

## 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 **Thursday, February 8, 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.
- A digital version of your business card (both sides in separate files).
- A physical version of your business card, cut correctly.
- A physical version of your logo, printed on 8.5 x 11 cardstock.

### 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 has to be small enough to fit in a pocket.)
- 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 a website should be there at the very least. (These can be fake emails and websites.)
- For your digital file, please add 0.25 inches of bleed around all four edges.
- 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). If you did this in Illustrator, turn in two AI files. 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.)
- No bleed is required for your logo. Make your logo no bigger than 4 inches (height or width), and center it on an 8.5 x 11 document with a white background.
- 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'll already have a ready-made folder.) 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 February 2nd. No late uploads will be allowed.