

Weavers Guild of Minnesota
Brand Refresh & Website Redesign
MCAD MAGWD Capstone
Fall 2025
Morgen Ruff

Project Hook

A robust digital and physical presence for the Weavers Guild of Minnesota, encapsulating web, print, and in-person materials to create an engaging and welcoming overall brand and experience.

Project Description

The Weavers Guild of Minnesota (WGM), a nonprofit organization based in Minneapolis and founded in 1940 by textile weaver and artist Hilma Berglund, occupies a unique place within the art/craft landscape in the US. Offering robust, year-round classes & workshops on many handmade textile weaving, spinning, and dyeing methods, WGM is a critical lifeline in the fight against industrial textile processes and consumption patterns that play a large part in advancing climate crisis.

The problem: WGM has a currently lackluster web presence. Designed and developed in the mid-2010s, the Wordpress-based site serves its purpose of communicating basic information about WGM, but doesn't do much to inspire its audience, rather focusing on utilitarian content. WGM needs to put its best foot forward in its communications to continue playing its vital role for another 85 years. I'm inspired by like-minded organizations, e.g. the American Swedish Institute, Penland School of Craft, and Wildcraft Studio School, and plan to engage with those partners (and more) to gain insights.

Project Keywords



friendly robust
engaging unique
comprehensive approachable
community-based history-focused
collaborative luminous
accessible modern
artistic soft

Project Research

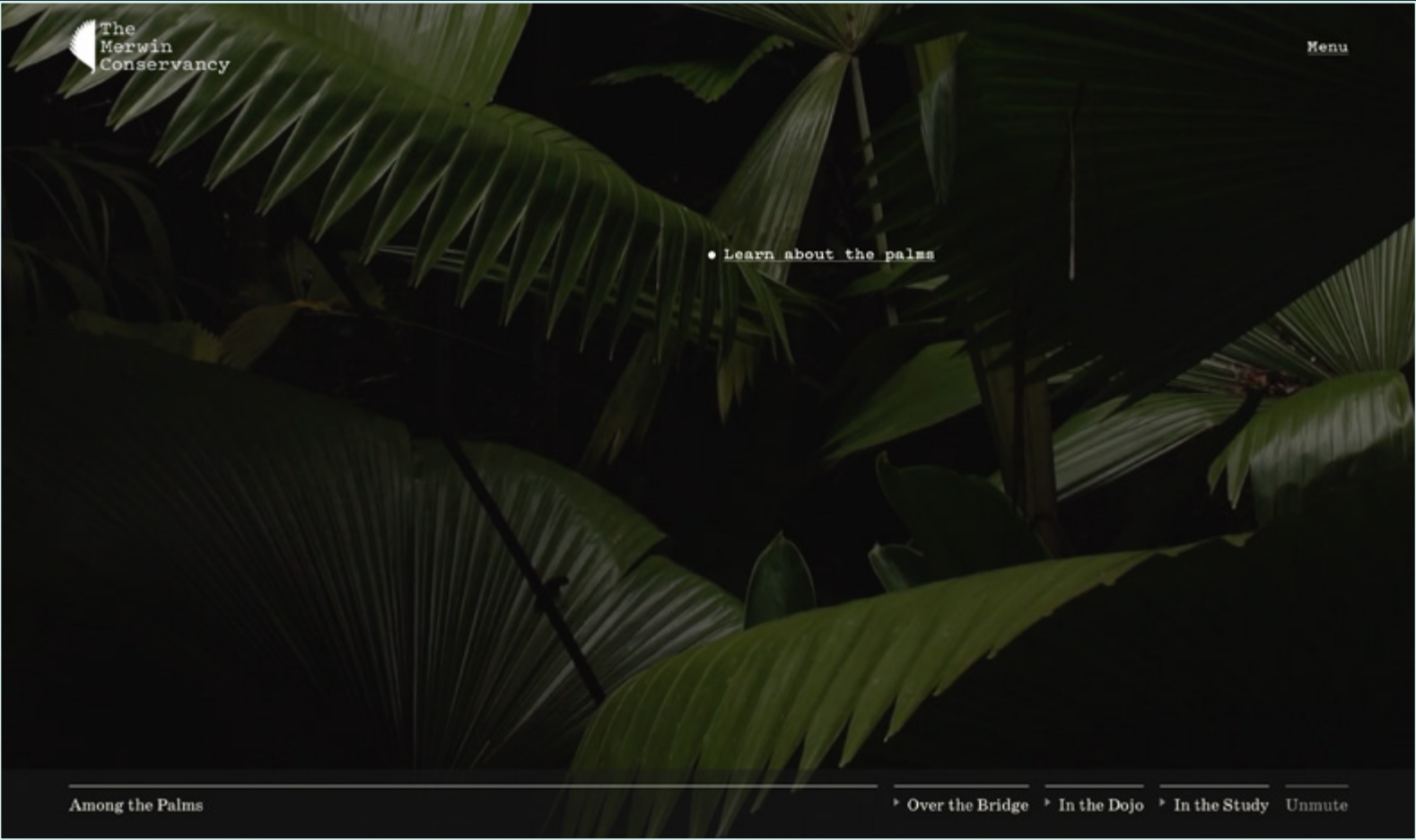
Information I have:

