

Project 3

PRO DESIGN PRACTICES

George Mason University | School of Art

AVT 413

Fall 2017

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Meetings by appointment

Stationery: Brand Extension

DESCRIPTION

In Project 3 we will continue to design your résumé and explore a personal stationery system for your use in business communications as a freelance designer, or in your efforts to seek employment in your chosen field. Your assignment is to strengthen your professionally designed résumé plus design a cohesive and comprehensive stationery system that will serve to present yourself as a marketable brand. One of the main goals of your system will be to reinforce your professionalism to all you come into contact with.

WHAT TO DO

For this project you will need to create four (4) items in your stationery system:

Letterhead: Though it may sound trite in today's digital world to create a letterhead, keep in mind that formal business communications are still expected to be professional and well-designed. Your letterhead can serve as a medium for basic business communications and as a base for your résumé. It can also be adapted to function as forms (such as an invoice), and other items you would use in a freelance design business. Your letterhead needs to be produced using actual letter text written by you. No "lorem ipsum" allowed.

Size: 8.5"W x 11"H

Color: Full-color

Bleeds: Allowed

Paper: Your final design must be reproduced on the letterhead paper you have chosen for your system

Résumé: You will need to take your initial résumé design and refine it into a piece that will coincide with your stationery system. You can use your letterhead design as the foundation for your résumé design. Your designed résumé should showcase your design skills, your typography skills, and your sense of aesthetics. If you create a résumé different from your letterhead, your résumé must complement your stationery system and must show a design continuum to the system. Your designed résumé should be formatted for printing as well as saving as a PDF. You must use the actual text from your résumé.

Size: 8.5"W x 11"H

Color: Full-color

Bleeds: Allowed

Paper: Your final design must be reproduced on the letterhead paper you have chosen for your system or a complementary paper/media

Envelope: While email has surpassed snail mail over the last decade, designers still need to mail certain information in an envelope. Your envelope needs to incorporate your personal brand and represent a cohesive part of your stationery system. If #10 commercial size, your envelope needs to follow U.S. Postal Service guidelines (<http://about.usps.com/publications/pub25.pdf> or <https://www.pb.com/docs/US/pdf/Microsite/Mail-Services/Custom-Guide-to-Mailpiece-Design.pdf>).

Size: #10 Commercial Envelope or other chosen size (discuss with professor)

Color: Full-color

Bleeds: Allowed

Paper: Your final design must be reproduced on the paper you have chosen for your system

Stationery: Brand Extension

WHAT TO DO

Business Card: This is the workhorse of your stationery system, so it needs to be stylish and impactful. Business cards come in all shapes and sizes and in a variety of materials. Pay special attention to incorporating your brand into your business card, and strive to make it a critical link in your overall system.

Size: Dependent upon final method of reproduction

Color: Full-color

Bleeds: Allowed

Paper: Your final design must be reproduced on the paper/media you have chosen for your business card

WHAT TO SUBMIT

You must submit mounted, high-quality print-outs of your résumé and personal stationery system on the paper/media you have selected. You must mount your résumé, letterhead, envelope, and business card on one (1) super-black mounting board. All mounting needs to be done in a professional manner using rubber cement or spray mount. Maintain a 1" minimum top, left, right, and bottom margin on all mounted work. **DO NOT TAPE OR TACK** your work down—if you do you will receive a failing grade.

All portions of this project must be submitted at the start of class. This project must also be submitted at the end of the semester as a PDF file, included on the final CD/USB submission.

DEADLINE

Monday, October 16, 2017