

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:

Visual Appeal 20 points	An exceptional visually appealing business card. Excellent use of space and strong color choices enhance the appeal.	A visually appealing business card. Minor compositional / color choice issues in card layout	Business card has average appeal. Nothing particularly wrong, but nothing particularly outstanding either.	The business card lacks visual appeal and/or major compositional issues with card.	Not turned in.
Readability 20 points	Excellent contrast between text and background. Font choices complement the aesthetics of the design and are at an easy to read type size.	Good contrast between text and background. Font choices complement the aesthetics of the design and are at an easy to read type size.	Readability issues with the font choice or color contrast between text and background.	Readability issues with BOTH the font choice AND color contrast between text and background.	Not turned in.
Technical Specifications 20 points	includes an appropriate name, title, one or more graphics, and email / web contact info. All information is within safe edge for printing. More than 3 designs shown.	includes an appropriate name, title, one or more graphics, and email / web contact info. All information is within safe edge for printing. 3 designs shown.	Information is outside of safe edge and /or missing title, contact information OR Less than 3 designs shown	Incomplete and/or minimal effort in designing card.	Not turned in.
Professionalism 20 points	All technical specifications (project parameters) followed. More than 3 business card designs are shown. 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. 3 business card designs are shown.	Misspellings in business card and/or not Uploaded to Process Blog. Less than 3 business card designs shown.	Did not follow technical specifications at all.	Not turned in.

Points: /80

Flatbook Rubric:

Visual Appeal 20 points	An exceptional visually appealing flatbook page. Excellent use of space and strong color choices enhance the appeal.	A visually appealing flatbook page. Minor compositional / color choice issues in card layout	Flatbook has average appeal. Nothing particularly wrong, but nothing particularly outstanding either.	The flatbook lacks visual appeal and/or major compositional issues with card.	Not turned in.
Readability 20 points	Excellent contrast between text and background. Font choices complement the aesthetics of the design and are at an easy to read type size.	Good contrast between text and background. Font choices complement the aesthetics of the design and are at an easy to read type size.	Readability issues with the font choice or color contrast between text and background.	Readability issues with BOTH the font choice AND color contrast between text and background.	Not turned in.
Technical Specifications 20 points	includes an appropriate name, title, one or more graphics, and email / web contact info. All information is within safe edge for printing. More than 3 designs shown.	includes an appropriate name, title, one or more graphics, and email / web contact info. All information is within safe edge for printing. 3 designs shown.	Information is outside of safe edge and /or missing title, contact information OR Less than 3 designs shown	Incomplete and/or minimal effort in designing flatbook layout	Not turned in.
Professionalism 20 points	All technical specifications (project parameters) followed. More than 3 flatbook comps are shown. Uploaded to Process Blog.	Flatbook missing one or two minor parameters. Uploaded to Process Blog. 3 flatbook comps are shown.	Misspellings in flatbook comps and/or not Uploaded to Process Blog. Less than 3 flatbook comps are shown.	Did not follow technical specifications at all.	Not turned in.

Points: /80

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 and uploaded to process blog	Solid ideas, but not particularly unique. Between 8 - 10 solid concept sketches uploaded to process blog	Ideas cliché or derivative. Very little originality present. Less than 8 solid concept sketches shown.	Weak or negligible attempt. Not uploaded to process blog.	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: /200