Logo and Business Set Assignment

Your assignment is to create a business set (logo, business card, letterhead, and envelope) for a fictitious company created by a student in the Business Management and Ownership class. Use Illustrator to create the logo, and InDesign to layout the business card, letterhead, and envelope.

You can find examples of business sets in the books your instructor has available and in the work examples folder on the p:/ drive. You can also research stationery set designs at

- http://designshack.co.uk/articles/graphics/50-fantastically-clever-logos
- http://www.mannastudio.com/print/print_portfolio.html
- http://www.webdesignerdepot.com/2009/05/100-really-creative-business-cards/
- http://logodesignerblog.com/creative-business-cards-design-inspiration/
- http://www.youthedesigner.com/2009/01/23/30-new-slick-business-cards/
- http://www.123print.com/Business-Cards
- $\bullet \quad \underline{http://www.stocklayouts.com/Templates/Free-Templates/Free-Sample-Letterhead-Template-Design.aspx}$
- http://blog.uprinting.com/30-sample-company-letterhead-design-pieces-for-inspiration/
- http://www.youthedesigner.com/2009/12/22/83-crazy-beautiful-letterhead-logo-designs/

When developing your pieces, use this table to determine content of each piece.

	Business	Letterhead	Envelope
	card		
Company name	X	X	X
Logo	X	X	X
Company tag line	X	X	
Person's name	X		
Person's job title	X		
Company address	X	X	X
Company city, ST zip	X	X	X
Company phone #	X	X	
(including area code)			
Email Address	X		
Website	X	X	

Specific Requirements:

- Create a "business set" folder.
- Draw the company in which you plan to create the business set.
- Create sketches (see below for details).
- Create your logo in Illustrator.
- Create the business card, letterhead, and envelope in separate InDesign files.
- Export each document as a pdf file (including logo)
- Combine the files into one pdf file using Adobe Acrobat Professional.
- When all of the above is completed, copy the entire folder to the p:/drive.

Logo:

- Sketch three (3) logo ideas on blank paper. Get feedback on your sketches from teacher and decide which one that you want to create.
- Use Illustrator to create.
- Save as ai file. Export as a pdf.
- Turn in sketches.

Business Card:

- Sketch two (2) business card layouts on blank paper. The dimensions are 3.5" X 2". The general orientation is landscape, however, you may choose to use portrait. Get feedback on your sketches from teacher and decide which one that you want to create.
- In InDesign, set up your business card. Use the dimensions above for your document size. Change margins to .125 all around. If you plan to use bleed, change the bleed settings to .125 also.
- Place the logo in InDesign (ai file)
- Get teacher and one peer comments. Make recommended changes.
- Save as indd. Export as pdf.
- Turn in sketches.

Letterhead:

- Sketch one letterhead layout. This should follow the same "style" as the business card.
- In InDesign, set up your letterhead on letter-size (8.5x11) paper.
- Margins are up to you but no text should be outside .25" margin.
- Get teacher and one peer comments. Make recommended changes.
- Save as indd. Export as pdf.
- Turn in sketch.

Envelope:

- The envelope should follow the same "style as the business card and letterhead.
- In InDesign, set up your envelop. The envelope dimensions are 9.5 x 4.125.
- Return address should fall in the upper left-hand corner, with at least .125" margin, top and left.
- Get teacher and one peer comments. Make recommended changes.
- Save as indd. Export as pdf.

Category	Poor (1)	Fair (2)	Excellent (3)
Creativity x3	Student is not creative in their	Student is creative in their	Student is creative in their thinking and
	thinking and their final production	thinking, but they haven't gone	demonstrates outside the box thinking.
	doesn't demonstrate outside the	through or demonstrated a creative	It is evident the student had a creative
	box thinking. Student went with	process. They didn't explore many	process in their work and explored
	the expected in their final project.	possibilities and just went with the	many possibilities and didn't just go
		expected	with the expected.
Sketches x3	Only 1 finished and sketch doesn't	Not all sketches finished or	All sketches finished and include detail
	include details	sketches don't include details	(3, logos, 2 business card, 1 letterhead)
Simplicity x2	Multiple minor mistakes	One instance of principle not being	Strong, obvious use of principle.
	concerning principle or one glaring	used effectively or not used when	Principle s used effectively and when
	mistake made	appropriate principle looks sloppy.	appropriate
Contrast x2	Multiple minor mistakes	One instance of principle not being	Strong, obvious use of principle.
	concerning principle or one glaring	used effectively or not used when	Principle s used effectively and when
	mistake made	appropriate principle looks sloppy.	appropriate
Repetition x2	Multiple minor mistakes	One instance of principle not being	Strong, obvious use of principle.
•	concerning principle or one glaring	used effectively or not used when	Principle s used effectively and when
	mistake made	appropriate principle looks sloppy.	appropriate
Alignment x2	Multiple minor mistakes	One instance of principle not being	Strong, obvious use of principle.
8	concerning principle or one glaring	used effectively or not used when	Principle s used effectively and when
	mistake made	appropriate principle looks sloppy.	appropriate
Proximity x2	Multiple minor mistakes	One instance of principle not being	Strong, obvious use of principle.
·	concerning principle or one glaring	used effectively or not used when	Principle s used effectively and when
	mistake made	appropriate principle looks sloppy.	appropriate
Professionalism	Work not submitted to the	Work not submitted to the	Work submitted to the appropriate
x 3	appropriate network drive or no	appropriate network or paperwork	network drive and scoring
	paperwork.	(scoring guide/ sketches/drafts)	guide/sketches/drafts turned in.
		not turned in.	
Typography x3	Minimal attention is paid to	Minimal attention is paid to	Attention is paid to typography and
	typography and business set lacks	typography or business set lacks	business set reflects good font choices
	good font choices and character	readability or font choice clashes	and character adjustments (tracking,
	adjustments (tracking, leading,	with message.	leading, etc) that tell the message and
	etc).		are readable.
Unity x 2	Business set doesn't work as a	Business set needs more unity	Business set works well together and
·	singular piece. Each piece stands	across all 3 pieces. Each piece	looks like a unified set. Each piece
	alone and doesn't compliment.	lacks unity with the others.	compliments the next piece.
Requirements	No combined PDF file.	Incorrect dimensions or not all	All finished pieces are at the
x3	Incorrect dimensions.	files included in combined PDF	appropriate dimensions
		file.	Letterhead Dimensions: 8.5" x 11"
			Envelope Dimensions: 9.5" x 4.125"
			Business Card Dimensions: 3.5" x 2"
			PDF files combined into 1 PDF file.
Overall	Sloppy design.	Overall average impression.	Professional level work.
Impression x4			
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		Total	/93