Tuesdays
6 - 7 pm
Cruess 210
text: 774.25.PIXEL
pixelofdavis@gmail.com
meet the BOARD

pixelatdavis@gmail.com
text: 774.25.PIXEL
the purpose of

PIXEL

• Educational
• Professional
• Social
the plan

YEAR

• A year-long project based on Compassion
  - Fall: Logo
  - Winter: Promotional materials
  - Spring: Single-serving website

• Teamwork!

• Activities outside of year-long project
  - Workshops
  - Social events
the plan

QUARTER

• Fundamentals of logo design
  - Understanding a brand
  - Typography
  - Illustration
  - Color
  - Presentation

• Tuesdays from 6 - 7 pm @ Cruess 210

• Next week (10/15): Keynote speaker
  - "Compassion Guy" David Breaux
let’s take a look at

LOGOS

• What was the goal?
• Was the goal achieved?
• Why or why not?
let’s take a look at

MAILCHIMP

Old Logo

New Logo

Courtesy of Fast Co.
let’s take a look at

MOTOROLA

Courtesy of The Next Web
let’s take a look at

YAHHOO!

AVANT

APRÈS

Courtesy of Grapheine
let’s take a look at ARIZONA

Courtesy of Ricky Linn
your leadership color

SURVEY

Fill out the survey to determine your “leadership color”
“Winning isn’t everything… It’s the ONLY thing.”

- **Strengths:** Action-oriented; Confident; Independent; Logical; Proactive; Responsible

- **Weaknesses:** Controlling; Critical; Poor listener; Work > relationships
your leadership color

BLUE

“If you love someone, set them free. If they come back, they’re yours; if not, hunt them down & kill them.”

• **Strengths:** Passionate; Loyal; Comfortable in creative environments; People-pleasing

• **Weaknesses:** Insecure; Worry-prone; Judgmental; Moody; Unforgiving
“I finally got it together... but I forgot where to put it.”

• **Strengths:** Considerate; Respectful; Patient; Accepting; Good listener

• **Weaknesses:** Closed-off; Stubborn; Don’t like being told what to do; Indecisive
“I get enough exercise just pushing my luck!”

• **Strengths**: Fun-loving; Enthusiastic; Persuasive; Sociable; Flexible

• **Weaknesses**: Obnoxious; Rude; Irresponsible; Superficial
SEE YOU NEXT WEEK!