- written website content, although it needs to be edited & expanded upon slightly
- basic existing audience information – who uses the site today, how often, and why
- some images depicting WGM activities

Information I need:

- more data & inspiration from similar projects (nonprofit re-brands + websites)
- new audiences target user data – who, why
- existing user interviews
- potential new user interviews
- more + better images depicting WGM activities & archives
- known unknowns :)

Like-Minded Projects

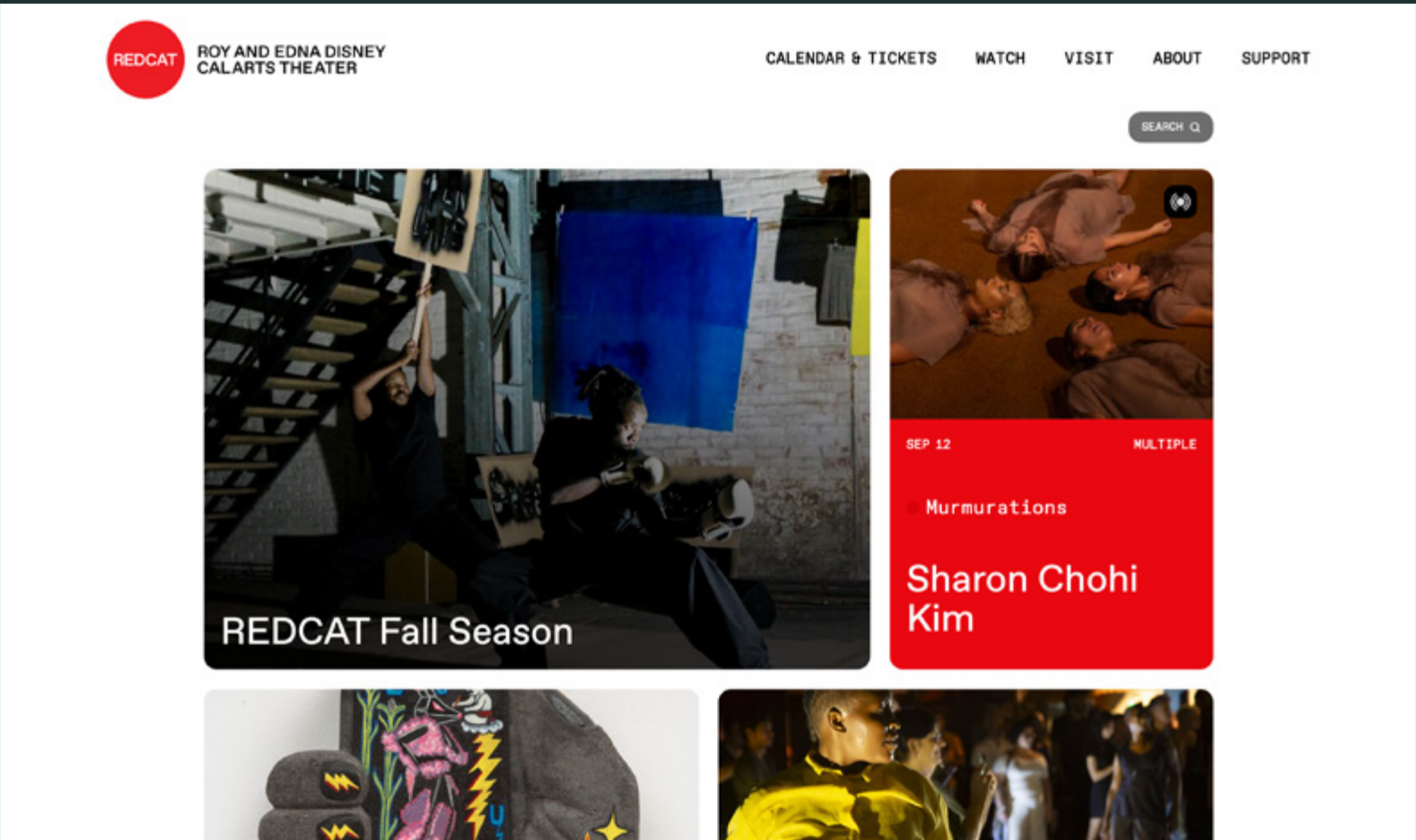
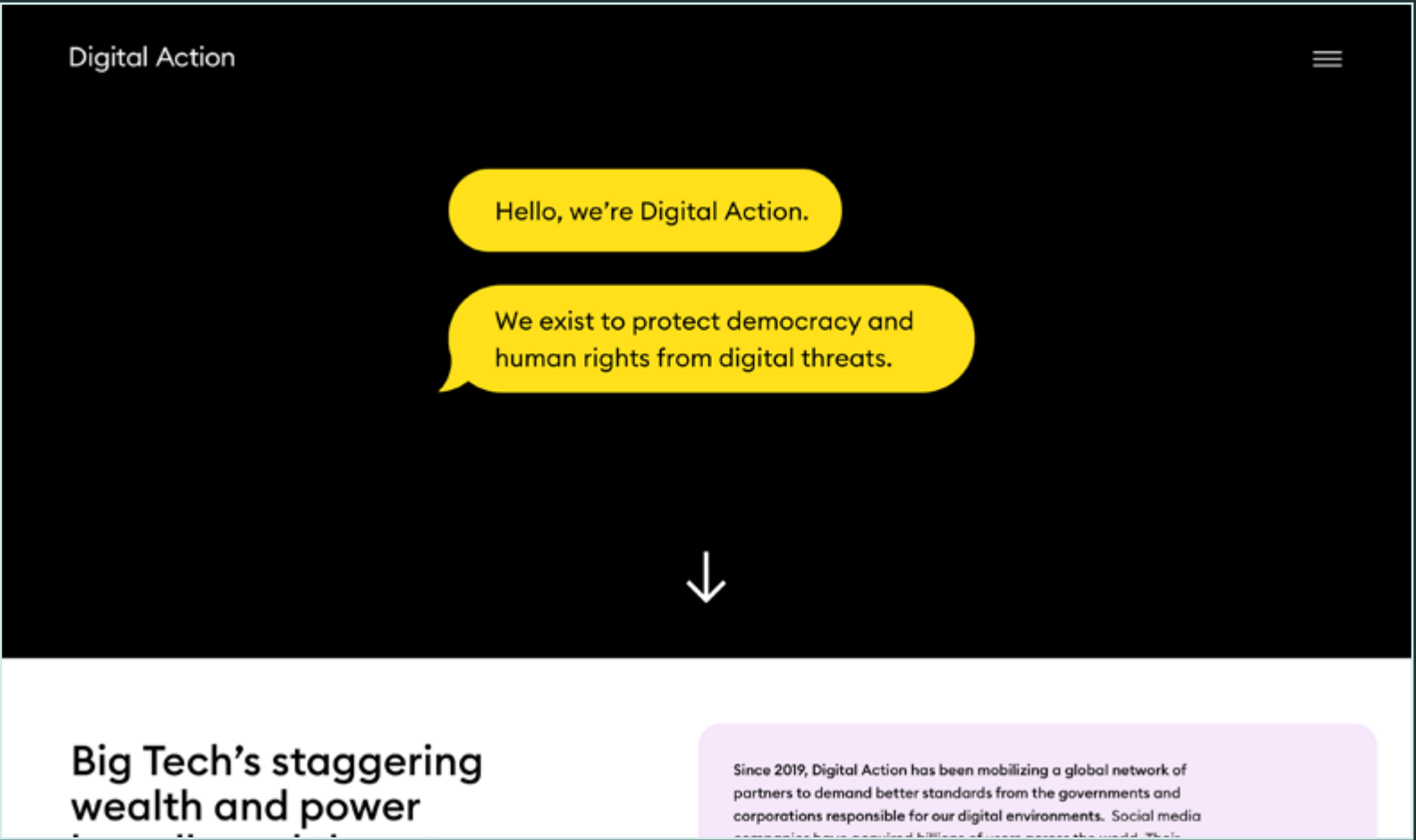


