

Project 4

PRO DESIGN PRACTICES

George Mason University | School of Art

AVT 413

Fall 2017

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Meetings by appointment

Leave Behind: Remember Me

DESCRIPTION

You got the interview, you did your spiel, and you're about to wrap everything up. They already have your résumé, so you can give them an extra copy, but that's just standard operating procedure. You're going to leave your business card with your interviewer, but so has everyone else. What can you do to stand out from the crowd? Leave behind something that reminds the interviewer of you. Leave behind something they can use or display, something that fuses your name to your creative skills. Something that makes them think, "We could use this kind of creativity around here." Project 4 is the Leave Behind. It's your opportunity to create something that brands you and sums up your distinctive style and imagination. It's your chance to put the exclamation point on the interview. It's a great chance to say, "Remember me."

WHAT TO DO

For this project you will need to create a distinctive promotional piece that is customized to you, one that projects the image you are trying to portray to prospective employers. Are you a witty person? Explore that aspect. Are you prolific at packaging? Maybe that's the route you choose. Are you a lover of printed ephemera? Try your ideas out in that realm.

WHAT TO SUBMIT

You must present a high-quality printed mock-up or actual produced piece of your leave behind project in class on its due date (November 13, 2017). 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 high-quality image files, photographed from all appropriate angles, included on the final CD/USB submission.

DUE DATE

MONDAY, NOVEMBER 13, 2017