

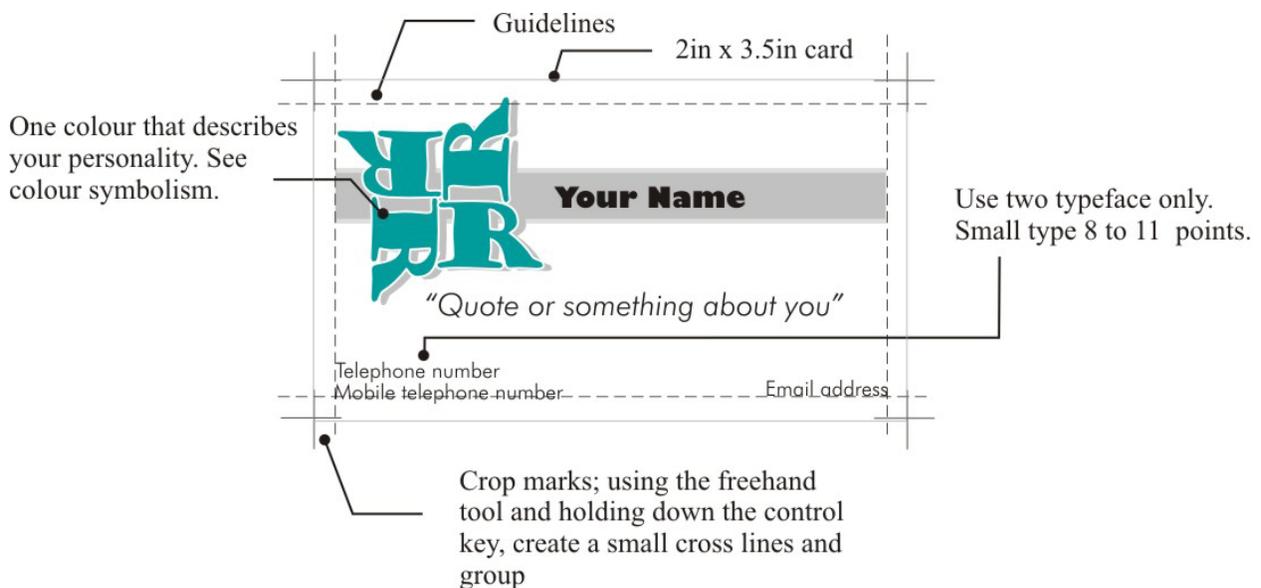
PROJECT: PERSONAL CARD

Materials Needed	Students will be able to:
Internet research CorelDraw Steel ruler X-Acto knife Glue Black Matte 7 in x 7 in	– apply the following steps of the design process to solve a variety of communications technology challenges or problems. –demonstrate the time management and problem-solving skills required to complete projects. – develop and interpret technical and artistic drawings, reports, instructions, manuals, on-line documentation, and specifications to help solve a communications problem.

KEY WORDS: Alignment, Colour symbolism, Transformation Position

PURPOSE: To better understand applying colour symbolism and good design techniques to a graphic design. You never know when you will meet someone you want to be remembered by and what better way to make a strong impression than to ask for one of their cards and in return, provide one of yours.

TASK: Incorporating your previous assignment, “letter logo”, create a personal card for self promotion. Using the colour symbolism; select a colour, which best describes your personality. Answer questions, “designing a business card”.

