Fictional Stationery (30+50 pts)
DUE WK 5, **Friday, 2/23**

Design a stationery set for a well-known fictional book, film, or tv character.

Create a logo for your character choice, then follow that design direction to create a letterhead, business card, and notecard customized to that character.

> **- Original work**: You may not reference any existing work for the character, whether it's a book cover, movie artwork, character design, etc. All work MUST BE ORIGINAL.
>
> *For example, if you chose Tony Stark / Iron Man, your logo and stationery cannot be taken from the existing Marvel material (movie, comics, etc).*

Part 1 - Design 3 logos for a fictional character *(30pts)*

Pick a lead character from a 'popular' book, film, or tv series. Design 3 logo options for that character. Pick a character you are familiar with, you will need to describe him/her and justify your design choices in relation to that character.
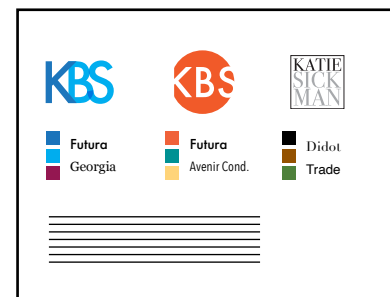
- Design requirements

- Use only character name and/or initials
- Limit 2 colors max for each logo
- Mainly typography
  - MINIMAL use of linework or other shapes
  - Rely mostly on letter shapes and arrangement to define design

- Presentation of final logos

- **Present all 3 logos on a 10x8in page (landscape)**
- Include 3 color swatches to correlate with logo design
- Identify 2 typefaces that correlate

  The colors and type choices may or may not have been used in the logo design, but they are intended as complimentary design elements to your logo. Think of the logo as a start to a brand, what style should other visual components reflect?

- Summary of character and logo designs

- Prepare a brief summary identifying the character with any necessary background info (assume I have no previous knowledge) and how each of your designs reflect that character.

- For Thursday 2/15: Have logo concepts ready for in-class review.

DUE by end of day Friday 2/16

  (1) PDF; 1 page of all 3 logos with colors, type; and summary.

  File Name: LastName_Logos

Part 2 / Final submission - Design an accompanying stationery set. *(50pts)*

Choose ONE logo to move forward with, making any necessary changes first. Follow the design direction established by your logo design to create a letterhead, business card, and notecard.

- Required information: Name, title, address, email, and personal website; on each.

  Except for the name, some of this information may require your imagination to fill in the details. Title could be a job title, societal designation, superlative, etc depending on character.

- **Letterhead:** 8.5 x 11in;

- **Business card:** 3.5 x 2in; can be two-sided

- **Notecard:** 7 x 5in; "From the desk of (character name)"; include a signature

- These should appear as if they belong to a set, *meaning they reflect a unified design theme, whether by color, typography, design elements, etc.*

- Remember the function of each piece. Specifically, the letterhead and notecard are templates for adding information later on. *They should include plenty of blank space. Add filler text to create a more complete mockup. (Type > Fill with Placeholder text)*

- Mind your margins! *Text should have breathing room and not get too close to the edges.*

- Research! *Look up samples to get a sense of typical structure for these stationery components and design inspiration. Pay particular attention to the scale (sizing) of logo and type on each.*
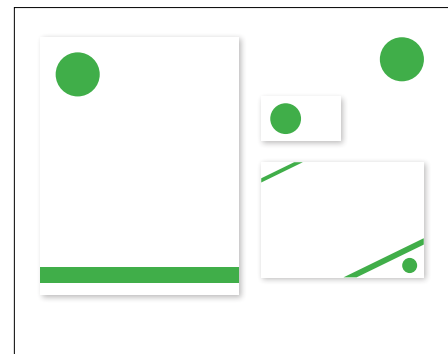
What to turn in by end of day Friday, 2/23

Set up a **10x8in (landscape) 'presentation page'** to showcase the entire set. Arrange the set onto the page as a pleasing final display. Include the logo as a standalone object as well.
Export presentation page as a PDF.
   (1) PDF of presentation page
   File Name: LastName_Stationery

Timeline

Wk 4	**2/13 - Tues** • Assign project • Final check in, Recipes • **Recipes DUE by end of day**	**2/15 - Thurs** • Review Recipe cards • Review logo ideas/ sketches	**2/16 - Fri** • 3 logos + summary **> REQUIRED submission: Lastname_3Logos** by end of day
Wk 5	**2/20 Tues** • Demo stationery + final presentation set up • Check BB for logo feedback • OPTIONAL Stationery Draft: Lastname_Stationery1	**2/22 - Thurs** • Final check in during class • Assign next; demo setup	**2/23 - Fri** • **Final PDF due by end of day: Lastname_Stationery**

Some inspiration. Note the cohesiveness can be achieved by repetition of theme, color, pattern, etc. It should not just be the exact same element used over and over in the same way or the logo repeated without variance.