complete	2.5 Hours	Amazon Prime
Research: read 5 articles, find 3 new articles	Complete	3 Hours	Safari
Write Nut Graf	Complete	.5 Hours	Word
Create Thought Leadership article outline	Complete	2.5 Hours	Word
Begin rough draft of Thought Leadership article	Complete	8 Hours	Word
Sketch LinkedIn carousel idea	Complete	1 Hour	Pen/Paper
Update annotated bibliography	Complete	1.5 Hours	Citation Machine / Word
Write Module 3 blog post and submit	Complete	2 Hours	Wordpress
Submit Weekly Artifacts	Complete	.5 Hours	Canvas

Up Next

After drafting the LinkedIn article, I can begin creating images and editing it to 1,500-2,000 words. I’ll begin to select the most interesting sections for the LinkedIn Carousel posts, the Thought Leadership ad, and possibly a video.

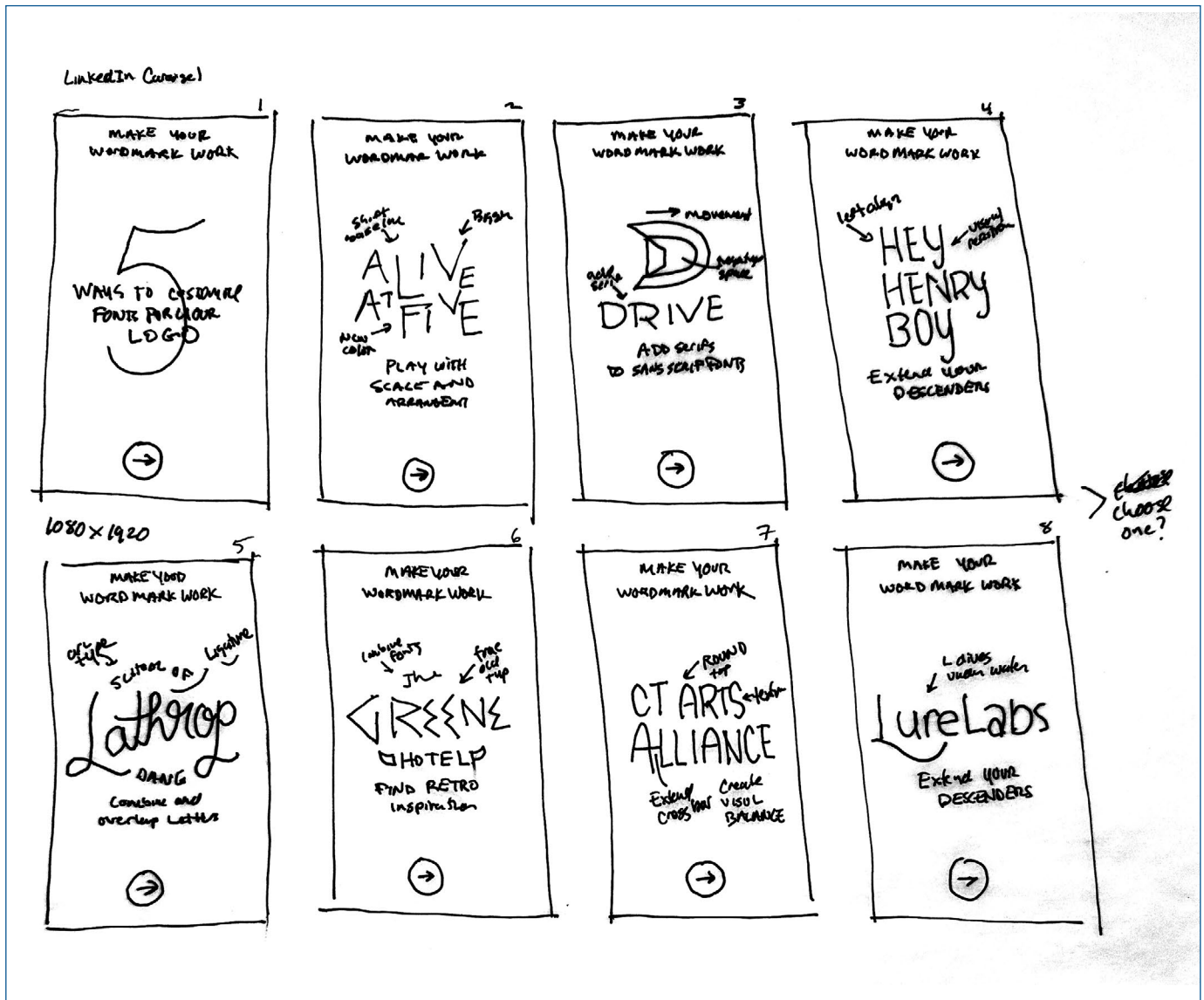
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LinkedIn Carousel Sketch

This carousel would outline different ways to customize typography for logotype design.

