

budget (1 of 2)

Remember to think BIG. Think long-term. At every point in a campaign, everything must look both back to its foundation (brand positioning) but also forward in order to evolve within the consistency of a brand. You must meet deadlines in a linear manner, but you can adapt, move, change the details...make things perfect before everything goes out. You should be obsessing about this. You should not be able to get your mind off of the end goal. Constantly observe, absorb, question, imitate and originate. Your mind should not rest and your sketchbook/job hunt journal should be the witness.

objectives As you will soon find, reality of time and money may at first stomp all over your creative visions; however, it isn't such a quick death. A trick to the visual problem-solving that is graphic design is how to produce creative designs within a budget. Therefore, this worksheet is a skeleton with a few suggestions. Do NOT spend any money on anything until you speak with me.

problem Provide prices for 50 pieces. You may do 1, 2, or 3 tiers (see Job Hunt Journal under "Prioritize"). In total, there must be 50 pieces.
In other words, you could do 1 tier and have the price for 50 of pieces.
Or you could do 3 tiers:

- 5 would be expensive and be hand delivered (or as best you can) to the TOP places
- + 25 would be more affordable but still really nice
- + 20 could be just paper and an envelope.

BUSINESS CARD IS AN EXCEPTION (see next page)

presentation Do research and present typed version printed with name on the top that will be turned in as a PDF. Therefore, do this in InDesign or Word.

evaluation You will be graded on the following:

- Directions were followed accurately.
- Ambition - How much did you challenge yourself? Did you plan your time well? How much research did you do?

schedule **Mon Sept 11th:**

- Logo tight color sketches DUE.
- Begin Visual Identity, Visual Guidelines, Budget 1

DUE Mon Oct 2nd, 3pm: Visual Guidelines PDF and Budget 1 research
Begin Section 2: Cover Letter and Resumé

Final typeset Budget DUE in Brand Book (project sheet to come).

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- tips
- Paper matters more than you may think!!! I would rather see black and white printing on a nice thick paper than color on some boring glossy laser stuff.
 - Know if you can include bleeds or not. Know margins.
 - Many professional presses online or in town need a small quantity before it's worth using. Think if this is a good idea for you right now. Often it is not because you may change your contact information before you use up the paper.
 - Remember that your contact information should be unrelated to A-State from this point forward. Do NOT turn anything into me that is blahblahblah@smail.astate.edu. Get another account through gmail or something like that. Have the username be your name or something that works with your company. Don't be random.
 - Don't let this project's required information limit you! These are basic guidelines you must answer. Go beyond!

identity system
requirements

Letterhead

Résumé

Cover Letter

- DO NOT INCLUDE YOUR ADDRESS. Include your name, website, and e-mail address. Maybe your phone number....maybe. And/or your social media handles.
- Maybe it's one at a time on really cool paper you get from Hobby Lobby that you run through your ink jet. Maybe it's something you print out on Laser printers at Office Depot. Maybe it's something you order online. Maybe you have connections at a local print shop. PRICE IT OUT. Think of your options. Be aware of color and paper choices available to you - see prices on all the choices available to you.
- **Price for 50 is required.**
Extra Credit: find printing prices for 100, 250, and 50

Envelope

- As much as I wish you could produce amazing envelopes, this may be the one piece where you purchase normal envelopes in a paper that matches or at least complements your letterhead and biz card. (But I could be unaware of what is out there! Research!)
- Also look into printed labels you could do of your logo. THINK about solutions!
- **Price for 50 is required.**
Extra Credit: find printing prices for 100, 250, and 50

Website

- You need to purchase a domain eventually. You can do this through sites like weebly.com if you are using their template. If you have files you have created on your own, I suggest godaddy.com. Find out what this will cost.
- See if your planned domain name is available.

Business card

- I suggest NOT including your address. People don't communicate with snail mail anymore, you will probably be moving soon, and it's not safe. Include your name, e-mail address, website, phone number. Social media handles are a good idea too.
- Here is the piece worth investing in a printer. I suggest vistaprint.com. You will use these. Remember....always always always have a business card. ALWAYS.
- **Get prices for 250, 500.** Any fewer will be a waste of money. Handmade business cards almost always look horrible unless you are a talented printmaker. *If you are going to print your own via letterpress, etc. please see me. I will allow a smaller print number for you.*