

	SUMMER 2007 // June - July	SUMMER 2007 // August	FALL 2007 // September - October	FALL 2007 // November - December	SPRING 2008 // January - March	SPRING 2008 // April - May
COURSES	GR.801: Thesis Development GR.900: Internship (E)		GR.800: Typography 4 (Directed Study) GR.606: Publication Narratives (SBA) FA.699: Letterpress (E)		GR.604: Nature of Identity (SBA) ? GR.800: Directed Study (One on One - Nate Pence) GS.606: Crossing Borders	
TASKS	<ul style="list-style-type: none"> <li>● Thesis refinement and research. Feel out the scope of the project and potential stumbling blocks.</li> <li>●● Begin company identity / brand exploration, identifying the company's target audience and begin on the back story for the imagined world it exists in.</li> </ul>	<ul style="list-style-type: none"> <li>●● Complete and go live with initial thesis website (include blogging capabilities)</li> <li>●● Begin hunt for sponsors and interested parties.</li> <li>● Trademark Anarkon.</li> <li>● Continued research.                             <ul style="list-style-type: none"> <li>• Read No Logo, The Brand Gap, Interview Reclaim Democracy</li> <li>• Contact Mark (Adbusters), John Bielenberg (Virtual Telemetrics), Dan May (Evoil Guy), Randy Newcomer, Dissinformation, Superhero Supplies, Campaign 4 Corporate Harm Reduction, Corporate Watch, Anarchists &amp; Socialist Parties</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Continued research:                             <ul style="list-style-type: none"> <li>• Get involved with the Socialist Party</li> <li>• Attend at least one Anarchist event</li> <li>• Attend at least one large protest</li> <li>• Read <i>Gangs of America</i> and <i>Confession of an Economic Hitman, Neuromancer</i></li> <li>• Collect as many Annual Reports and catalogs as possible. Glean corporate goodness</li> <li>• Continue Interviews</li> </ul> </li> <li>● What does your fictitious world looks like?</li> </ul>	<ul style="list-style-type: none"> <li>● Finalize Anarkon identity</li> <li>●● Send out booklets to possible sponsors and interested parties over Christmas Break</li> <li>● Have a good version of the Anarkon Marque Guidelines Booklet worked out by the end of January.</li> </ul>	<ul style="list-style-type: none"> <li>●● Complete company annual report farther establishing positioning, target audience and project feel.</li> <li>● Begin development of company collateral (internal and external documents).</li> <li>● Keep an eye out for a photographer.</li> <li>● Continued research:                             <ul style="list-style-type: none"> <li>• Find a military surplus store and start collecting possible products.</li> <li>• Read <i>Culture Jam, Profit Over People &amp; Natural Capitalism</i></li> <li>• Continue involvement with the Socialist Party, Anarchists, and Activists in S.F.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Begin conceptualizing products and packaging.</li> <li>● Start thinking about final project.</li> </ul>
DELIVERABLES	<ul style="list-style-type: none"> <li>□ Course Documents                             <ul style="list-style-type: none"> <li>• 1 Completed Journal</li> <li>• Executive Summary</li> <li>• Timeline</li> <li>• Materials Matrix</li> <li>• Content Outline</li> <li>• Research List</li> <li>• Possible Futures</li> <li>• Master Document</li> <li>• Objectives, Goals, Strategies and Measures for Corporate Revolt and Anarkon</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>□ Final Presentation</li> <li>□ Corporate Revolt website                             <ul style="list-style-type: none"> <li>• About                                     <ul style="list-style-type: none"> <li>• Resume</li> <li>• Executive Summary</li> <li>• Timeline</li> <li>• Materials Matrix</li> <li>• Content Outline</li> </ul> </li> <li>• Take Action                                     <ul style="list-style-type: none"> <li>• Exterior Links</li> </ul> </li> <li>• Donate</li> <li>• Contact</li> <li>• Blog</li> </ul> </li> <li>□ Anarkon Website                             <ul style="list-style-type: none"> <li>• Spashpage</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>□ Anarkon booklet to interested organizations and sponsors (16pgs).                             <ul style="list-style-type: none"> <li>• Anarkon                                     <ul style="list-style-type: none"> <li>• A Growing Concern</li> <li>• Consumer Revolution</li> <li>• At a Glance</li> <li>• Products</li> <li>• Disclaimer</li> <li>• Get Involved</li> </ul> </li> </ul> </li> <li>□ Guerilla campaign (Goal: direct traffic to website &amp; create interest)                             <ul style="list-style-type: none"> <li>• B&amp;W Anarkon logo poster (18x24)</li> <li>• B&amp;W Anarkon product poster (18x24)</li> <li>• Corp Revolt Sticker (Black, White Vinyl)</li> <li>• Anarkon Logo Lapel Buttons</li> <li>• Anarkon Signature Series Lapel Buttons</li> <li>• Anarkon Calling/Business Cards</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>□ Anarkon Brand Guidelines Booklet (30pgs).                             <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Strategy &amp; Positioning</li> <li>• Logo Guidelines</li> <li>• Color Palette</li> <li>• Typography</li> <li>• Imagery</li> <li>• Applications</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>□ Annual Report (28pgs):                             <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Company History</li> <li>• To Our Shareholders</li> <li>• Financial Highlights</li> <li>• Fundamentals of Our Approach</li> <li>• Outlook</li> <li>• Financial Summary</li> <li>• Affiliated Companies</li> <li>• Investor Information</li> </ul> </li> <li>□ 3 Magazine ads promoting the company, its products, and the revolution.</li> <li>□ 3 poster ads promoting the company, its products, and the revolution. (Place these around the city).</li> </ul>	<ul style="list-style-type: none"> <li>□ Company website.                             <ul style="list-style-type: none"> <li>• Our Company</li> <li>• News Room</li> <li>• Jobs &amp; Careers</li> <li>• Products &amp; Services</li> <li>• Investor Information</li> <li>• Contact</li> </ul> </li> <li>□ Continue Packaging Comps                             <ul style="list-style-type: none"> <li>• Throwing Stones</li> <li>• Smoke Grenades</li> </ul> </li> <li>□ Continue Product Comping For Web                             <ul style="list-style-type: none"> <li>• Lifestyle</li> <li>• Tools</li> <li>• Literature</li> </ul> </li> </ul>
NOTES	Internship at the Attik.				Will be working part time at the Attik, Tuft & Co, LightSky or Words Pictures Ideas.	Start work at I Shot Him part-time.

	SUMMER 2008 // MAY - JUNE	SUMMER 2008 // AUGUST	FALL 2008 // September - October	FALL 2008 // November - December	SPRING 2009 // January - March	SPRING - SUMMER 2009 // April - May
COURSES	GS.606: Professional Practices (Intermission) GR.800: Directed Study (One on One)?		GR.000: Photo Narratives (SBA) GR.000: Nature of Identity (SBA)		GR.800: Directed Study (One on One) GR.650: Portfolio	
TASKS	<ul style="list-style-type: none"> <li>● Continue collateral development and begin product design and packaging production.</li> <li>● Figure out the form of your final project</li> <li>● Finish promotional pieces.</li> <li>● Continued research:                             <ul style="list-style-type: none"> <li>• Read <i>Gangs of America &amp; Culture Jam</i></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Distribute promotional materials and website.                             <ul style="list-style-type: none"> <li>• Family</li> <li>• Friends</li> <li>• Interested Parties</li> <li>• Professors</li> </ul> </li> <li>● Continue flyering the city with postcards and posters.</li> <li>● Look into getting a press sheet with WPI and creating vouchers / coupons for products purchased on the website.</li> </ul>	<ul style="list-style-type: none"> <li>● Finalize products and begin final production of all print and packaging pieces.</li> <li>● Continued research:                             <ul style="list-style-type: none"> <li>• Read <i>Natural Capitalism and Manufacturing Consent</i></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Finalize all collateral, products and packaging and begin piecing together final presentation. Enlist as many friends as possible to help, starting as early as possible.</li> </ul>	<ul style="list-style-type: none"> <li>● Continued promotion of thesis.</li> <li>● Final thesis presentation.</li> </ul>	<ul style="list-style-type: none"> <li>● Finish up degree and apply for graduation.</li> </ul>
DELIVERABLES	<ul style="list-style-type: none"> <li>□ Promotional pieces for Anarkon                             <ul style="list-style-type: none"> <li>• Continue Postering</li> <li>• Revisit Intro Booklet</li> </ul> </li> <li>□ Start work on Anarkist Handbook</li> </ul>	<ul style="list-style-type: none"> <li>□ Continue work on the website</li> <li>□ Basic Gas Mask</li> <li>□ Riot Ready Throwing Stones</li> <li>□ Continue piecing together final project</li> </ul>	<ul style="list-style-type: none"> <li>□ Continue work on the Anarkist Handbook and start to collect all items for final presentation.</li> </ul>	<ul style="list-style-type: none"> <li>□ Produce smaller products for giveaway.</li> <li>□ Find brief case</li> <li>□ Start pulling together process and research book.</li> </ul>	<ul style="list-style-type: none"> <li>□ Produce all elements</li> <li>□ Product research + process elements</li> </ul>	<ul style="list-style-type: none"> <li>□ Portfolio</li> <li>□ Thesis Work</li> <li>□ Final Review.                             <ul style="list-style-type: none"> <li>• All produced elements</li> <li>• All research</li> </ul> </li> </ul>
NOTES	Take Professional Practices over intercession. Continue Part-time work.	Part-time work and continued thesis work.	No directed study this semester. Work on thesis on off time on my own.		Final semester of thesis work.	Present thesis and graduate.