

PR 488 FINAL ASSIGNMENT: FINAL PROMOTIONAL PACKAGE

It's time to design a final promotional package for your company. This package should have 2 to 3 items in it, and you can use revised versions of previous assignments, such as the brochure or microsite. You can create an all-digital package, an all-print package, or a combination of both. Digital version of the assignment is due Tuesday, November 27 by 11 a.m. via Dropbox; physical version will be turned in during class (if you made a physical package). 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 (if you have physical items), 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.**
- If you are turning in a prototype, please include your XD or Sketch file. These do not need to be packaged, but you are welcome to include any supporting files/graphics just in case.
- For your physical copy, please trim your project appropriately.

EXAMPLES OF ELEMENTS YOU CAN INCLUDE:

For print elements:

- A business card and a revised version of your brochure.
- A menu if your company is a restaurant/food company.
- A mini catalog of products.
- A mini magazine.
- 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).
- A PR box.
- A lookbook.
- Coupons or tickets for a promotion your company is putting on.

For digital elements:

- You can design a website. This should be 3-4 pages. At minimum, have a home page, an about page, and a contact page. If you intend to have a blog or portfolio page, design both the page that will display the portfolio/blog posts and a single portfolio/blog entry page.
- You can design an app, for either desktop or mobile. This should be 3-4 screens and will depend on the nature of your app. At the minimum, have a login screen (if you intend to have people sign up or log in), a landing page, and a page that someone would wind up on if they clicked an element on your landing page.

OPTIONAL ELEMENTS:

- Additional swag, like stickers or coasters.

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.)