project 03

Objectives

To design a fully operational identity package based off your logo. The identity package will include a letterhead, envelope and a business card. Be sure to use consistent design elements throughout the identity package and pay close attention to detail.

Research

Start by researching successful examples of existing identity packages in books like Print's Best Letterheads and Business Cards or on the web at www.commarts. Pay close attention to linking design elements throughout the identity and how they work together as a group. Did the package use a second font? What kind/size of paper was used? What point size were the fonts? How is the negative space activated?

Process

■ Begin by creating eight thumbnails. Concentrate on branding your system through repetition. Scale contrast will help add visual interest.
- write out all information before starting
- letterhead, card and envelope equals one thumb
- supporting elements must work off your logo
- don't forget about paper and folds as elements
- negative space activation is very important

■ Digitize your concepts using InDesign.
- use tabs and as few text boxes as possible
- package your project to include fonts and imagery

■ Preliminary critiques.
- print using fit to page and cut down
- make wise corrections after each prem critique

■ Critique the finals in class.
- don't include letter text
- finals must be mounted, we'll discuss in class

Due Dates

october

M 01 project 03 assigned
thumbnails assigned
identity lecture

F 05 thumbnails due
InDesign lecture
paper lecture
work in class

M 08 Fall Break—no classes

F 12 —no class

M 15 b&w prints due
prem critique

F 19 color prints due at 100%
prem critique

M 22 color prints due at 100%
work in class

F 26 project 03 due
final critique
project 04 assigned
thumbnails assigned
poster lecture
collect type
start imagery