

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 portfolio layout template.

Determine if you are planning to make a bound book or a regular (nonbound) flatbook portfolio.

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

5) **If you are making a bound book**, research print on demand companies and choose a standardized size. Then, with the size in place, design the front and back cover, making sure to include your name, title of the book, and contact information on the back cover.

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 are easy to read, but there may be minor typography issues.	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.	includes an appropriate name, title, one or more graphics, and email / web contact info. All information is within safe edge for printing.	Information is outside of safe edge and /or missing title, contact information OR there is a misspelling on the card.	Incomplete and/ or minimal effort in designing card.	Not turned in.
Professionalism 20 points	More than 3 business card designs are shown. Designs reflect careful thought and planning. Uploaded to Process Blog.	3 business card designs are shown. Uploaded to Process Blog.	Less than 3 business card designs shown. Uploaded to Process Blog.	Design not uploaded to process blog, but shown in class.	Not turned in.

Points: /80

Flatbook Rubric (if making an 11 x 17 portfolio with page inserts):

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.	includes an appropriate name, title, one or more graphics, and email / web contact info. All information is within safe edge for printing.	Information is outside of safe edge and /or missing title, contact information OR there is a misspelling.	Incomplete and/ or minimal effort in designing flatbook layout	Not turned in.
Professionalism 20 points	More than 3 flatbook comps are shown. Each are strong designs that reflect careful thought and planning. Uploaded to Process Blog.	Uploaded to Process Blog. 3 flatbook comps are shown.	Uploaded to Process Blog. Less than 3 flatbook comps are shown.	Flatbook comps shown in class, but not uploaded to process blog.	Not turned in.

Points: /80

Book Front and Back Cover (if making a hardbound book):

Front Cover 20 points	An exceptional visually appealing front cover. Cover is striking, visual compelling and draws the viewer in. All information is within safe edge for printing.	A visually appealing front cover All information is within safe edge for printing.	Some design issues with front and/or back cover. Information outside of safe edge and /or missing title, contact information	The front and/or back cover lacks visual appeal and is incomplete.	The front and/or back cover lacks visual appeal and is incomplete.
Back Cover 20 points	Back cover design is attractive, consistent with the front cover and compliments the student's area of focus. Back cover includes name, title, one or more graphics, and email / web contact info.	Back cover design is attractive, consistent with the front cover. Back cover includes name, title, one or more graphics, and email / web contact info.	Back cover design is consistent with the front cover. Back cover includes name, title, one or more graphics, and email / web contact info.	Back cover design lacks consistency with the front cover. Back cover includes name, title, one or more graphics, and email / web contact info.	Back cover does not include student's name, title, one or more graphics, and email / web contact info.
Page layout 20 points	Sections of book are clearly marked. Chapter headings are consistent and attractive in appearance. Type matches other promotional materials.	Sections of book are marked. Chapter headings are consistent in appearance. Type matches other promotional materials.	Sections of book are marked. Chapter headings are inconsistent in appearance. Type matches other promotional materials.	Book is not divided into related section. Chapter headings missing. Type is not consistent with other promotional materials.	No page layout shown.
Professionalism 20 points	More than 3 front and back cover comps are shown. Each are strong designs that reflect careful thought and planning. Uploaded to Process Blog.	Uploaded to Process Blog. 3 front and back cover comps are shown.	Uploaded to Process Blog. Less than 3 front and back cover comps are shown.	Cover comps shown in class, but not uploaded to process blog.	Not turned in.

Points: /80

Personal Branding Concept Sketch Rubric:

Concept 20 points	Creative and original. Concept work and process evident, thorough and well planned. A variety of logo explorations are shown. 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