PROJECT 1

Project Title Identity Letterhead

PROJECT DESCRIPTION For this assignment you will design a letter and create an image that establishes your personality, captures the attention of someone, and makes someone want to read your message. Raise your awareness of visual representations all around you. Since we're looking inward, consider how other communications represent the self. Memoirs, blogs, company bios, editor's pages, and magazine interviews all visually reinforce the personality of their subject. Consider these as you explore how you'd like to represent yourself. Everyone will work with the same form letter, filling in the blanks with honest and creative answers.

PROJECT GOALS Your letter will require the following:

- Your Name *(It needs to be emphasized with typography OR a logotype)*

- Portrait *(High resolution 300 dpi)*

- Letter

- Contact information:
  NOVA Email
  If you have a user name for Twitter, Pinterest, Instagram, etc. you can add one or more but only if you want to.

The Final size is 17 x 11 inches *(this is two 8 1/2 x 11-inch pages placed side by side).* For those of you who know how to use InDesign or Illustrator, You can set your page/artboard up to the 17 x 11-inch size.

One page will be a letterhead design that reflects your aesthetic.
Size: 8.5" x 11"

The other page will be a self-portrait, size 8.5" x 11". The portrait can be a photo, collage, drawing, symbol or metaphorical image, written words, etc. I'm open to your visual solution as long as it reflects your aesthetic, style, and influences, and is supported by your written letter. I want you to be creative, articulate, and consistent.

The two pages together become the afformentioned 17" x 11" spread, an InDesign template will be made available for your use.

You can use Adobe InDesign or Illustrator to create your letter and image. *(Your image can be created in Photoshop, Illustrator, by hand, or any combination then scanned to place in the file. The image will be placed in InDesign or Illustrator.)* You will need to scan any hand-drawn work. If you are not familiar or have not used Adobe InDesign or Illustrator, don't worry! I will help you with the Adobe programs.

All typography must be selectable for editing. Your text may **NOT** be done in Photoshop.

The body text of your letter should be between 8 and 12 points. If there is a compelling reason to make a type element larger, get your design approved by the instructor. *(If you are handwriting this, this does not apply.)* Please use leading, structure, and white space to fill up a page. Don't just make your body text bigger!

Unless you have already taken Typography 1 and know how to select a legible typeface, only use the following fonts to design your letterhead. *(You can use the variations within each font such as bold, italic, etc.)*

Avenir, Baskerville, Futura, Helvetica Neue, Minion Pro, Palatino, Raleway, Roboto Slab, Rockwell

"Anything from 45 to 75 characters is widely regarded as a satisfactory length of line for a single-column page set in a serifed text face in a text size.

Make sure your text follows the 66-character line (counting both letters and spaces.) It is widely regarded as ideal. For multiple column work, a better average is 40 to 50 characters."
  -'The Elements of Typographic Style' by Robert Bringhurst

FORM LETTER

Dear _____,*

I was born in _____. The world I grew up in was _____ and _____. Naturally, this has effected me. In my case, it has _____.

The first time I remember noticing design** was when_____ and I saw_____. It resonated with me because_____. ____ (days, months, years) ago, I made the decision to study graphic design** when _____.

Right now, I would describe my style as _____. _____ , _____, and _____ are all influences on my work. This is because _____.

My style and influences are apparent in this _____ of myself. This image represents _____. I chose _____because_____. The color palette _____ and _____.

Since I am _____ I would like to bring _____ to my designs.** I want to make people _____ and_____.

As for the future, _____.

(Your signature.)

Address the letter to someone specific. Some students have written letters to their design heroes such as Stephen Heller, Paula Scherr, Gail Anderson, Dana James Mwangi, Chip Kidd, Paul Rand, etc.

**If you are a photographer, fine artist, animator, UX designer, sculptor, etc. please write about your genre.*

The finals need be saved in PDF format and uploaded to the assignment link on the class' Canvas. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname – Class – ProjectNumber > *FLastname-ART209-Project1.pdf*