

1250 | PORTFOLIO PROJECT

Press Kit Development for a Print Company

N = 105 points

Goals

1. Develop a press kit for a print company to include a set of promotional materials.
2. Develop and apply technical competencies necessary to create design collaterals for production.
3. Demonstrate analytical problem solving in the planning and production of mechanicals for print.

Criteria

Develop promotional materials to market a print company. You will develop **multiple designs and print collaterals** for this project. Ensure your company's positive impression on clients and prospects through your print collaterals. *Remember, your project must be commensurate to a term's worth of work.*

1. **The Planning Process – 5 points**

To ensure your project is successful, read and review **all** requirements to understand and recognize the scope of this project.

Group Discussion Forum

A group discussion forum will be created to assist each team with the project: Participate. Share ideas. Ask questions. Upload and share your work. Keep your team members on task.

The Write-Up:

Criteria: 8.5x11", double space, Times Roman, 12 pts., 1" margins all around. Cover page should include the following: (a) name of print company, (b) names of each member of the group, (c) the course number and section; and (d) Term/Year. The write-up must include the following information:

- Name of print company. (See #2 below)
- You will research various areas of print production. Note what topics your group plan on researching. *Each person in the group must be responsible for researching one of the topics.* (See #3 below)
- Note who will be responsible for the various sections of the project:
 - who will be responsible for the design/print collaterals
 - who will develop the mock-ups of each design
 - who will develop the Powerpoint presentation, etc.

Make sure that the work is balanced so that no one person(s) is doing all the work.
- Develop and submit a calendar noting deadlines for your group to meet each criterion.

2. **Develop and design a logo** for a print company. – 5 points

- Each member is responsible for developing a logo for a grade.
- The Brand: Your logo must include a tag line. Include color palette and typography.
- The group will select ONE of the logos for use on all print collaterals developed for the portfolio project.

3. **Research various areas of print production.** – 15 points

- Your paper must be five (5) pages in length (not including cover, photos, and bibliography).
- Each member will be graded separately.
- Criteria:
 - 8.5x11", double space, Times Roman, 12 pts., 1" margins all around.
 - Cover page should include the following: (a) your name, (b) the course number and section; and (c) Term/Year. Include a bibliography.
 - Use MLA format.

- Select one of the six topics noted below to research.

Types of Prepress Services	Large format printing
Proofing	Binding
Paper	Finishes
Preflighting/File Preparation	PDF Workflow
Image Quality	Types of inks (metallic, florescent, etc.)
Various types of printing, i.e., digital, traditional, thermography, flexography, etc.	Color Management Systems (CMS)

4. **Develop a budget for each print collateral – 10 points**

- Each member is responsible for developing the budget for the layout they are preparing/designing; and, will be graded separately.
- Document all production considerations necessary to output each piece correctly. For example, type of paper, quantity, bleeds, trims, number of colors, etc. I DO NOT need the dollar amount.
- Criteria: 8.5x11", double space, Times Roman, 12 pts., and 1" margins all around. Cover page should include the following: (a) name of print company, (b) Your name, (c) the course number and section; and (d) Term/Year.

5. **Design and develop the following four (4) major designs – 50 points**

- Use the brand (logo) your group selected.
- Your grade will reflect the layout you designed, as well as the overall layout of your team's designs.
- Each member is responsible for preflighting their document(s).
- Each member is responsible for developing the mock-up of their document(s).
 - a. **One folder** (standard size): All designed print collaterals will be placed inside the folder.
 - b. **Inside Contents** developed using the information from the research papers of the group
 - You can create a **booklet** or create **single/separate sheets**
 - Use 8" x 10" layout if you're developing a booklet
 - Single sheets can be the dimension of choice
 - c. **Two** layouts of the **Postcard** (Two-sided): Dimension of your choice, but must fit U.S. Postal requirements for mailing
 - d. **Two** layouts of the **Poster**: Dimension of your choice, but must fit inside of the presentation folder when folded

Reminder: File management is critical when building your files. **Create a folder for each print collateral and place the appropriate files inside the folder.**

6. **Print out a color separation of one of the designs you created, only. Remember, send the separations to the black-and-white printer. – 5 points**

7. **Create a PDF of each file, with crop marks (and bleeds if appropriate) and place in the appropriate folder. (5 points)**

8. **Submit your folders in the Dropbox (eLearn) and submit printouts to instructor.**

- Each member should submit the design(s) they developed for their team, i.e., Package your file (include PDF. See #7).
- Create a presentation board showcasing all print collaterals and print out.
- One member from the team must create a PDF of the presentation board to submit.
- Submit color separations (see #6).

9. **Formal presentations from each group.** – 10 points

- Presentations will be 30 minutes in length.
- The focus of the presentation is on prepress and production, *not design*.
- Each member **MUST** contribute to the presentation.
- A Powerpoint presentation is required.
- Handouts are appropriate, but not necessary.

10. **Peer Evaluations.** Each member will be rated by their teammates. A separate rubric will need to be completed for each member.

Grading

Grading will be based upon the following criteria.

- Working as a team
- Use of classroom time
- Timeliness of each collateral
- Creativity and design of each collateral piece
- Appropriate layout of each document
- Image Quality (Appropriate resolution)
- Appropriate preflighting/packaging of each collateral (InDesign files, links and fonts)
- File Management
- Followed directions
- Presentation