

GRAPHIC DESIGN PROJECT 3

Project Title Museum Gift Shop Materials

PROJECT DESCRIPTION

Your third project for your museum brand you will need to design and physically create gift shop materials. Gift shop materials are used to raise awareness of the organization, and to create a revenue stream to help maintain the museum.

Your gift shop materials must be fully built and rendered items that incorporate your brand into them. Which means nothing generic. You will need a minimum of 3 different items but one **MUST** be a reusable shopping bag*

As an example some of the most popular gift shop items are:

- Promotional Drinkware.
- Cards and Stationary..
- Posters and Prints.
- Custom Calendars.
- Clothing and Fashion Accessories.

That being said make sure that your gift shop materials link in some way to the concept of your overall brand for your museum.

You can buy items if necessary and create bands or wraps to get your graphics on them if you're not confident in your current construction skills. You can also utilize third-party vendors to have your promotional items created a few that are out there include:

<https://www.vistaprint.com>
<https://www.zazzle.com>
<https://www.stickermule.com>
<https://www.rushorderteets.com>
<https://www.printful.com>
<https://www.etsy.com>

FINAL: The finals must be printed in color and physically constructed. The finals need to also be saved in PDF format and uploaded to Canvas. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - Class - ProjectNumber > *FLastname-ART217-Project3.pdf*

Some Examples from the Smithsonian



Michelle Obama Coasters



Barack Obama Portrait-Inspired Pocket Square



Game Fish Mug



Renwick Structure Tote Bag