

## ART 287 Portfolio & Resume Preparation

# Project 3: Stationary

## ASSIGNMENT BRIEF

The purpose of this assignment is to design a stationary suite of items that contain a business card, a #10 envelope and a letterhead.

### Business card

Design a business card using your identity system. Look at books and online resources to see the wide range of possibilities available. It is important that your business card make a statement. You may design a back with both a front and back design.

You may choose an optional QR code on the back of your business card. QR Codes for Business: <http://www.youtube.com/watch?v=lrd4atihtKk>  
QR Code Generator: <http://goqr.me/>

### Letterhead

Extend your identity design into a standard business size letterhead. You may bleed your design but be aware that this costs more because the design has to be printed on a larger piece of paper and then trimmed. A wide variety of paper for 8.5" x 11" paper is readily available for letterheads and you will need to check with the printer to be sure your paper choice is available for a larger trimmed design as well as "second sheets" – the non-printed sheets used for additional pages.

### Envelope

The majority of small businesses use a standard #10 envelope. There are specific printing and postal regulations that must be observed. An interesting design can be made but a bleed is unrealistic. Standard envelopes are ready-made and boxed. If you bleed your design a custom envelope must be fabricated at an additional expense.

### Illustrator setup for letterhead, envelope and business card

**Size:** Make the document with a single 11" x 8.5" with 0.125" bleed and .5" margin. You will add art boards for the envelope and business card later since they are a different size. You can use the bleed on the business card.

### **Artboards – 3 needed**

- Letterhead - 11” x 8.5” (first art board)
- Envelope – 9.5” x 4.127”
- Business card – 3.5” x 2”

## **GRADING SHEET**

The criteria for evaluation will be how successful you were in completing the required items for the assignment. The individual parts of the assignment will be graded including your research and scanned sketches. Your compositions will be evaluated based on the principles of design. You are expected to review Lynda.com tutorials as part of this process.

Technical control will be evaluated with an emphasis on well-organized digital documents and the careful and successful use of the software.

Please refer to the posted grading sheet to see specifically how your work will be graded.

## **REQUIRED ITEMS FOR GRADING**

### **Illustrator document**

- Original Illustrator document
- PDF

## **DEADLINE**

Please refer to the schedule for deadlines.

**NOTE: These pages will be printed and mounted for the final portfolio presentation. The mounted boards are not due with this assignment.**

## **LATE PROJECTS**

1. This assignment is due at the deadline.
2. Projects will only be graded once.
3. No work will be accepted after the deadline unless there is a valid written medical reason or a family emergency.