

SPRING 2008

GOALS

- Thesis refinement
- Intensive research
 - Identify books/newspapers/magazines to read
- Define project's overall aesthetics
- Identify project's target audience
- Identify skills that will be required for designing future product/window display
 - Find classes that will help to acquire these skills
- Southern Exposure Exhibition internship
- Volunteer at San Jose Printer's Guild
- Design-milk blog graphic design contributor
- Apply to workshops in New York
- Search for summer internship

DELIVERABLES

- Journal
- Project summary
- Master timeline
- List of deliverables

SUMMER 2008

GOALS

- Continue research
- Readings*
 - Living It Up. Our Love Affair With Luxury
 - Deluxe. How Luxury Lost its Luster
 - Cult of the Luxury Brand: Inside Asia's Love Affair with Luxury
 - Let Them Eat Cake. Marketing Luxury to the Masses
- Artists*
 - Tobias Wong
 - Barbara Kruger
 - Josee Lepage
- Outline content for blog and website
- Establish list of possible contacts and collaborators
- Learn about Thorstein Veblen's theory on conspicuous consumption
- Conduct interviews
- Visit New York and explore window displays and design
- Internship at Eleven Inc.

DELIVERABLES

- Journal
- Research summaries

FALL 2009

GOALS

- Continue research
- Readings*
 - Future Shop. How to Trade up to a Luxury Lifestyle Today
 - The Affluent Consumer. Marketing and Selling the Luxury Lifestyle
 - Luxury Fever
 - Trading Up
- Begin designing project's overall identity and brand development
- Visit Los Angeles and explore Rodeo Drive
- Find contact information
 - Future studio by advisement professors or industry professionals
 - Possible people to conduct interviews with
 - Future sponsors
- Network
 - Find local groups/associations
 - Contact art/design blogs

DELIVERABLES

- Journal
- Preliminary logo design
- Preliminary brand development

SPRING 2009

GOALS

- Continue research
- Readings*
 - Living it Up: America's Love Affair with Luxury
 - Luxury Brand Management: A World of Privilege
 - Richistan: A Journey Through the American Wealth Boom and the Lives of the New Rich
- Establish brand
- Finalize identity system
- Mock up stationery set and produce business cards
- Explore the possibilities of using silkscreening as a tool to mass produce products
- Preliminary product designs
- Brainstorm and research store designs
- Website design
- Blog design
- Conduct Interviews
- Internship at Office

DELIVERABLES

- Identity system
- Preliminary product sketches
- Website
- Blog

SUMMER 2009

GOALS

- Find resources: printers, letterpress, sticker places, stamp places
- Search out possible venues and talk to curators
- Continue product designs
- Poster designs
- Start to do photographic explorations
- Continue store layout designs
- Design promotional pieces
- Talk to blogs that I write for to be possible sponsors for my project
 - www.design-milk.com
 - www.graphichug.com
 - www.thisthattheseandthose.com
- Internship at Office

DELIVERABLES

- Products
- Promotional packets
- Posters

FALL 2010

GOALS

- Start ordering customized products (pencils, stickers, boxes, tissue paper, giftwrap)
- Finalize products. Start production stage
- Prototype pieces for the store
- Start designing exhibition material
- Start designing thesis press release kits and continue to promote the project

DELIVERABLES

- Products
- Prototype pieces

SPRING 2010

CURRENT SEMESTER

GOALS

- Finalize products. Start production stage
- Finalize store design
- Start production of furniture for store
- Continue updating blog
- Start designing thesis press release kits and continue to promote the project
- Final show
- Design final thesis presentation materials

DELIVERABLES

- Store opening
- Final thesis presentation