

budget

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 You could have the best design, but it will fall short if the paper is poor. Though high-quality printing is expensive, it's a worthwhile investment on certain pieces of collateral. What used to be a free-for-all individual hunt for paper and printing for this project is now a more dictated process. However, students are always free to go beyond these minimum requirements, take advantage of printing connections, and problem-solve in other ways.

problem Even if you do a direct copy-paste of the required pieces and suggested sources, you will need to display evidence of the research in your Brand Book. Therefore, do this in InDesign or Word. Name file **YOUR LAST NAME_Budget_SPG20**.

- tips**
- **Paper on all pieces should match or intentionally complement each other.**
 - 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. You are a designer. The paper on which you print your professional materials is the first test to your skills when somebody meets you. I cannot stress how important this is.
 - Know if you can include bleeds or not on professionally printed pieces. Know margins on laser or ink jet printers you plan to use.
 - **Paper Stock and Weight** must be specified on all pieces.
 - > Remember that the color of paper affects the color of the ink.
 - > Remember the coating (or lack of coating) on the paper affects the color of the ink.
 - > Size must follow those directed on Visual Identity.
 - > Consider emboss, foil stamps, duplex stock, and more!
 - **Bleed (or no bleed)** must match the design you have for your letterhead. In other words, if you have a bleed on your business card design, then the cost must match this.
 - If you are going to print your own of anything via **letterpress**, etc. please see me asap. If done well and match other collateral, it's brilliant. However, most handmade business cards almost always look horrible unless you have prior experience at printmaking.

business card **100 minimum** Business Cards (VistaPrint Ultra Thick Regular or similar quality)
= \$40 + Shipping [SUGGESTED SOURCE](#)

letterhead **25 sheets minimum** (more suggested) professionally printed letterhead (VistaPrint or similar)
= \$25 + Shipping [SUGGESTED SOURCE](#)

see next page

envelope 25 blank colored #10 Envelopes + Shipping (Hobby Lobby may have something too) =
See multiple options for this. [CHEAPER SOURCE](#) [MORE EXPENSIVE SOURCE](#)

Optional Stickers or Rubber Stamp to professionally address Envelopes + Shipping

- > **1 Rubber Stamp** of logo and black (or brand color) **1 ink pad**.
- > **Sticker** of full-color logo. (Remember that there are stickers on clear paper!)
Price for 50 and 100 stickers.
- > **Sticker** with logo and return address.
- > *Some other option that completes objective.*

Remember where a return address can go on envelopes in the U.S. and usually work just fine.
Take advantage of this!

- website
- You must purchase a **domain** and **server space** for your website. You can do this through CMS sites like Wix if you are not a Digital Design major.
 - **Price for domain and server space is required for 1 year.**
Explain in whatever way makes sense. For example, Wix would have a package deal, while a hand-coded site would require separate sources.
 - Prices listed on syllabus:
 - > Domain (GoDaddy or similar) = \$14.99/year. Domain must be purchased.
 - > Server Space = cost depends on how one builds the site.
 - > **NO FREE SITES ALLOWED**, unless absolutely no outside ads will ever be present.
 - > The CMS site Wix charges \$17/month for its Combo site, but includes a free domain for a year.

schedule **Wed Feb 5:**

- Begin Budget.

Date TBD. See Slack as time approaches.

- Visual Guidelines midway critique with Budget.

Mon Mar 9:

- Correctly named Budget PDF DUE in shared Google Drive folder under **SECTION 2 : BUDGET**. *File : Export from PDF; File : Save As PDF from Word.*

evaluation You will be graded on the following:

- Directions were followed accurately.
- No misspellings. SPELL CHECK.
- Business Card budget complete per correct specifications.
- Letterhead budget complete per correct specifications.
- Envelope budget complete per correct specifications.
- Website information complete per correct specifications.
- Ambition - How much did you challenge yourself? Did you plan your time well?
How much research did you do?