



**Project Details:**

**Name:**  
Identity Package

**Dimensions:**  
Up to you

**Due:**  
10/13

**Required:**

- 1. Logo, Business card, Letterhead, Envelope
- Folder
- Promo card
- Resume
- Packaged INDesign file
- Sketches and ideas must be shown to instructor prior to the final design
- Separations of Letterhead
- High Resolution PDF
- Paragraph explaining design

# Self Identity Package

## 200pts

### PROJECT DESCRIPTION

Create a identity package for you as a designer. It is to include; Logo, Letterhead, Business card, envelope, promotional card, designer resume/capabilities brochure, and container to hold all material.

**Design:** All the collateral needs to fit the image that you will be creating.

Logo, business card, and letterhead: Logo created and used on all collateral. The letterhead, business card, and envelope can be any size, but remember postal regulations

Promotional card: is something that will promote you as a designer

Resume/Capabilities Brochure: Something that shows what you can do as a designer. It has to show at least 4 designs that you have done (can be school pieces). It also has to have some sort of bio or resume portion to the design

Container: is anything that you could mail out or send that hold all of this collateral, for example, a folder.

**Size:** Logo (any size)  
Business card (any size)  
Letterhead (any size)  
#10 Envelope (standard is 4-1/8" x 9-1/2, but can be any size)  
Promo card (any size)  
Designer resume (any size)  
Container (any size as long as it fits your material)

### SCHEDULE

**Week one (9/29):** Bring in concepts/sketches/photos/illustrations based on the observations that you made.

**Week two (10/06):** Have concepts and comps ready to show.

**Week three (10/13):** Bring in final printed project for final critique  
Have project cut to the edge and ready for presentation.  
Have the packaged InDesign file and pdf on the server at the beginning of class under To be graded/Project 1

NAME		DATE SUBMITTED	
01	Concept		/35
02	Overall design of logo		/20
03	Overall design of all collateral		/20
04	Type treatment		/10
05	Was the solution creative		/10
06	Use of color		/10
07	Cohesiveness of all pieces		/30
08	Presented in a professional manor		/10
09	Paragraph explaining your design decisions on the material you designed		/10
10	InDesign File (points below make up total points)		/45
11	a. All fonts and Images collected		/5
12	b. All unused colors deleted		/5
13	c. Document is the right size for the given design		/5
14	d. Separations (for business card, letterhead, and envelope)		/5
15	e. All images are CMYK		/5
16	f. Uses the correct file types (.tiff and eps)		/5
17	g. Any image that is beyond the page boundaries is at least .125		/5
18	h. 2 color (logo)		/5
19	i. PDF's		/5
20			
21	<b>Incomplete (- 50%), Late: (-20 points)</b>		
22	<b>Final Score:</b>		<b>/200</b>
23	<b>Percentage:</b>		<b>100%</b>
24	<b>Notes:</b>		
25			
26			
27			
28			
29			
30			
POSSIBLE POINTS		200-180 A	179-160 B
		159-140 C	139-120 D