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

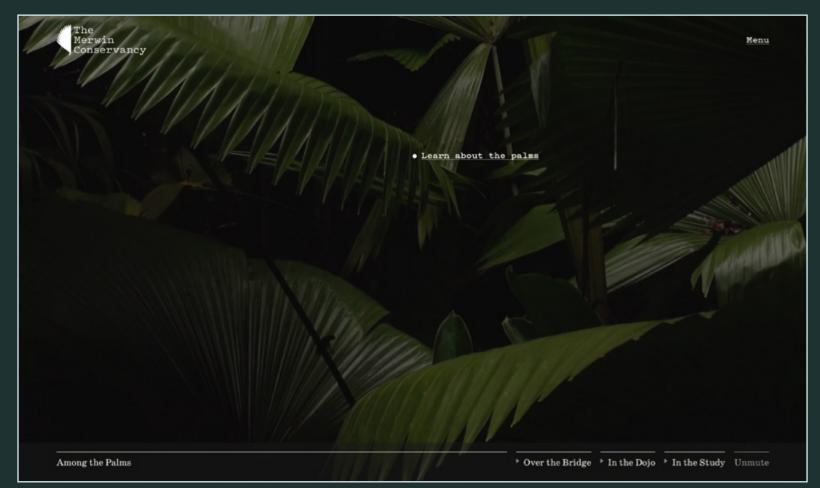
Information I have:

- 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

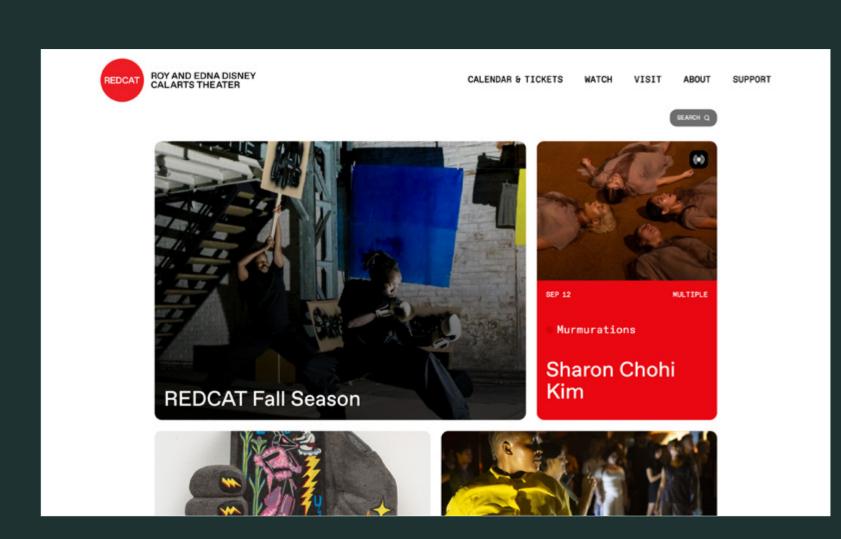
Information I need:

- 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/



https://leap.eco/work/protectingdemocracy-from-digital-threatsand-building-a-fairer-internet/



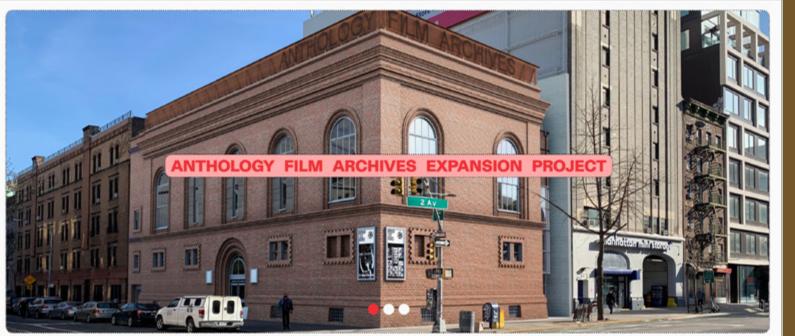
Redcat
Fisk Projects
https://fiskprojects.com/projects/redcat

