

ASSIGNMENT SHEET

DESN 155 – Computer Page Layout – Stationery

ASSIGNMENT:

Create a letterhead document that could be used for letters and other correspondence for Crowe Photography. A letterhead concept has already been suggested with a rough sketch, but a comprehensive layout and final file for print production must be produced. A design for a #10 envelope and business card must also be designed and produced to create a family look between all the components of the stationery.

OBJECTIVES:

This project will provide practice with the document setup, drawing and typesetting tools in InDesign, as well as practice with placing and manipulating images. It will also provide design practice by the creation of variations of a design theme within a family of printed pieces.

REQUIREMENTS:

Letterhead

- Standard letter size document, portrait orientation with 1/8" bleed
- Include provided logo and contact information
- Layout to follow the provided rough sketch leaving ample room for letter content in middle

Envelope

- Standard #10 Envelope size: 9-1/2" x 4-1/8" with bleed
- Match look and feel of letterhead
- Copy should include return address – no phone or web address
- Leave ample room for address and postage, as well as bar codes at bottom

Business Card

- Standard business card size: 3-1/2" x 2" with bleed – may be portrait or landscape
- Match look and feel of letterhead
- Copy should include all information from letterhead
- Also include the following copy:
Michael Crowe
President
mcrowe@crowephotography.com

METHOD:

1. Create a file that is ready for print production of the letterhead component of the stationery. Carefully and accurately follow the sketch and notes provided for the details of the design.
2. Sketch some possible designs that would fit with the design them of the letterhead for a #10 envelope and business card. Be usere to allow space for postage and address on the envlope.
3. Setup two additional InDesign files for the envelope and business card.
4. Print each document with bledds and printer marks included. The letterhead will need to be printed on tabloid size paper. Include a slug area on each document and type your name at the lower left corner of each document in the slug area. Staple pages together.
5. Package files and compress into one ZIP file and e-mail to instructor.

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COPY FOR LETTERHEAD:

Slogan under logo:

Urban Architecture and Natural Landscapes

Contact Info:

5048 Sun Drive, Solamo CA 94533

800-888-1673

www.crowephotogrpahy.com

GRADING RUBRIC

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	Excellent 5 points	Good 4 points	Average 3 points	Below Average 2 points	Poor 1 points	Not Evident 0 points
Letterhead						
• Correct size document, orientation,						
• Bleeds and slug correct						
• Logo and contact information correct						
• Layout follows sketch						
• Functional layout						
• Quality of drawn shapes						
Envelope						
• Correct size document, orientation						
• Bleeds and slug correct						
• Match look and feel of letterhead						
• Correct copy						
• Functional layout						
Business Card						
• Correct size document, orientation						
• Bleeds and slug correct						
• Match look and feel of letterhead						
• Copy should include all information from letterhead						
• Correct copy						
• Functional layout						
Printed Pages						
• Correct size and setup with name and slug						
Digital Files						
• Files packaged and zipped						
• E-mailed correctly						

100 points possible