

project.04

Course Information

GRA-1111c | graphic design

professor: Ryan Lowe
<http://www.ryanlowe.com>

Project

media kit
4 of 4
15% of 100%

Goal

Using Photoshop and Illustrator compile the following:

business card
letterhead
envelope
oversized postcard

Process

- 1.) Develop a solid logo
- 2.) Develop a solid design
- 3.) Design in Photoshop and/or Illustrator
- 4.) Layout and print
- 5.) mount on core / matte

Format

All files burned to CD
Mount all files on matte or core:
18" x 15"

Business Card:::

Bleed Size: 3.54" x 2.05", 90mm x 52mm, 1062 x 615 pixels
Cut Size: 3.43" x 1.93", 87mm x 49mm, 1028 x 579 pixels

Letterhead:::

Bleed Size: 8.63" x 11.10", 219mm x 282mm, 2588 x 3331 pixels
Cut Size: 8.50" x 10.98", 216mm x 279mm, 2551 x 3295 pixels

Envelope:::

Bleed Size: 10.13" x 4.75", 257mm x 120.6mm, 3035 x 1424 pixels
Cut Size: 10.00" x 4.63", 254mm x 117.6mm, 3000 x 1389 pixels

Oversized Postcard:::

Bleed Size: 8.64" x 5.59", 219mm x 142mm, 2592 x 1677 pixels
Cut Size: 8.50" x 5.47", 216mm x 139mm, 2551 x 1642 pixels

resources:::

www.vistaprint.com
www.koolprint.com