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Michael Beirut

"Drink coke. simple. period."

accessible, transparent, accountable.

take forms from DRS are no helvetica.

EPH

American Proposal used. 100 to look cheeky.

2 Hours to watch +
take notes.

Go back to 40 min

Erik Spiekermann - watch again.
he's brilliant

Neville Brody

"The way something is presented, will define the way you react to it. So you can seek the same message and present it in three different typefaces. The emotional response to that will be different. And the choice of typeface is the prime weapon. if you want. In that communication."

Paula Scher

"I never knew quite what to do with the typography on my designs."

"Illustrate the type

Tobias Frenne-Jones

"Even if they're not conscious of the type face, they'll certainly be affected by it.

The same way that an actor mis-cast in a role will affect someone's experience of a movie.

"Classic Modernist line about readers that they shouldn't be aware of type face at all!"

Crystal Goblet

to hold and display and
organize information

type face of
capitalism or
socialism?

met's the type
custody its secret spell
- Erik Spiekermann

Idealism has become routine.

"The sans serif evolved for 100 years, and the ultimate expression of it was Helvetica."

"There's something about it that does have the spirit of finality to it."

"this is one conclusion of one line of reasoning was this typeface. And perhaps everything after it was secondary, in some way."

Jonathan
Hoefler

Tobias
Frenne-Jones

Helvetica Notes

More thoughts and quotes from the movie, *Helvetica*.

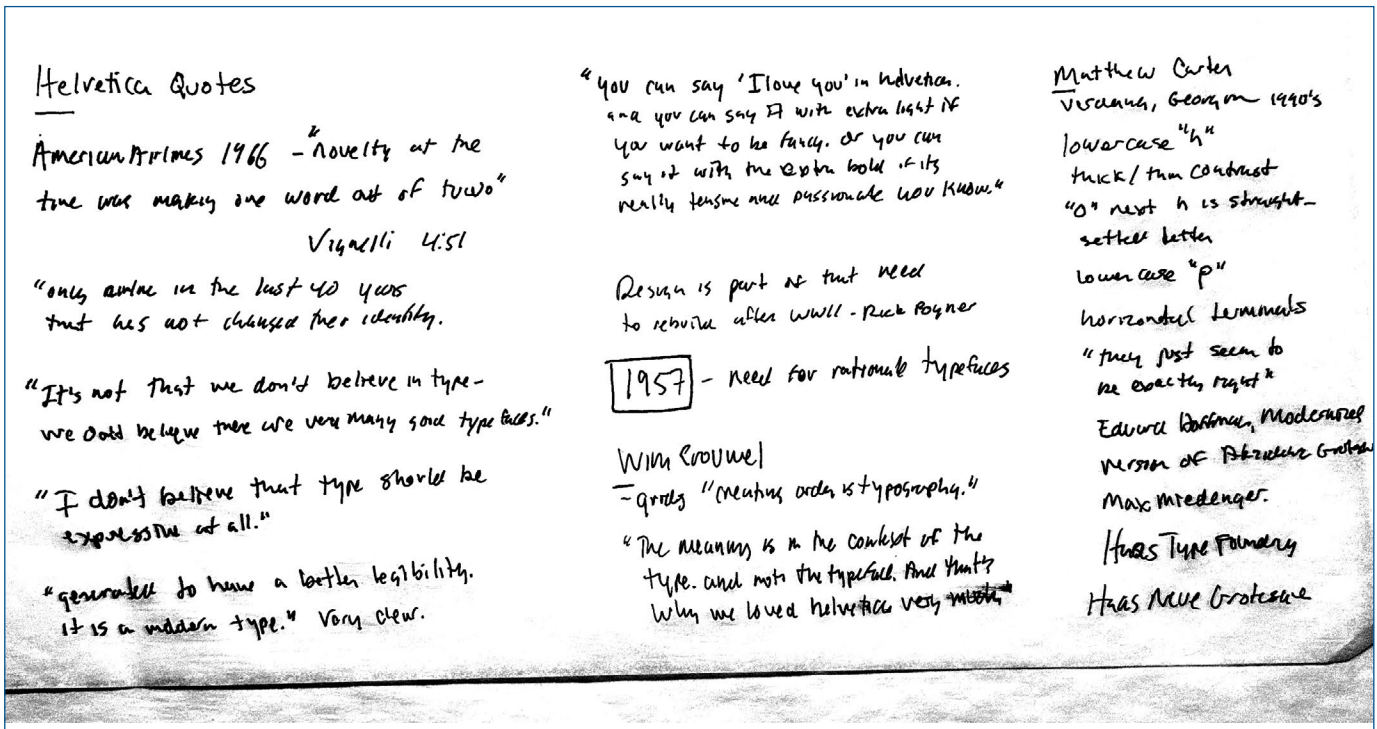
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Helvetica Notes

Interesting thoughts and quotes from the movie, *Helvetica*.