PROJ. 02

GUIDELINES

MIDTERM PROJECT

STATIONERY PACKAGE

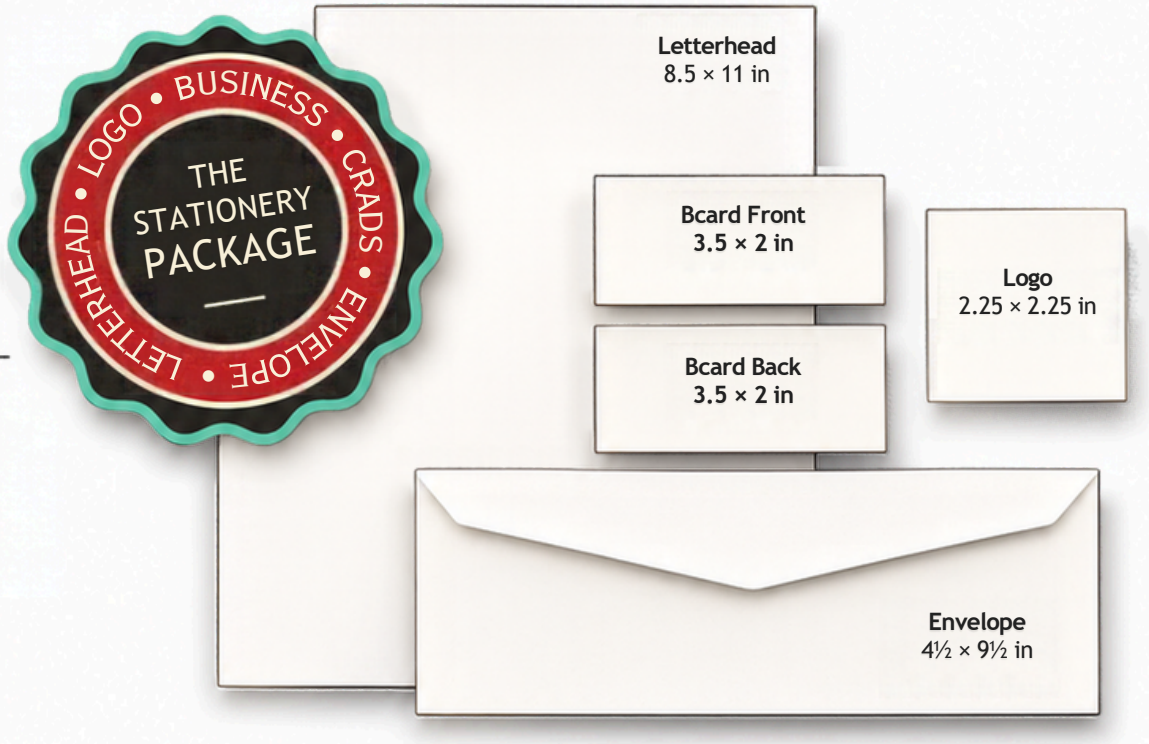
Theme: Your own business stationery to promote your services and get known.

INCLUDES:

- Logo
- Business Card
- Letterhead
- Envelope

SPECS:

- Logo: 2.25 × 2.25 in
- Bcard: 3.5 × 2 in
- Ltrhead: 8.5 × 11 in
- Envelope: 4½ × 9½ in



PROJECT PHASES & CLASS DATES

WEEK 9 / NOV 5 Project Launch	• Introduce Project 2 and review guidelines. • Explore four logo types and the lettermark focus. • Select a new critique partner.	**ASSIGN:** Creative Brief & Logo Sketches
WEEK 10 / NOV 12 Logo Critique 1	• Review sketches and initial concepts. • Discuss design direction and refinements. • Introduce business card requirements.	**ASSIGN:** Two Logo Drafts & Business Card Drafts
WEEK 11 / NOV 19 Logo Critique 2 + Business Card	• Critique revised logos with business cards. • Evaluate typography, spacing, and consistency. • Choose and finalize your logo direction.	**ASSIGN:** Finalize Logo & Card Begin Letterhead & Envelope
NOV 26 Thanksgiving Break	*No Class.*	
WEEK 12 / DEC 3 Letterhead + Envelope	• Review letterhead and envelope designs. • Evaluate overall consistency and layout. • Discuss final presentation details.	**ASSIGN:** Final Revisions & Presentation Prep
WEEK 13 / DEC 10 **MIDTERMOLOGY** **FINAL PRESENTATIONS**	• Present your complete stationery package. • Logo, business card, letterhead, and envelope. • Explain your design decisions and revisions.	