

THU  
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- 4503: Begin References
- 4503: Begin Visual Identity (SEC 2)
- 4503: DUE -> Business Plan A
- 4503: DUE -> Idea Board
- 4503: DUE -> Logo Research

# DUE: BUSINESS PLAN A IDEA BOARD LOGO RESEARCH

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# BEGIN REFERENCES

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section 2

REFERENCES

It's the 21st century and strong references are just as important to getting hired as they were 100 years ago. This project explains what a job reference is and demands students find multiple references who supply a comprehensive picture of you.

section 2

references

directions

**Finding valuable references is of the utmost importance for job acquisition.** This means considering who you should ask, then asking them if they would be a reference, [making sure you know what they would say about you](#), finalizing all means of communication with said references, and finally, listing the information on branded material that goes along with the other visual identity collateral. This References project will require all but the last step, which is simply formatting the information and will be due when the final work for the Resumé project is due. *References do not go on your resumé, but the two pages often travel together.*

**CHOOSING YOUR PROFESSIONAL REFERENCES**

Without question, your references should be people with whom you've actually worked on a daily basis within the last 3-5 years. They should be people who know you and are familiar with your job performance. Beyond job experience, performance in clubs and fraternities/sororities, volunteer organizations, and student groups are all also valuable – and will continue to be after you have more actual job experience. Even more importantly, they should be willing (and able) to talk to prospective employers or its agents when contacted.

**"Your references are your personal evangelists**—they should know you very well and be able to speak about your qualifications for the job you're pursuing.

Former supervisors aren't necessarily the best references since so many companies have policies prohibiting supervisors to share them," says Christina Murphy, PhD, adjunct professor at Touro College's Graduate School of Business.

Instead, she advises selecting people who are intimate with your work and skills. "Individuals with whom you have worked closely can make excellent references, including former clients, teammates, professors or community leaders," she says.

If you're concerned about what your references might say about you, have a reference-verification service check your references first [in the future]. "A single negative reference can damage a candidate's prospects for future employment," Shane says.

Unless an employer requests otherwise, **professional references are preferred over personal references, such as family, friends and neighbors, whom reference checkers will know are biased.**

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**SO WHERE DO YOU START?**

- Do you work somewhere? (At this point, that could be retail, waiting tables, etc.) Assuming he/she would say good things about you, can your supervisor talk about you if contacted?
- Have you interned anywhere? Assuming he/she would say good things about you, can your supervisor talk about you if contacted?
- Do you have a long-time client – or one client with whom you worked on a significant project – who would say good things about you?
- Are you part of any groups or clubs on campus or in the community? This could be in Jonesboro or another location like your hometown or a place you work in the summer.
- Have you done work during any breaks, like help at a youth camp or volunteer for your church/temple/mosque/etc to help the community or manage groups?
- Are you a member of a sorority or fraternity that does philanthropic projects?
- Have you organized any fundraising projects/events?
- Have you managed people in any professional context?
- Professors are good to include for now, but no more than 1 professor is allowed for this project. Prof. Nikki does not count as a reference for this project, so please don't ask. (You can ask me for after this class, but it won't count for this project.)
- Do not ask anyone to whom you are related unless you also know them in a context beyond familial. Even then, this should be avoided – especially if it is immediate family.
- Note: Sometimes international students have specific challenges with finding a wide breadth of references because they have not been in this country for long, they have little to no work experience because of legal regulations and/or time commitments, and their references back home may not speak English (and count on only English being acceptable in America). If you are an international student and have problems like these, please speak with Prof. Nikki soon.

**HOW MANY REFERENCES?**

It is ideal to have a pool of references, allowing you to pick which are best in relation to a certain type of job. However, you will soon find that locating dependable references is not as easy as it seems and none of you have years of experience yet. Therefore, **this project only demands 3.**

see next page

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**WHAT INFORMATION IS NEEDED?**

- First and last name** (and honorific, like Dr., if available)
- Job Title**
- Employer**
- Business Address**
- Email**
- Telephone Number** - direct line or cell phone; include area code (+ country code if not U.S.)
- Relationship to you** (like supervisor, professor, etc.)
- What you think they would say about you and why they are a strong reference.** (This is only for Prof. Nikki and this project. Do not include this on your final reference sheet you will turn in with the resumé.)

For the first part of this project, it is only required to show the information written in some way that creates a PDF. This could be InDesign, Word, a Google Doc, etc. Save/Export the file as **YOUR LAST NAME\_References** PDF. This information will be applied as an additional page of information that pairs with your resumé in the Resumé project (Section 3).

**BE ABSOLUTELY SURE ALL 3 ARE GOOD REFERENCES, AS THEY WILL LIKELY BE CALLED AT SOME POINT DURING THE SEMESTER TO BE CHECKED.**

**DUE > WHAT > WHEN > WHERE**

- YOUR LAST NAME\_References** PDF DUE in your **GOOGLE DRIVE** shared folder

SECTION 2 : REFERENCES by 8:00am on **TUES FEB 13.**

**BE ABSOLUTELY SURE ALL 3 ARE GOOD REFERENCES, AS THEY WILL LIKELY BE CALLED AT SOME POINT DURING THE SEMESTER TO BE CHECKED.**

[MENU](#) rubric

For the **REFERENCES** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- Answers are complete.
- Answers are valid.
- Reference provided is good (if contacted)
- No misspellings or grammatical errors.
- Ambition - How much did you challenge yourself?

