leave-behind

**overview**  A leave-behind is like a self-promotional piece that you (obviously) leave behind after meeting someone. Though these can be something as simple as a business card or self-promotional piece of merchandise, this project demands a leave-behind that shows examples of your portfolio work showcased within your brand standards and supplies contact information. Because these can become costly, budget is also kept in mind.

> As a freelancer, your name – or business name if you have one – is your brand. Just like with any other company, it takes marketing chops to make sure clients know about you, your services, and how to make contact if they are interested in working with you. That's where having a good leave-behind comes in… Leave-behind items are important for all freelancers, including designers for print or web....A leave-behind is an important reminder of who you are and what you do. A good leave-behind may be something a potential client holds on to for months – or even years – and uses to come back to you for work at a later date.[1]

**objective**  This piece must be a tangible work a person wants to keep. The reason someone may want to keep this is (hopefully) due to the nice hand-written note you include.

There are *many* other options available for self-promotional (before the interview) and leave-behind pieces, often being a key point to obtaining an interview or keeping a connection; however, the amount of time *and cost* to do well has caused this class to only require the work described below. Any further work a student would like to do for this class is welcome; however, one should be aware of all of the work loaded on you right now. You can always take the time and money to develop something great after this class is finished.

**specs**  A rack card will be used. Design both sides, leaving a space to write a small note.
> *Why not a postcard?*
> > Even a large 5in x 7in postcard only allows one side to be used for artwork.
> > The reason for this piece is to physically leave it behind as you exit your interview. If you have Skyped an interview or need to mail it, the rack card fits comfortably in the #10 envelope you have already developed.

1. Go **here** (VistaPrint) for the product linked on your syllabus.

2. You are using **Premium**, though the paper stock beyond that is up to you.

3. See **Product Specifications** on page : **Product Specs**.

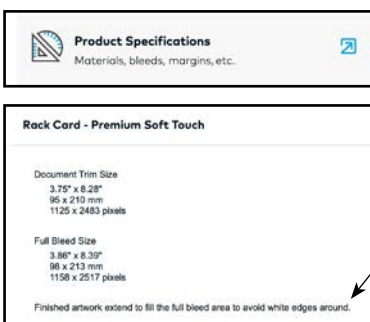4. Choose the paper type you would like and follow the specs provided.
   Vista Print demands all work goes to the edge of the page, so pull your bleeds
   *For example, if I chose Premium Soft Touch, 50 would cost $24.88 (+shipping).*
   > *The Document Trim Size is 3.75 inches x 8.28 inches.*
   > *(When you begin your new document in InDesign or Illustrator, type in "3.75 in" and it will respond with the correct size, even it's defaulting to picas or pixels.)*
   > *The artwork when bleeds are pulled is actually 3.86 inches x 8.39 inches. This (.86 - .75 = .11) is a bit less than 1/8 inch (1÷8=.125), but more than 1/16 inch (1÷16=.0625).*

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[1] https://designshack.net/articles/freelancing/the-importance-of-a-leave-behind-for-clients-top-tips-advice/

The following are required, in whatever order you deem appropriate.

- **At least 5 pieces** from your portfolio. This could mean:
    > 1 "piece" = many pieces per Portfolio Math. (A full ad campaign with its legs.)
    > Or 1 "piece" = the best piece from that work. (1 ad from that ^^^ campaign.)
    > It all depends on your leave-behind, its construction, and flow of the materials.
       However, do not consider "5 pieces" as 5 items from the same work.
      (In other words, do not put 5 ads from the same campaign and call it done.)
    > *Obviously, this is work that has been approved already in this class. If you don't*
       *have all 10-12 pieces to choose from yet, just design with placeholders.*
  Be sure the items are shown **large enough to make sense**. Though details of work
  (vs. full view) can be explored, these rarely turn out as well as one hopes unless the
  work is from an illustrator or photographer.

- Your **visual brand**. In other words, your logo should be included and all elements
  that hold your portfolio pieces should follow your brand's Visual Guidelines and tone.
  This does not mean that each portfolio piece follows the guidelines, but the "container"
  of this information must follow your brand.

- **Website**
    > *http://* should not be included in print.
    > *www.* may or may not be included - your choice.
    > *.com* or other is obviously necessary.

- **Phone number**
    > Include your area code, but remember all the ways you can show the number.
       901-256-3000 ; 901 256 3000 ; [901]256-3000 ; 901|256|300 ; etc.

- **Social media** @handles your brand uses.
  (Yes, LinkedIn matters even if you don't feel like you use it.)
    > 🔲 LinkedIn
    > 🔲 Instagram
    > any other you have on your Visual Identity

- **Space** to write a small note and sign your name.

- Build this in InDesign, though you may (of course!) also use Illustrator and Photoshop.
- Name file **YOUR LAST NAME_LeaveBehind_SPG20**.INDD.
- The file must be built to specs of rack card and ready for press.
- Place packaged file as shown below in your Portfolio shared folder :
  **OTHER PROJECTS : LEAVE-BEHIND** by the due date/time.
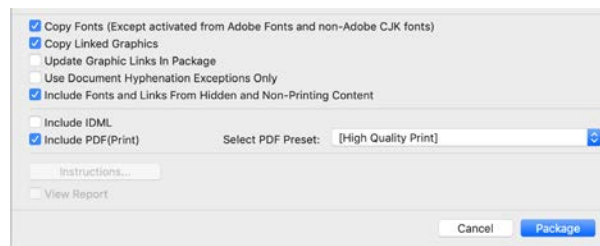


*See next page*

**Week of Mar 2:**
• Begin Leave-Behind project with quick presentation.

*Weeks between TBD:*
Professor will likely request to see process on the project to help students.
This remains the same. I may ask for a PDF posted to our Slack channel to discuss and receive feedback.

~~**Week of Apr 6:**~~
• ~~*Mon Apr 6, noon:* Group A's final file due as explained above.~~
• ~~*Wed Apr 8, noon:* Group B's final file due as explained above.~~
• ~~*Sat Apr 10, noon:* All work should be out to print *by* this day so that it is received by the due date at no extra charge.~~

**Fri Apr 17 (23:59, so 11:59pm)**
All files due as explained earlier in this project sheet.

~~**Mon Apr 27:**~~
• ~~(At least) 50* professionally printed printed Leave-Behinds DUE.~~
   ~~*As explained on the syllabus.~~

*You will be graded on the following:*
• Directions were followed accurately with absolutely no errors.
• All required information on piece:
   > Portfolio work shown as directed.
   > Website
   > Instagram and LinkedIn (minimum)
   > Phone number
   > Space to write note
• No grammatical errors if other copy present.
• **Misspellings = F**
• Materials support brand positioning statement.
• Ambition - How much did you challenge yourself? Did you plan your time well?
• Cleanliness and Presentation.
• Participation in critique.