Project: Personal Communications Package

This project is designed around the needs of a professional designer, one who is either active doing free-lance projects, or one who is out looking for that full-time opportunity (you decide how you need your identity to function). An important but often neglected aspect of a newly graduated designer's portfolio is their correspondence material - or - personal communications package. This material includes such items as: resume, letterhead, envelope, business card, thank you notes, etc. The purpose of developing such material is to extend one's talents to the personal realm:
- it depicts a systems approach to a communications package
 (useful in showcasing your talent),
- it further illustrates for a potential employer your design skills
  (once again, beyond the portfolio)
- it becomes an opportunity for the designer to get something visual in front of the
  employer either prior to or after the interview process has occurred.

The benefits of using this type of material is endless especially if you take this opportunity to develop a strong personal identity graphic; it allows you to be associated with visually (your visual may be remembered more than you!).

This project is constructed from several phases: below is the schedule of activities.

Part 01
Create a typographic identity that embodies who you are as a person and designer for yourself as a designer. You can create a mark for yourself but do not invent a fictitious design studio/name unless you are going to freelance under that name or open a studio.

In 250 word brief describe what it is that you are interested in portraying through your design: cultural awareness, smart solutions, highly creative, innovative, process oriented, attention to details, etc. Why do you do what you do? Are you trying to target a specific genre within design (design for the music industry, for example) or is your interest in what you do much more open than that? Think about how you want to be perceived as a designer. Do you want to be taken seriously? Do you want to impress? Do you want to be understated and reductive in your approach? Contemplate these issues and put your thoughts down on paper [typeset].

Prepare typographic studies to present in class. Be prepared to discuss.

Part 02

Create a communications package. The following materials must be developed and be
considered as a part of your identity system:

a   letterhead

b   {#10} envelope

c   business card

d   resume format (the resume should be designed either on your letterhead doc or on
  another associated design)

e   business papers (invoices, fax covers, pdf formats for presentation, etc... this is
  extra credit!)

f   thank you piece (generally sent out after an interview, gives you/your work another
  opportunity to get in front of your interviewer)

g   folder to hold all materials

h   self promotional piece (a piece that connects with your concept/identity and is
  cohesive in visual approach. Often times these pieces act as "leave behinds"... some-
  thing you leave with your interviewer which operates as a device to remember you by.
  You may want to structure it as something that can held a digital portfolio
  (CD/drive) and give a snapshot of 3-4 of your works (a card format works really well
  because you can change the cards depending on the nature of the interview.)
  Some ideas: Handmade (or a really nice) CD case or small custom designed box to
  hold a drive. I will want to see ideas and some roughs for the critique but give you
  additional time to complete this.

Begin to develop these pieces as soon as the visual identity is complete. You should
begin early by sketching your layout options even while developing the ID. This will
speed your process along and allow you to work on many items at once.

Timeline

Jan 30	written doc and 20 id typographic studies
Feb 6	resume draft
Feb 8	identity solution final in color/bw ready for hand in / _critique_
	possible applications review
Feb 15	Pre-Critique for all elements
Feb 22	full personal communications package due / _critique_
Mar 1	hand in all elements including self-promotional piece