

P1 SELF PROMO

ART 4640

S_24

START: 01.23.24

END: 02.22.24

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spring_24/4640_S_24](http://shauha.us/MSU/msu/spring_24/4640_S_24)

PROJECT 01 / SELF PROMO

PROJECT DESCRIPTION

The self promo is a physical collection of self representative design elements that will be mailed to potential studios, employers, or other design centric opportunities. It is a container for a personal brand/identity, a representation of design ability, and a gateway to a more detailed website and portfolio.

This project functions not only as an assignment of self promotional design, but will begin the process of a design and identity system that will span across all projects in this course (self promo, portfolio, website).

The unique challenge in self promotional design is to observe a balance between personality and professionalism. Concept should guide your design, every mark and method should be intentional and informed. Do not assume the answer before the process begins! Through research, reflection, and experimentation, you will build a system of design that represents you and your work as appropriately and exciting as possible.

The elements of your self promo include:

Logo/logo mark

Typography system

Texture & color scheme

Resume

Business card

Cover letter/template

Short bio/introduction

Envelope/container

It will be up to you to order material, produce process work and prototypes, document and organize working files and presentations of work, etc.

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CONSIDERATIONS

- Less is more! (this does not mean less work, in fact, quite the opposite. Work and experiment hard so that you can be as intentional as possible)
- Material, process work, prototyping, printing, etc, can and will be expensive, but it is worth it! Keep in mind that you will not be printing a full scale portfolio book, so be prepared to pay for the cost of quality in your self promo.
- The design of a resume is a requirement for the self promo project, but consider excluding the resume in the physical self promo and instead sending onlookers to your website where your resume can be linked for easy viewing.
- In this project, you will be challenged to think outside and inside the box simultaneously. Your self promo design should be eye-catching, exciting, engaging, and experimental, but also functional (like all instances of design).
- Your self promo should be able to be reproduced 25 times or more. Keep this in mind in your process, and be realistic.
- Is it realistic and cost effective to ship your self promo?
- Are you printing? How? Custom paper? From where? Are you incorporating alternative materials? What? How? Etc.
- Be careful with kitsch! The issue is not one of over-designing, but designing intentionally.
- Keep in mind that the system you are developing should not only be a well designed representation of self, but also a container for your work. The frame should not outweigh the work, but act as an extension of such.

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SPECIFICATIONS

*subject to change case by case

LOGO/LOGO MARK -	ICON / 1080 X 1080px WORD MARK / 1920 X 1080px
TYPOGRAPHY SYSTEM -	PRIMARY / HEADLINE FONT SECONDARY / SUB-HEADLINE FONT BODY TEXT / LONG FORMAT FONT
TEXTURE/COLOR -	GRAPHIC / PHOTOGRAPHIC? PATTERN / BACKGROUND TEXTURE? 3 - 5 COLOR SCHEME
RESUME/CV -	8.5 X 11" (US LETTER) BLACK AND WHITE OR MONOTONE SIMPLE, CLEAN, FUNCTIONAL DIGITAL PDF VS PRINT
BUSINESS CARD -	STANDARD SIZE / 3.5 X 2" SQUARE / 2 X 2" or 2.5 X 2.5"
COVER LETTER -	8.5 X 11" (US LETTER) ALTERNATIVE SIZE (IN PROMO)
BIO/INTRODUCTION -	INCLUDED WITHIN SYSTEM STAND ALONE ELEMENT? PRINTED INTO CONTAINER?
ENVELOPE/CONTAINER -	STANDARD SIZE(S) NO LARGER THAN 8.5 X 11" CUSTOM DESIGN CUSTOM/MODIFIED PAPER

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TIMELINE

*suggested areas of focus

01.23.24 - PROJECT START / INTRODUCTION
BEGIN RESEARCH / LOGO SKETCHES

01.25.24 - WORKING / RESEARCH DAY
INITIAL CONCEPTS (3-5)
*LOGO + TYPOGRAPHY SYSTEM
PROJECT 02 / PORTFOLIO / INTRODUCTION

01.30.24 - WORKING / RESEARCH DAY
FOCUS CONCEPTS (1-2)
*LOGO + TYPE + COLOR + TEXTURE + ETC
MATERIAL RESEARCH
PROJECT 03 / WEBSITE / INTRODUCTION

02.01.24 - WORKING / RESEARCH DAY
"FINAL" CONCEPT (LOGO + TYPE + ETC)
*BUSINESS CARD + RESUME + COVER LETTER
MATERIAL RESEARCH / BEGIN ORDERING
PROJECT 04 / EXHIBITION / INTRODUCTION

02.06.24 - PROGRESS CRITIQUE / GROUP 01:
LOGO
TYPE SYSTEM (CHOSEN FONTS)
BUSINESS CARD
RESUME &/OR COVER LETTER
LAYOUT/CONTAINER CONCEPT(S)
PROJECT 02 / PORTFOLIO / AP CHECK-IN

02.08.24 - PROGRESS CRITIQUE / GROUP 02:
LOGO
TYPE SYSTEM (CHOSEN FONTS)
BUSINESS CARD
RESUME &/OR COVER LETTER
LAYOUT/CONTAINER CONCEPT(S)
PROJECT 02 / PORTFOLIO / AP CHECK-IN

P1 SELF PROMO	02.13.24 -	WORKING / RESEARCH DAY
ART 4640		ACQUIRE / ORDER MATERIAL
-----		*REFINE / FINALIZE DESIGN
S_24		*PROTOTYPE ENTIRE SYSTEM
-----		PROJECT 02 / PORTFOLIO / WORKSHOP / GROUP 01
START: 01.23.24		
-----	02.15.24 -	WORKING / RESEARCH DAY
END: 02.22.24		ACQUIRE / ORDER MATERIAL
-----		*REFINE / FINALIZE DESIGN
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-----		PROJECT 02 / PORTFOLIO / WORKSHOP / GROUP 02
	02.20.24 -	FINAL CRITIQUE / PRESENTATIONS / GROUP 01
		PHYSICAL TURN IN OF SELF PROMO:
		ENVELOPE / CONTAINER + DESIGN ELEMENTS
		LOGO + TYPE SYSTEM
		RESUME + COVER LETTER DESIGN
		BIO + INTRODUCTION
	02.20.24 -	FINAL CRITIQUE / PRESENTATIONS / GROUP 01
		PHYSICAL TURN IN OF SELF PROMO:
		ENVELOPE / CONTAINER + DESIGN ELEMENTS
		LOGO + TYPE SYSTEM
		RESUME + COVER LETTER DESIGN
		BIO + INTRODUCTION

		END OF PROJECT 01 / SELF PROMO

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RESOURCES

Research beyond this list! This is just to give you a place to start. Search local and beyond!

dickblick.com
designerstoolbox.com
papersource.com
clearbags.com
paperdirect.com
papermart.com
cactuscontainers.com
uline.com
jampapers.com
stickermule.com
inkbox.com
tattly.com/pages/custom
redriverpaper.com
machinerunner.com
creativepro.com
uppercasemagazine.com
spoonflower.com
French Paper
Neenah Paper Company
Mohawk Fine Papers
Finch Paper
Gilbert Paper
Gmund Paper
International Paper
legionpaper.
Sappi Limited
SMART papers
Stora Enso
Yupo!
Curious Collection
Strathmore