PR 486 ASSIGNMENT 2:
LOGO & BUSINESS CARD

It's time to design an identity for your record company. You will create a logo for your company and a two-sided business card. Digital version of the assignment is due **Wednesday, February 12, 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 your logo. Must be a Photoshop (.psd) or Illustrator (.ai) file. NO JPGs OR PNGs OR PDFs ONLY PLEASE.
- A digital version of your business card. Must be a Photoshop (.psd) or Illustrator (.ai) file. NO JPGs OR PNGs OR PDFs ONLY PLEASE. You can turn it in as one file or multiple files as long as I can clearly see both sides of your card.
- A physical version of your business card, cut and mounted correctly.
- A physical version of your logo, printed on 8.5 x 11 paper or cardstock.
- A Word doc or Google doc explaining the thinking behind your logo, why you made the design choices you did, the look and feel you were going for, and what you wanted to accomplish visually with your logo. This can basically be a written version of what you plan to say in your oral presentation. 1-2 paragraphs will suffice.

BUSINESS CARD SPECS:

- Standard business card size is 3.5 inches by 2 inches. However, feel free to use your imagination. You can use different shapes or formats so long

as they do not exceed 3.5 inches in height or width. (It still should to be small enough to fit in a pocket or purse or wallet.)

- Your card should have your name, your company name, the logo, and basic contact information. You don't need to put a full physical address, but an email address and/or a website should be there at the very least. (These can be fake emails and websites.)
- You must turn in a native file type for your card. If you did this in Photoshop, turn in two separate PSD files (front and back), or put each side on its own separate layer and label your layers. If you did this in Illustrator, turn in two AI files. (If you used multiple artboards in Illustrator, you will probably have only one AI file, which is OK.)
- Keep all your guides in the file and rasterize your type (Photoshop) or convert your type to outlines (Illustrator).
- For your physical copy, please cut your card to the appropriate final shape. You can try to print both sides on cardstock, but it's easier to print both sides separately and then glue them together before cutting the final version.

LOGO SPECS:
- For the digital copy, you must turn in a native file type for your logo, either PSD or AI. (Your logo is likely going to be done in Illustrator, so it will most likely be an AI file.)
- Center your logo on an 8.5 x 11 document with a white background. If your logo is primarily white, put it in a black square or rectangle and just explain that your logo is meant to be mostly white and that the square is not part of the logo.
- Please outline all your type (Illustrator) or rasterize your type (Photoshop).
- For your physical copy, simply print the logo on 8.5 x 11 quality paper or cardstock. (Cardstock is recommended but not required.)

UPLOADING INFORMATION:
- You will turn in your files via Dropbox upload.

- Whether you turn in AI or PSD files, please make sure you package your file properly. Go to File > Package to create a folder with all your assets.
- Clearly label all your files and put them in one folder. (If you packaged your files, you may have several folders. Put all these folders into a single folder for upload.) Zip up this folder and make sure your name is in the folder name.
- 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 the due date! No late uploads will be allowed. Late assignments will automatically be docked a full grade down. Do not wait until the last minute to upload; our internet on campus is notoriously fickle!