

Word

Project 2—Stationary Set

Brief

Write a motto that fits with the look and feel of your small business. Experiment with a few options; the writing of the motto might take a bit of tinkering.

Then, drawing from the framework set in Project 1, and using the same typeface, continue building on your small business identity by extending your design to a full stationary set.

The stationary set includes your business card, a letterhead with matching envelope, as well as a gift certificate.

The logo and motto should fit nicely on each of these deliverables. While the physical sizes of these deliverables are given, the placement of the words, and how those placements affect meaning, are up to you.

The *content* of the gift certificate is a bit of a wildcard, be as generic or as inventive as you like. Of course, inventiveness always gets rewarded in this class!

Schedule

- 9/14 Project 2 introduction

- 9/18 Bring at least 10 letterhead designs with the motto and logo placed in various formats. In class, we will pick one direction from the 10, and also begin talking about ideas for your gift certificate.

- 9/25 Extend the chosen letterhead design onto a business-size envelope. Also, bring to class at least 5 sketches of your gift certificate for 1:1 critique. Instructor to help choose 2 gift certificate ideas.

- 9/28 Build 2 of those 5 gift certificate ideas into fully fleshed out designs. Bring them in for class critique. At this point, letterhead and envelope should be near-completion.

- 10/2 Project 2 due; in-class presentations.

Project Specifications

Formats

- Letterhead, business envelope, A7 card

Color

- Black and white only

Typeface

- One typeface, same as Project 1

Project sizes

Letterhead

- 8.5 inches by 11 inches

Business envelope

- 4.125 inches by 9.5 inches

A7 card (for gift certificate)

- 5 inches by 7 inches

Working Deliverables 9/14–9/28

- Dated print-outs of their working files

Final Deliverables on 10/2

Digital presentation only

- Present either a mock-up or a photograph of your whole stationary set, upload onto shared drive
- Firstname_Lastname_PUCD2025-H_Project2.pdf

PUCD2025 Section H
Word
Project 2—Stationary Set
Sample Grading Sheet
September 28, 2017

Student: _____

	F	D	C	B	A
Effort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concept/Aesthetics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical Skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Feedback:

Final Grade

Effort

Tried different approaches in order to arrive at final design; showed up to class each week with clear and abundant improvements on last week's sketches

Communication

Made it to class with stuff to show every week; responsive to feedback after individual crits, sent emails with process work when asked

Concept/Aesthetics

Concept is unique and inventive and helps to articulate the brand through the use of wit; the look of it is polished and original—not just derivative of trends

Technical Skills

Actual software knowledge; usage of grid; use of negative space and other best-practices to create hierarchy; quality of typesetting w/r/t widows/orphans/rags/hypens/spelling etc.

Presentation

Quality of physical deliverables; quality of presentation to class; ability to pitch the project with confidence