

## PRINT PRODUCTION

# PROJECT 1

<i>Project Title</i>	Holiday Cards
<i>Schedule</i>	10/9 Review Holiday Cards Project 10/16 Holiday Cards Progress Review 10/23 Holiday Cards Due

### PROJECT DESCRIPTION

A greeting card is an illustrated, folded card featuring an expression of friendship or other sentiment. Although greeting cards are usually given on special occasions, such as birthdays, Christmas or other holidays, they are also sent to convey thanks or express other feelings. Greeting cards, usually packaged with an envelope, come in a variety of styles. There are both mass-produced as well as handmade versions that are distributed by hundreds of companies large and small. While typically inexpensive, more elaborate cards with die-cuts or glued-on decorations may be more expensive.

### PROJECT GOALS

For this project you are to create 3 variations of a Holiday Card. You may choose any holiday, however all 3 variations must be for the same holiday. I usually make it practice to create ambiguous cards over the holiday season that say "Happy Holidays." For the 3 variations you can create a version in which you would send to friends, one for family and one for clients. The cards must have at least one fold (although if you wish to create a card with multiple folds you may). And the cards must have accompanying envelopes that the cards fit into.

Through the course of this project I will introduce you to various types of paper and standard sizes for paper and envelopes. You may want to design your project to fit within standard sizes but I will also show you how to create dies and custom envelopes from scratch.

Final output will be printed in color with all 3 variations of the card you design comped to size with 3 accompanying envelopes. These do not need to be mounted. The finals need also be saved in PDF format and emailed to my gmail account on the date the project is due. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - Fall2010 - ProjectNumber > *FLastname-Fall2010-Project1.pdf*