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# VISUAL IDENTITY

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section **2**

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**PROJECTS**

- [LOGO](#)
- [VISUAL IDENTITY](#)
- [WEBSITES](#)
- [REFERENCES](#)
- [BUDGET](#)

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February 2024

TUE 30

- 4503 DUE >> Logo (Round 1)
- 4503 DUE >> Visual Identity Research

February 2024

THU 8

- 4503 Begin Business Plan A
- 4503 Begin Budget
- 4503 DUE >> Visual Identity (Round 1)

February 2024

TUE 13

- 4503 DUE >> References
- 4503 DUE >> Visual Identity (Round 2 - Digital Sketches)
- 4503 Logo Midway Critique

February 2024

TUE 27

- 4503 DUE >> Visual Identity Final Work

section **2**

**VISUAL IDENTITY**

Though this project is about **layout** and understanding how something's end use informs its design, it is very much concerned with **creating a design system** that you will follow on everything you create for your brand. Your system is then explained in your Visual Guidelines.

A traditional print identity system consists of at least a letterhead, business card, and envelope; however 2024 demands an **evolution of these classics**. This Visual Identity project will only demand a **letterhead** and **business card** be designed (plus envelope as extra credit). The business card will be the only one printed professionally. In Section 4, the letterhead file will grow into an interactive PDF, the card file will inform a digital version, and an email sign-off will be created.

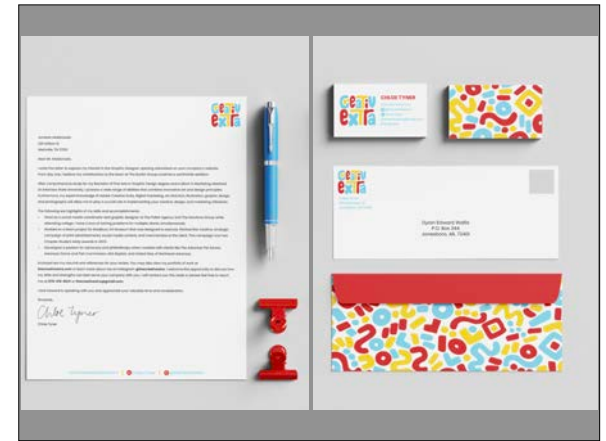
section **2**

**visual identity**

[SECTION 2 MENU](#)

**REQUIREMENTS & STEPS**

- [RESEARCH](#)
- [ROUND 1 - SKETCHES](#)
- [ROUND 2 - DIGITAL SKETCHES](#)
- [MOCK-UPS](#)
- [FINAL WORK](#)
- [RUBRIC](#)



## VISUAL IDENTITY

## BUSINESS CARDS

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## requirements & specs

visual identity

A traditional print identity system consists of at least a letterhead, business card, and envelope.

**Business cards** should also usually stay within the standard size because things like business card holders or wallet protectors are designed for this. Square business cards are cool and one could claim the odd size will make them stand out, but it is also far to say that though it is awful precious and the card will end up being folded anyway to fit. **NOTE: I suggest you design your business card first, so this one fits most (cheapest)**

**Letterhead** should stay the traditional size because reams of paper come pre-cut in this size, personal printers are designed to handle traditional sizes, and the envelopes that are then used to mail these letterheads respond to a standardized mailing cost. For example, as cool as square envelopes are, they are more expensive to mail than traditional #10 envelopes.

**Envelope** specs are provided only if a student wishes to design this for extra credit. The main reason for a student to do this is so the traditional mock-up of all three elements looks complete.

### MEASUREMENT ABBREVIATIONS

- in. [in.] = inches
- ft. [ft.] = feet
- cm. [cm.] = centimeter
- mm. [mm.] = millimeter
- pt. [pt.] = point (type or stroke)
- lb. [lb.] = pound (weight of paper)
- gsm [gsm] = grams
- gsm [gsm] = grams per inch/box per inch (resolution)
- w x h = width x height, or l x w x length x width -> usually the same thing or 2D

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### BUSINESS CARD SPECS

**2 in. x 3.5 in.** • portrait or landscape • double-sided optional, but orientation consistent

- You can design folding, die-cut, or the "half-size" 1 in. x 3.5 in. business cards - as long as **the final size fits within these specs**, but be aware of your budget and the fact these must be printed professionally. Beware some luxury cards like Luxe that are larger than this size. Also speak with Prof. Nikki if you want to do a square card, as these are often printed larger than 2 x 2.

**>> Information required:**

- Logo
- Personal name (if not in logo)
- Website (www. is optional; leave out the http/ business)
- Phone number
- Email address
- Socials: Instagram (icon and @username); LinkedIn (icon and @username)

**>> Information optional:**

- Job title
- Street address is optional, but **not** encouraged.
- Other social platforms on which you know you will be active.

**>> Do not include:**

- A picture of yourself. Unless you go into real estate, insurance sales, modeling, or acting, do not put your picture on your card while you are in this country. It's cheesy and egotistical.

### business card

### business card

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### LETTERHEAD SPECS

**8.5 in. w x 11 in. h**

**>> Information required:**

- Logo
- Website (be consistent with business card)
- Socials: Instagram (icon and @username); LinkedIn (icon and @username)

**>> Information optional:**

- Personal name (if not in logo)
- Job title
- Phone number
- Email address
- Street address is optional, but **not** encouraged.
- Other social platforms (be consistent with business card)

**>> Do not include:**

- A picture of yourself. Ever.

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### letterhead

When using the letterhead, all text should fit within 0.5 inch margins on the left, bottom, and right sides, as well as a 1.5 inch margin from the top. Leading should be 1.5 pt for body text and body copy should be 14 pt.

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