

ASSIGNMENT SHEET

DESN 250 – Portfolio Review

ASSIGNMENT:

Create your personal stationery design using the logo you recently designed for yourself. The stationery will continue to present your personal brand on a letterhead, #10 envelope, and a standard size business card. These designs will potentially be part of the first impression of you and your brand. As such, they should favorably represent you as a professional graphic designer.

COLOR:

Will be determined by the colors in your logo. Colors should be used consistently across all three pieces to help build the personal brand.

SIZE:

Letterhead:	8 1/2" x 11"	vertical
#10 Envelope:	9 1/2" x 4 1/8"	horizontal
Business Card:	3 1/2" x 2"	vertical or horizontal

REQUIREMENTS:

Letterhead –

- Leave enough space for a letter or resume to be typed. Don't let your graphics be too big and overpowering.
- Include your name (if not in logo), address, phone number, web address, e-mail.

Envelope –

- Use address only in addition to logo – do not include phone numbers or web address.
- You must leave right side open for postage and addressing.

Business Card –

- Must include all the information on letterhead plus your name.

PROCESS:

1. Look at examples of stationery for inspiration.
2. Sketch some ideas to solidify ideas.
3. Create three separate documents in InDesign to the specified sizes.
4. Finalize designs as comp layouts.
5. Business cards will be prepped for printing. Letterhead and envelopes may be professionally printed, or they may be printed on the laser printers in class. Printing options will be discussed in class.

THINGS TO THINK ABOUT:

- Try to be as creative as possible. Try different ideas, but make it appropriate for your brand.
- Look at examples of other stationery for ideas.
- Can you use part of your logo as a graphic design element to make your design more interesting.
- Try to make all three designs look like they belong together for a unified brand. These items are very important to the perception of you as a professional graphic designer.
- Business cards may print on both sides for added expense. Bleeds may be used on cards and letterhead.