

## **Digital Print Portfolio CA4102**

Instructor: Krishna M. Sadasivam

### **Business Card and Flatbook Page Template Assignment Value: 120 points**

Branding is crucial to your success in marketing yourself within this incredibly competitive industry. Think carefully about your strengths and weaknesses. Think about your career goals. Do you enjoy modeling and texturing? Do your strengths lie in concept art and 2D animation?

Your business card and flatbook will both serve as your branding. Think carefully about usability, readability, and professionalism. Your passion and knowledge for the work you desire must communicate itself through all your self-promotional materials.

#### **Part 1: Create a process blog using Wordpress or Blogger.**

- 1) Customize your Blog, and begin using it to document your work for this class.
- 2) E-mail me the URL of your Process Blog (my e-mail: krishna.at.ait@gmail.com)

#### **Part 2: Develop a logo you will use in all your self-promotional materials.**

- 1) Come up with at least 10 concepts. Think carefully about your logo. Your goal should be to develop a unique logo that speaks to you. It should be easy to read and iconic.
- 2) **Sketch** each logo concept large enough to where we can see it, one page per logo.
- 3) Upload these logo concepts to your Process Blog.

#### **Part 3: Develop a rough draft of your business card.**

- 1) Your business cards should include your name, title, and contact information (e-mail address and website)

**NOTE:** Business cards are 3.5" x 2" full bleed. Use the template provided in class, or download one from any online business card printing company (**overnightprints.com** has PSD templates you can freely download.)

- 2) Upload your first business card to your Process Blog

#### **Part 4: Develop a preliminary flatbook layout template.**

- 1) Make sure that your branding between the business card and flatbook are consistent. Your flatbook page template should include your name, your title and contact information (web URL and email address are sufficient)
- 2) Save a JPEG version of your flatbook layout template
- 3) Upload your flatbook layout template JPEG file to your Process Blog.

### Business Card Rubric:

Execution 20 points	An <b>exceptional</b> visually appealing business card which includes an appropriate name, title, one or more graphics, and email / web contact info. All information is within safe edge for printing.	A visually appealing business card which includes an appropriate name, title, one or more graphics, graphics, and email / web contact info. All information is within safe edge for printing.	Some design issues with card. Information outside of safe edge and /or missing title, contact information	The business card lacks visual appeal and is incomplete.	Not turned in.
Technical Specifications 20 points	All technical specifications (project parameters) followed. Business card contains all pertinent information. Uploaded to Process Blog.	Business card missing one or two minor parameters for the business card. Uploaded to Process Blog.	Misspellings in business card and/or not Uploaded to Process Blog.	Did not follow technical specifications at all.	Not turned in.

Points: /40

### Flatbook Rubric:

Execution 20 points	An <b>exceptional</b> visually appealing portfolio page which includes an appropriate name, title, one or more graphics, and email / web contact info. All information is within safe edge for printing.	A visually appealing portfolio page which includes an appropriate name, title, one or more graphics, graphics, and email / web contact info. All information is within safe edge for printing.	Some design issues with portfolio page. Information outside of safe edge and /or missing title, contact information	The portfolio page lacks visual appeal and is incomplete.	Not turned in.
Technical Specifications 20 points	All technical specifications (project parameters) followed. Portfolio page contains all pertinent information. Uploaded to Process Blog.	Portfolio page missing one or two minor bits of information. Uploaded to Process Blog.	Misspellings in portfolio page and/or not Uploaded to Process Blog.	Did not follow technical specifications at all.	Not turned in.

Points: /40

**Logo Concept Sketch Rubric:**

Concept 20 points	Creative and original. Concept work and process evident, thorough and well planned. More than 10 solid concept sketches shown.	Solid ideas, but not particularly unique. Between 8 - 10 solid concept sketches.	Ideas cliché or derivative. Very little originality present. Less than 8 solid concept sketches shown.	Weak or negligible attempt.	No concept work shown.
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**Points: /20**

**Process Blog:**

Concept 20 points	Process blog set up, customized, and work uploaded and URL e-mailed to instructor	Process blog set up, and work uploaded and URL e-mailed to instructor	Process blog set-up. Work uploaded. URL not e-mailed to instructor.	Process blog set-up, work not uploaded and/or URL not emailed to instructor.	No process blog created
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**Points: /20**

**Total Points Earned: /120**