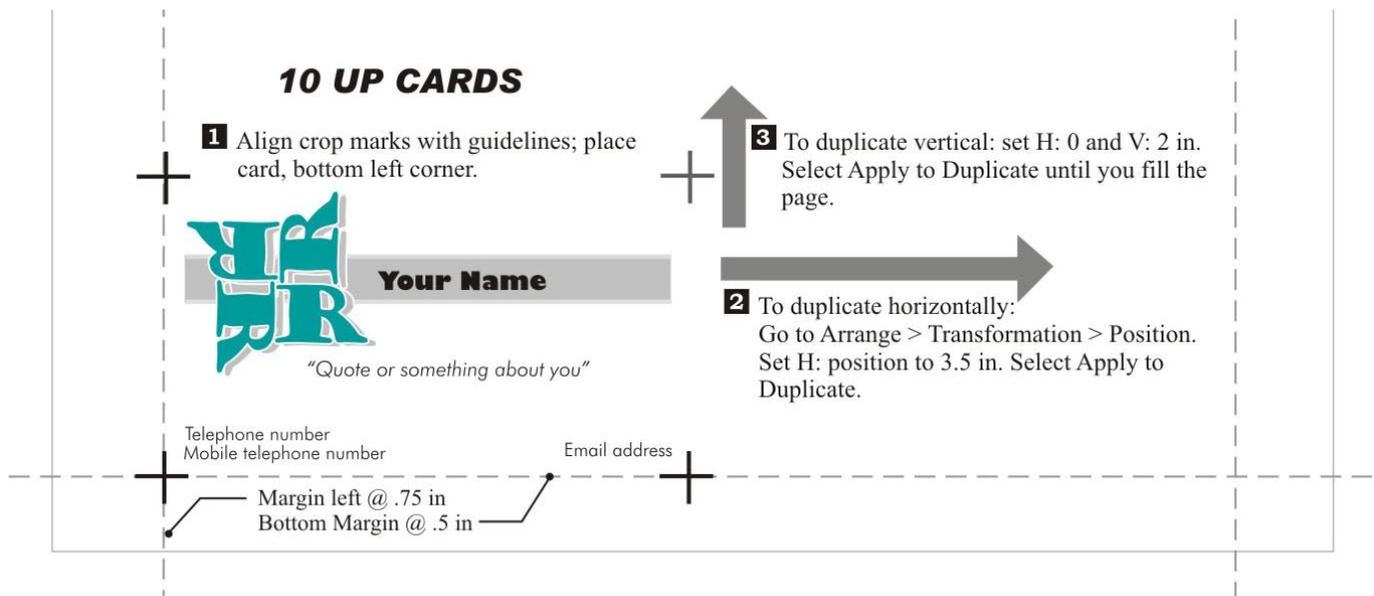


STEPS:

1. Print production management sheet and fill this out every day.
2. Open, designing a business card question link; Answer questions. Use the links provided to research, the four basic principles used when designing a card.
3. **CORELDRAW PAGE SETUP:**
 Card size 2in x 3.5in
 Guideline (margin) setup: Calculate your right and bottom guidelines using the following information.
 - Left margin set @ .125 in.
 - Top margin set @ 1.875 in.
4. Import your letter logo and resize to fit.

- The following must be added to your card. See diagram above; your name, a quote or something about you, phone number, cell number, e-mail address or face book. Home address is optional. *The phone or cell numbers can be fictional if you do not wish to give this information out.* Consider the following design principles for your card; contrast, repetition, space, and alignment.
- Applying colour; you can use only one colour and gray scale. Make sure you research this colour and understand its symbolism.
- Crop marks; using the pencil tool and holding down the control key, create a small cross lines and group. This will be the crop marks for printing. Place each mark at the corner of page. Save your work. You'll now print 10 cards on one page.

PRINTING 10 UP



- Create a new CorelDraw file; page size 8.5 in x 11 in.
- Margin setup; left @ .75 in.; top @ .5 in. Calculate the remaining margins.
- Import card file. Place bottom left corner.
- Duplicate card. See diagram above.
- Print on card stock. See teacher
- Using a steel ruler and x-acto knife, cut along crop marks.
- Glue one card, on a 7 in. x 7 in. black matte.

HANDING IN PROJECT

- Hand in web ready artwork to designated folder. Refer to video on handing in web ready artwork.
- Glue artwork to 7in x 7in black matte. Your name will be placed on the bottom right corner of the artwork
- Write up Technical report, Rubrics and print. The following three items should be attached to the artwork: Rubrics, Production management sheet and Technical report.