The Merwin Conservancy Partner & Partners

<https://partnerandpartners.com/the-merwin-conservancy/>

Digital Action Leap

<https://leap.eco/work/protecting-democracy-from-digital-threats-and-building-a-fairer-internet/>



Redcat Fisk Projects

<https://fiskprojects.com/projects/redcat>

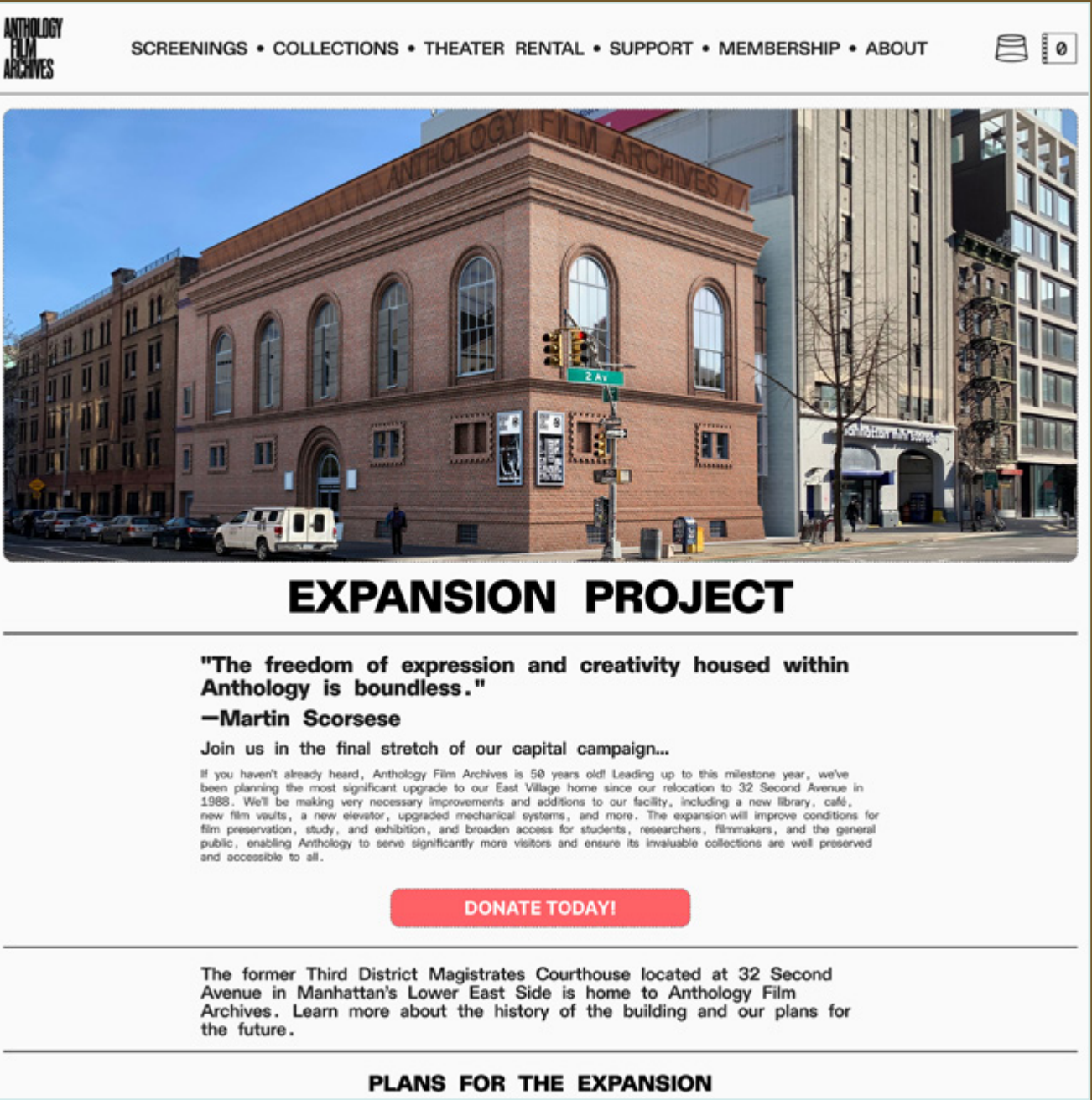
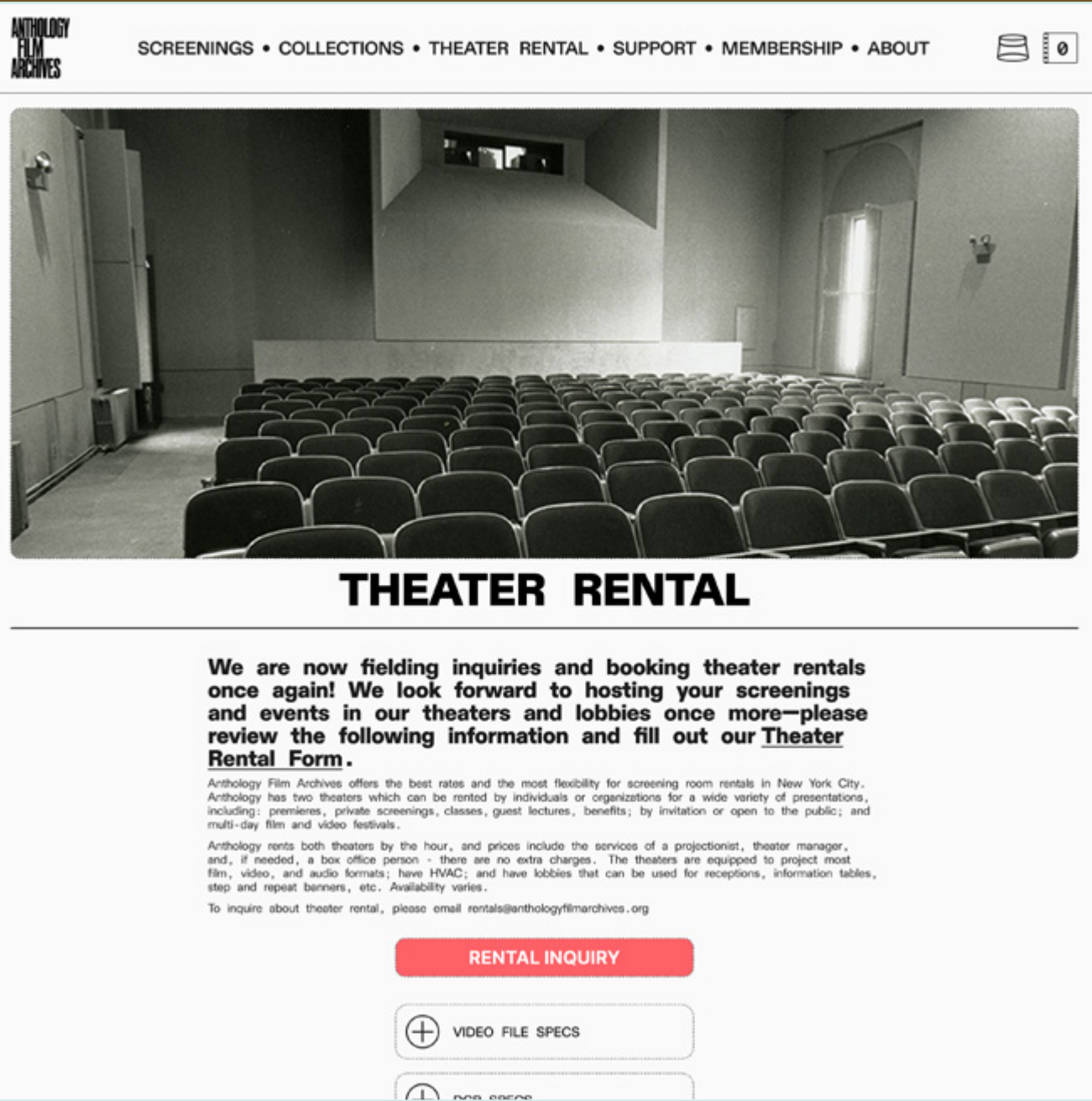
Model Project



