PR 488 FINAL ASSIGNMENT: FINAL PROMOTIONAL PACKAGE

It's time to design a final promotional package for your company. This package should have 2 or 3 items in it, and you can used revised versions of previous assignments, such as the business card or the brochure. You should design one additional item for this package. Examples include as a booklet, a mini magazine, a mini catalog, a lookbook, or packaging for a product your company makes. Your promotional package should contain information about your company and what services you offer. You may include any additional swag if you wish. You may link to a website from your promotional material if you wish, but it is not mandatory. Digital version of the assignment is due Tuesday, November 27 by 11 a.m. via Dropbox; physical version will be turned in during class. You will present your designs and talk about what you designed and why.

WHAT YOU'LL TURN IN:

- A digital version of all your files.
- A physical version of your package, trimmed properly and assembled properly. How you decide to package everything is up to you; it can be as simple as putting everything in an envelope or folder or box, or you may design your own packaging.

PROJECT SPECS:

- Your package should be as true to life as possible, as if you were really giving it to the public.
- You must turn in a native file type/package for your promotional items, either PSD or AI or InDesign (or a combination of those). Keep all your guides in the file and rasterize your type (Photoshop) or convert your type to outlines (Illustrator). You do not need to trim artwork that is beyond the bleed.
- If you're turning in an InDesign file, you MUST package your files appropriately. DO NOT TURN IN ONLY THE INDD FILE, TURN IN THE WHOLE FOLDER.
- For your physical copy, please trim your project appropriately.

MINIMUM REQUIRED ELEMENTS:

- One of your pieces should have information about your company and one of its services or products. You are allowed to revise your brochure from Assignment 3 to fulfill this purpose.
- You should have one additional designed piece that expands upon one of your services/products. For example:
  - You can design a menu if your company is a restaurant/food company.
  - You can design a mini catalog of products.
  - You can design a mini magazine.
  - You can create packaging for a line of products you might sell. (Does not need to contain an actual product, especially if it's a product that's hard to acquire).
  - You can design a lookbook.
- Your package should have some kind of contact information for your company (email and website at the minimum).

OPTIONAL ELEMENTS:

- Additional swag, like stickers or coasters
- A website page (for example, a revised version of your Assignment 4 microsite)

UPLOADING INFORMATION:

- You will turn in your files via Dropbox upload.
- Before you upload, clearly label your file and make sure your name is on it. Make sure you zip your ENTIRE project folder, links and all.
- Go to the Dropbox link and click "Choose from computer." You will upload the zip file. (This link only allows individual files to be uploaded, not an entire folder, which is why you need to zip the folder first.)
- Dropbox folder closes at 11 a.m. on the nose on November 27.