

INTRODUCTION TO GRAPHIC SKILLS

PROJECT 1

PROJECT TITLE Postage Stamp

PROJECT DESCRIPTION *In 2006, the US Postal Service applied for permission to issue a stamp similar to non-denominated stamps in the UK, termed the “forever stamp”, for first-class postage.*

On March 26, 2007, the US Postal service unveiled the first such stamp, which went on sale April 12, 2007, for 41 cents, the so-called “Liberty Bell” stamp, which is marked “USA FIRST-CLASS FOREVER”. On October 21, 2010, the second Forever Stamp, featuring pinecones on evergreen trees, was issued for the Christmas season.

PROJECT GOALS In this project you will be designing and executing your own design for a Forever stamp. Since the subject matter can vary greatly you will need to narrow it down into one broad subject, the celebration of a holiday. Your Forever stamp can be a commemorative stamp for any holiday you choose, it can even be a made up holiday. Possibilities include: Halloween, Christmas, Ramadan, Chanukah, Star Wars Day, Talk Like A Pirate Day, Presidents Day, Labor Day, Earth Day, etc. And barring all that you can invent a holiday if you want. Included with your artwork you will need to include the words, “USA FIRST-CLASS FOREVER.”

You will need to do **5 INITIAL SKETCHES FOR YOUR STAMP IDEA**. Initial sketches must be done by hand either pen or pencil on paper to the to 400% size (which by the way is 6" x 4"). For this project your sketches will need to be fully rendered. We will be taking your final chosen sketch and scanning it into the computer (making tweaks with Photoshop and then tracing the final stamp in Illustrator).

Final output will be printed in color and well arranged with 1 large version of your stamp and 9 grided 1" x 1.5" (actual size) versions on 8.5" x 11" print outs with crops. You will then need to trim down the piece and properly mount it to 10" x 15" black presentation board (see page 2). I will be doing a hands-on demonstration to teach you some of the best techniques I know for trimming and mounting your work.

The final will need to be saved in PDF format and uploaded to the class' Blackboard group. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - Class - ProjectNumber > *FLastname-ART140-Project1.pdf*

PROJECT CHECKLIST

- Choose a holiday to work with
- 5 initial sketches done to 6" x 4"
- Scan chosen sketch in to Ps (300 dpi)
- Trace sketch in Ai
- Apply colors to work from Pantone colors
- Create a swatch sheet (with CMYK builds)
- Arrange final artwork to sheet specs
- Print, trim and comp final piece
- Submit final printed piece, Scans of sketches, PDFs of the final piece and the color builds.