Anthology Film Archives Website Re-Design, Fall 2024

Web Design with Jim O’Brien

The Anthology Film Archives website is extremely dated and lacks business-critical functionality, leading to the organization feeling like it’s on a downward trend, neglected. But the business itself is quite successful — AFA is a longstanding cornerstone of NYC film culture. So, in Web Design with Jim O’Brien, I redesigned the AFA site to feel more contemporary, with added functionality for customers buying tickets, a more vibrant visual feel, and greater information density mirroring the high volume of screenings and events at the cinema.



Potential Partner or Audience

This will be a live website at the end of the project, so will be shared publicly to existing and new WGM audiences. However, the site & organization could be better advertised in the world, for example to other crafts groups in the Twin Cities, folk art/craft schools nationally, and media outlets like the American Craft Council, magazines VÄV, Weft, Handweaver, and other similar outlets.

In collaboration with WGM staff & board members, I plan to make a preliminary marketing/advertising plan that can be carried out well into the future.

Beginning with the End

For this capstone project, I plan to:

- create an overarching WGM brand refresh for digital and print, including new typography, color palettes, and brand system & assets (spot illustrations for deployment on the new site). A new WGM logo suite will be commissioned to an external designer during this process.
- design, develop, and deploy a new Wordpress-based site for WGM using a modern, accessible base WP theme, which I will customize extensively with HTML, CSS, JavaScript, and PHP based on the brand refresh – including building reusable content blocks/components in the WP Gutenberg editor, fortifying site security, and integrating business-critical tools (CRM, newsletter, etc.)
- **(post-capstone)** create full admin documentation to facilitate ongoing site maintenance and content-generation
- **(nice to have/optional)** document WGM archives & activities for publication, including photography of archival materials & community activities (will potentially be done with an external photographer under my creative direction)

Tools:

- Figma
- Illustrator, Photoshop, & InDesign
- HTML, CSS, JavaScript, & PHP
- Wordpress + plugin ecosystem
- Accessibility developer tools (e.g. Arc, WAVE, Pa11y) + published WCAG Accessibility Guidelines

Success will mean:

- WGM website launched, even if work continues beyond capstone (it will)
- Business-critical functionality works on day one
- Robust engagement with WGM staff & board so their ideas are reflected in the final design