

**Project 1A: Identity** (revised: 05.12.05)

*Content comes first ... yet excellent design can catch people's eyes and impress the contents on their memory.*

— Hideki Nakajima, in *Everything Reverberates*, compiled by Chronicle Books (San Francisco, CA 1998).

**ASSIGNMENT**

**Create a personal identity system.** Develop three separate, but related components: a letterhead, a resume and business card. Each must include your name, address, phone number and email address.

**TYPE**

**Only two typefaces allowed.** Use one to create permanent type elements (name, address, phone #, heads, subheads, etc.). Use the other one to set text (body copy) in your resume and letter of explanation. Use different weights, styles and sizes, as needed, to create order and/ or visual interest.

**Project 1A depends on: legibility, readability, clarity and organization.** Consider typefaces that are unfussy, common and easy to read (ex: Arial, Helvetica, Courier, Times Roman). Successful Project 1A designs focus on basic design principles (contrast, repetition, alignment, proximity), NOT lots of different typefaces or custom colors. Typography — the composition of typographic elements on a surface, using scale, weight, style, proximity and alignment — should drive your design.

**Use good quality, white copy paper** or laserwriter-compatible specialty stock (weight: 20-24 lb.; lightly colored and/ or textured stock is OK). Paper must run through a laserwriter without causing damage. If you're unsure, ask a TA for help. Do not print color over more than 50% of an 8.5 x 11 inch page. Also, do not print anything (i.e., business card) on card stock.

**IMAGES**

**No images allowed.** Letterforms and typography are the only graphics allowed on Project 1A. You may use characters from a dingbat typeface, as illustrative elements; however, you must be willing to prove they are part of an actual dingbat typeface.

**COLOR**

**Only two colors allowed.** You may use different shades of either color — as often as you want. But remember, the focus is on type, not color. Choose one dominant color. Use a second color only for special details or emphasis, or not at all.

**Note: White (usually) doesn't count as a "color"** — unless you print on paper that isn't white. Your two colors don't include the color of the paper you print on (usually, white).

**Note: Black (always) counts as a "color"** — if you choose black as one of your colors, you can only use one other color.

**SIZE**

**Letterhead and resume must both measure 8.5 x 11 inches** (vertical format required). **Business card must measure 3.5 x 2 inches** (horizontal format required).

**BORDERS, MARGINS**

**Letterhead and resume must have text (body copy) margins of one inch or greater**, all four sides. Permanent text elements (name, address, phone #, heads, subheads, etc.) may be set as close to an edge as 1/4 inch; as long as they print. Bleed areas are discouraged, as they require paper larger than 8.5 x 11 inches to print.

**Business card must have text (body copy) margins of 1/8 inch or greater**, all four sides. No text should be set any closer to an edge. Type design elements (letters, initials, dingbats, bars, lines) are allowed to bleed off an edge, as long as cards can still be printed on 8.5 x 11 inch paper.

**PURPOSE**

This project affords students with opportunities to: (1.) consider how design conveys meaning; (2.) select appropriate typefaces for use; (3.) develop increased sensitivity to letterforms; (4.) explore appropriate letter, word, and line spacing configurations; (5.) arrange a series of consistent elements in different formats; (6.) develop technical and aesthetic abilities; (7.) produce representative materials for presentation in a professional environment; and (8.) manage a basic design assignment and learn to meet deadlines.

**GRADING**

Students will be evaluated according to: (1.) use of type and typography; (2.) demonstration of design and creative abilities; (3.) effectiveness in developing and conveying ideas and concepts; (4.) craft and technique; and (5.) professionalism.

**Note: Sloppy presentation, typographical errors and/ or not following instructions will incur significant point deductions.**

**SUBMISSION GUIDELINES**

**1.** Mount your (blank) letterhead, resume, and business card on a 20 x 16 inch sheet of four-ply black board. Attach a precisely fitting, tracing paper overlay to the top of the board to protect your work. Refer to the appropriate diagram for further instruction, or ask your TA.

**2.** Type, on a separate sheet of letterhead — one sheet only — a double spaced "Letter of Explanation" to the instructor, discussing your work. Your letter should be about 200 words in length. Spellcheck your letter. Check grammar and punctuation. And sign your letter, after you print it.

**3.** Place the letter in a pocket folder (provided in the Supply Kit). Place a business card in the folder's business card slot.

**4.** Place the folder and sheet of black board (with mounted work) inside your portfolio case. Then, use rubber cement or spray mount to attach a business card, on the outside front of your portfolio case — upper flap, lower right corner.

**Note: Additional guidelines may be available elsewhere**, along with further mounting instructions or diagrams; ask your TA or the instructor.