April 25, 2008

Tricia Conway, Administrator
Beckman Center for Genome Engineering
Transposon Center
6-160 Jackson Hall
321 Church St. SE
Minneapolis, MN 55455

Dear Ms. Conway:

ByDesign is pleased to have the opportunity to participate in your search for a design resource to create your new identity. Because we work exclusively with University-based organizations and departments, our group has much experience with the brand guidelines and developing visual systems that work within them.

Please find our relevant samples, references, and process statement attached.
We appreciate the contact and hope that we have the chance to discuss the project further.

Best,

Sarah Steil
Art Director, ByDesign
612 850.2282 cell

SARAH STEIL art director / University of
Northern Iowa, B.A. Studio Art (1996) / University
of Minnesota, M.F.A. Interactive Design (expected
graduation 2008)

Sarah chose to return to graduate school at the
University of Minnesota after working in the field
for almost ten years, where her passion for great
design and typography continues to grow. Previous
experience specialized in identity and visual system
creation, where she was a senior designer for six
years at Tilka Design, a Minneapolis-based design
firm. In addition to graphic design, Sarah loves
to find undiscovered treasures at local thrift
stores, especially dishes, silverware, 1950s and
60s dresses, and jewelry. She lives in Northeast
Minneapolis with her husband, two dogs, and cat.
Right now, Sarah is looking forward to planting
her garden and finishing her thesis in the fall.

LISA REED designer / University of Minnesota,
B.S. Graphic Design and Retail Merchandising
(expected graduation 2010)

Lisa is currently a junior in the College of Design
and splits her time between two campuses because
of her double major. In addition to designing at
ByDesign and outside the university, she enjoys
creating campaigns and promotional pieces and
hopes to use her retail merchandising education
to start her own firm after college. Lisa is a chronic
shoe shopper and fashion junkie, although she
takes her work very seriously. Currently, Lisa is
working on finishing up the semester and taking
a mini vacation before summer classes begin.

JEREMY SENGLY designer / University
of Minnesota, B.S. Graphic Design
(expected Graduation 2008)

Jeremy Sengly is a senior in the graphic design
program and has a diversity of interests—both
related to design and his everyday environment.
In addition to designing, Jeremy is also an accom-
plished illustrator and has done many illustrations
for ByDesign clients and The Wake magazine.
When not working, Jeremy passes the time by
ingesting carbon-based forms to keep up his
design energy.

hello & thank you
for this opportunity!

ByDesign is a student-run graphic design studio on the St. Paul Campus of the University of Minnesota within the newly formed College of Design. We work exclusively with university-based clients, offering fresh design ideas through a collaborative learning environment. Undergraduate and graduate design students work together to manage all aspects of the project, therefore you as the client will contribute directly to students' educations. Our studio works on a variety of projects, ranging from ongoing publications such as NEWS FROM THE GOLDSTEIN and THERE (an annual design journal) to specialty projects such as identity and visual system design.

HOW WE WORK: ByDesign works extremely collaboratively with our clients, not only because it is critical that we understand their needs, but because the experience is part of the students' education—that means we are hands-on and eager to create the best solution. The following is an overview of the process that we have taken with previous and current clients, although the process is always tailored based on the project's or client's objectives.
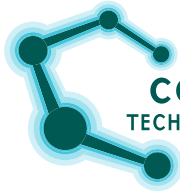
STEP 1: Getting to know you. We find that the best relationships start off face-to-face with an ability to research you ahead of time. We like to come to that first meeting with questions, opinions, and ideas.

STEP 2: Tell us what you need. After we say our hellos, we need to establish exactly what we will be working on so that we can provide you with a reasonable estimate and process for the work. That often includes a schedule, sometimes detailed, sometimes general, depending on the scope of the project, deadline, or other factors. This outline keeps us on track and defines the work, its stages, and lets us know how we're doing on budget and fulfilling your needs.

STEP 3: Research at a research university. Of course, research is a critical aspect of any design project because it provides important comparisons, points of inspiration and insights, and gets everyone on board with what we're trying to accomplish. At the end of the research, we form design objectives which are used later to evaluate the concepts we present.

STEP 4: You are much more than a logo. Once we have agreed upon the objectives we're trying to meet, then the fun starts. We create preliminary conceptual directions (color, type, inspiration imagery, etc.), talk to you, and then morph those into concrete visual representations in the form of visual identities. From there, we refine and finalize the identity and start applying it to all the things you use everyday — both inside and outside of your organization. Of course the scope depends on you, so we're here and ready to listen.

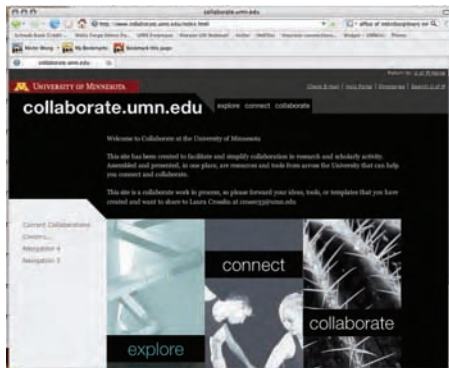area
FOR SCIENCE, TECHNOLOGY
& ENVIRONMENTAL POLICY

center FOR SCIENCE,
TECHNOLOGY & PUBLIC POLICY

STEVE KELLEY
Director and Senior Fellow
Center for Science, Technology & Public Policy
Humphrey Institute of Public Affairs

612-626-6629
kelle644@umn.edu

Recently completed two, related identities for
the Center and Area. We are currently working
on system application and development.

PEGGY A. SUNDERMEYER
Director, Collaborative Research Services
Office of the Vice President for Research

612-626-7850

Created visual system elements and identity that
was applied to website templates for
collaborate.umn.edu

You can visit this site in progress at: http://www.collaborate.umn.edu

VICKI fiELD
Director, Office of Interdisciplinary Initiatives
The Graduate School

612-625-6532
field001@umn.edu

Completed a visual identity, color palette,
and website style guide that was implemented
by the client.

You can visit this site at: http://www.grad.umn.edu/oii/