

## Making Money Project

The American dollar is in bad need of a makeover. Thanks to the Dollar ReDe\$ign Project, we may now have some options. Organized by creative strategy consultant Richard Smith, the Dollar ReDe\$ign Project is soliciting ideas for the dollar bill of the future. "Our great 'rival', the Euro, looks so spanky in comparison it seems the only clear way to revive this global recession is to rebrand and redesign," the project notes on its website.

The leading vote-getter for this year's competition (pictured below) was submitted by British duo Dowling/Duncan, which features a unique vertical design.

### Dowling Duncan



Why a vertical format? "When we researched how notes are used we realized people tend to handle and deal with money vertically rather than horizontally," they note on the Dollar ReDe\$ign Project's website. "You tend to hold a wallet or purse vertically when searching for notes. The majority of people hand over notes vertically when making purchases. All machines accept notes vertically. Therefore a vertical note makes more sense."

Mark Gartland submitted the entry below, entitled "America Today." The \$50 bill features (pictured below) Sacagawea, the native American Indian who acted as Lewis and Clark's interpreters and guide. Noting the "cosmetic drabness" of the current dollar bill, Gartland selected various historical icons from including Benjamin Franklin, Abraham Lincoln and President Obama to represent the "diverse fabric" of the U.S.



Self-taught web designer Sean Flanagan submitted "Moving Forward, Looking Back," (below) which hews to many of "base color, size and orientation" of the classic dollar bill, but offers more than a few pleasant upgrades. Flanagan also utilized only American-designed typefaces and says his design would require at least "three different layers of solid ink," a preemptive strike against counterfeiting.



If these money makeovers weren't enough, The Dollar ReDe\$ign Project has even circulated a petition to get the U.S. government to seriously consider their ideas.

Below are some other submitted designs.





**In designing your new look for money, use the following specifications:**

You can design the front of a new \$1, \$5, \$10, \$20 or \$50 dollar bill  
size: 10" x 4.25" (vertical or horizontal)  
resolution: 300 dpi

(If you want to alter the size for a specific reason, consult with Mr. Faltinoski)

When planning your design, consider the following elements that are part of the design for our current paper money:



- The front of the one dollar bill is printed in black. It pictures George Washington, the first President of the United States of America.
- The words that appear on the front are:
  - FEDERAL RESERVE NOTE
  - THE UNITED STATES OF AMERICA
  - THIS NOTE IS LEGAL TENDER FOR ALL DEBTS, PUBLIC AND PRIVATE
  - Washington, D.C.
  - "Washington" (under Washington's portrait)
  - ONE DOLLAR
  - The name of the Federal Reserve Bank where the bill originated
  - Various serial numbers and marks.
  - It is signed by the Treasurer of the United States and the Secretary of the Treasury.

Be sure to have a reason for your redesign. Think about not only the look of the bill, but how it is used, how to discourage counterfeiting, how to appeal to the entire United States population, and anything else you can think of. Use of gradations, varying opacities, and fine-line patterns should be considered by everyone.