Model Project



SCREENINGS • COLLECTIONS • THEATER RENTAL • SUPPORT • MEMBERSHIP • ABOUT





THURSDAY NOVEMBER 21





György Kepes: Interthinking Art



Committed Sheila McLaughlin & Lynne Tillman

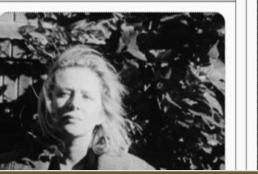


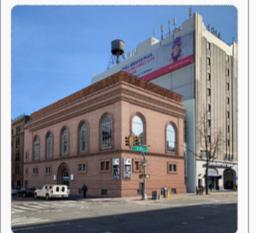


Starring Brad Dourif November 21-30, 2024

there were ever a character actor hall of fame Brad Dourif would belong in the upper echelon. Over the course of a 50-year career, he has distinguished imself as a fearless performer. Never strying away rom exploring the darkest parts of the human psyche, his skill at keeping audiences on the edge of their seats belies a tremendous versatility. Right from the start, with his film debut as the heartbreaking Billy Bibbit in One Flew Over the Cuckoo's Nest (fo which he was nominated for an Academy Award), Dourif has commanded a wide variety of roles, from anti-God preacher (Wise Blood), 19th-century southerner (The Gardener's Son), and early-20th century anarchist (Rogtime), to philosophical alien (The Wild Blue Yonder), possessed serial killer (The Exorcist III), and—the role that cemented his eputation as a horror icon-the pint-sized menace Chucky (Child's Play). His gifts have been recognize -and utilized-by some of the greatest filmmakers of recent years: what other actor can boast of appearing in multiple films by Miloš Forman, Werner Herzog, and David Lynch? Even when working in stacked ensemble casts, in big and small screen projects

This fall, Anthology is proud to celebrate Brad Dourif by presenting a selection of his most remarkable films, with the man himself in person to present creenings of Wise Blood and Horseplayer on October





Anthology Film Archives Expansion Project

"The freedom of expression and creativity housed within Anthology is boundless." -Martin Scorsese

Join us in the final stretch of capital campaign...

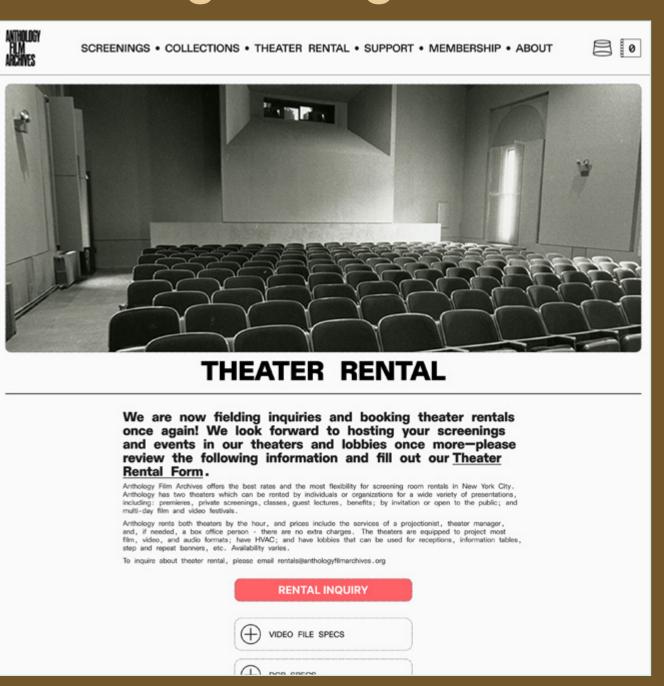
If you haven't already heard, Anthology Film Archives is 50 years old! Leading up to this significant upgrade to our East Village home since relocation to 32 Second Avenue in 1988. We'll be making very necessary improvements and additions to our facility, including a new library, café, new film vaults, a new elevator, upgraded mechanical systems, and more. The expansion will improve conditions for film preservation, study, and exhibition, and broaden access for students, researchers, filmmakers, and the general public, enabling Anthology to serve significantly more visitors and ensure its invaluable collections are well preserved and accessible to all.

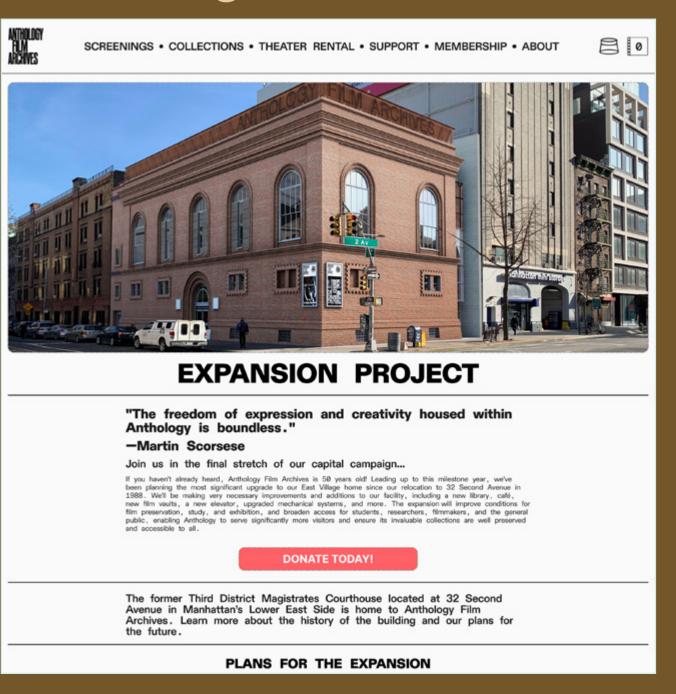
HELP US EXPAND



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