

New Paltz Design Lab

Final Case Study

By Sara Veith (GD BFA 24')

Clients



Amy Papaelias

Dept. of Design

Amy is an Associate Professor for the Graphic Design Department at SUNY New Paltz. She manages the npzdesign Instagram and teaches New Paltz Design Lab and Graphic Design Thesis.



Anne Galperin

Dept. of Design

Anne is an Associate Professor and the Program Director for the Graphic Design Department at SUNY New Paltz. She teaches Design Theory and Criticism and Design Research.

Project Goals

- Originally, I was supposed to only work on the New Paltz Design Lab logo, branding, and website, but I was needed to work on the Department of Design Student Handbook, so I needed to prioritize that first.
- The final deliverables for this project were the...
 - New Paltz Design Lab Logo
 - New Paltz Design Lab Brand Guidelines
 - New Palrz Design Lab Website
- Additionally, I made this Case Study and some New Paltz Design Lab stickers with my logo.

Research

Time Tracking

	A	B	C	D	E	F	G	H
4	DATE	START	END	WHERE	PROJECT PART	TASK	COMMENTS	
5				Where are you working? (home, OLB, coffee shop, library, friend's house, etc.)	What part of your project will you work on? (ie: logo sketches, research, prototyping, layouts, etc.)	What tasks will you work on? (ie: I will work on creating iterations of a layout, I will work on trying type combinations, I will work on editing photos, I will work on animating a prototype, etc.	(here are things you could put in this sect accomplishing?; your thoughts on how yo noting obstacles; noting successes;	
6	9/25/2023	12:30	15:45	3:15 OLB	Design Party Poster, Research	Cleaning up the final version, making new version of a banner. I also researched other student design firms.	It's done! :D	
7	9/27/2023	14:00	14:30	0:30 Starbucks	Blog Post/What's Due	Making a miro board showing what I've worked on so far.	It looks fine for now, I'll definitely add mor	
8		22:30	23:00	0:30 Home	Design Brochure	Started moving content around in InDesign	This will definitely need more work	
9	9/28/2023	1:30 PM	2:30 PM	1:00 Library	Design Brochure	Organizing content, experimenting with fonts		
10		10:30	12:45	2:15 Home	Design Brochure	Finishing up 1st draft of brochure Delivering posters to the	Might need color, but it still looks cool!	

Challenges

- My original client backed out, so I started a bit later than I thought I would.
- My clients are a bit pickier than most because they have a lot of experience in the Design Field.
- I needed to make MANY drafts before I had a decent version of the New Paltz Design Lab Logo. It took much longer than expected.
- Some deadlines were tough to make because of my other classes and projects, especially with my Thesis.

Outcomes

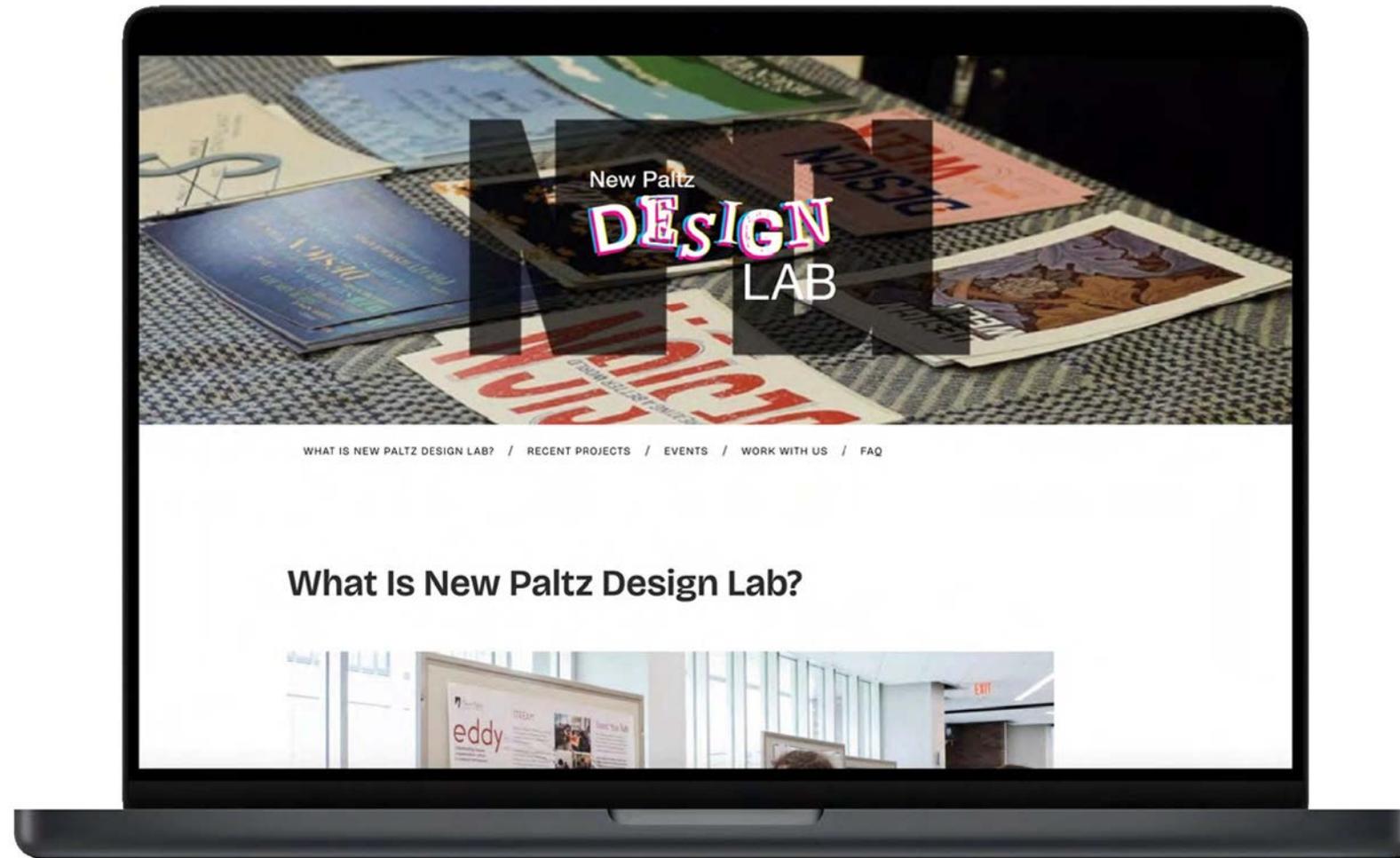
New Paltz Design Lab Logo

New Paltz

DESIGN
LAB

Outcomes

New Paltz Design Lab Brand & Website



Client/Audience Response



- My clients and my audience love what I've worked on!
- When I did get feedback, it was super helpful!
- My branding is currently being used on the New Paltz Design Lab website, and the website and will be used for future semesters.
- Also, everyone loves my logo stickers!

Lessons and Successes

- Overall, this opportunity was a success! I met all of my clients' needs and expectations. I'm happy with my work and my clients are too!
- I learned how to manage many deadlines at once while keeping my work high quality.
- I learned how to use Wordpress more, which was something that I wanted to work on.
- I learned that projects will often not go the way you expect, so you need to adapt quickly to keep your client happy.
- Working with the Design Department forced me to think outside the box, and because of that, I made outstanding work.