

## PROJECT 2

*Project Title* Greeting/Sentiment Cards

### 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 6 variations of a Greeting/Sentiment Card. The cards can:

- use all type/words
- have a found object attached to them (ephemera)
- use a photo
- use good clip art that is purchased\* (*not from clip art that is in Microsoft Word or Powerpoint!*)
- be illustrated
- be collaged
- be digital or hand-drawn

*\*If you use clip art, stock images or photos, you must show that you have purchased the items to use and/or have permission.*

Please pick from the following categories for your cards:

1. A holiday (*think Valentine's Day, Halloween, Father's Day, New Year's, St. Patrick's Day, etc.*)
2. Topical (*from current headlines or events*)
3. Humorous
4. Sympathy or Get Well
5. Romantic
6. Specific Gender
7. Specific Relationship (*mom, dad, sister, husband, etc.*)
8. Baby
9. Baby Shower
10. Flirting
11. Farewell
12. Office
13. Apology
14. Birthday
15. Breakup
16. College graduation or acceptance
17. Confession
18. Teacher Appreciation
19. Seasonal
20. Wedding
21. Engagement
22. Thank you
23. Thinking of you
24. Event or another holiday (*Example: Super Bowl, Groundhog Day, Easter, etc.*)

The cards have to have a written component to them and they can't be an expected combination of visuals and words. (*Birthday cake with Happy Birthday - this is not new!*)

Select the name for your card line and create a “logotype” also know as a “wordmark.” A logotype/wordmark is simply a font-based logo that focuses on a business’s name by itself with no icon. You can visit <https://99designs.com/blog/tips/types-of-logos/> to read some tips on types of logos. Your logos should be on the lower back of your cards.

You can find some inspiration on the following sites:

<https://www.papyrusonline.com/greeting-cards>

<https://www.papersource.com/stationery/greeting-cards.html>

<http://www.americangreetings.com/ecards/index.pd> (Links to an external site.)

[http://www.etsy.com/?ref=si\\_home](http://www.etsy.com/?ref=si_home) (Links to an external site.) (search for greeting cards)

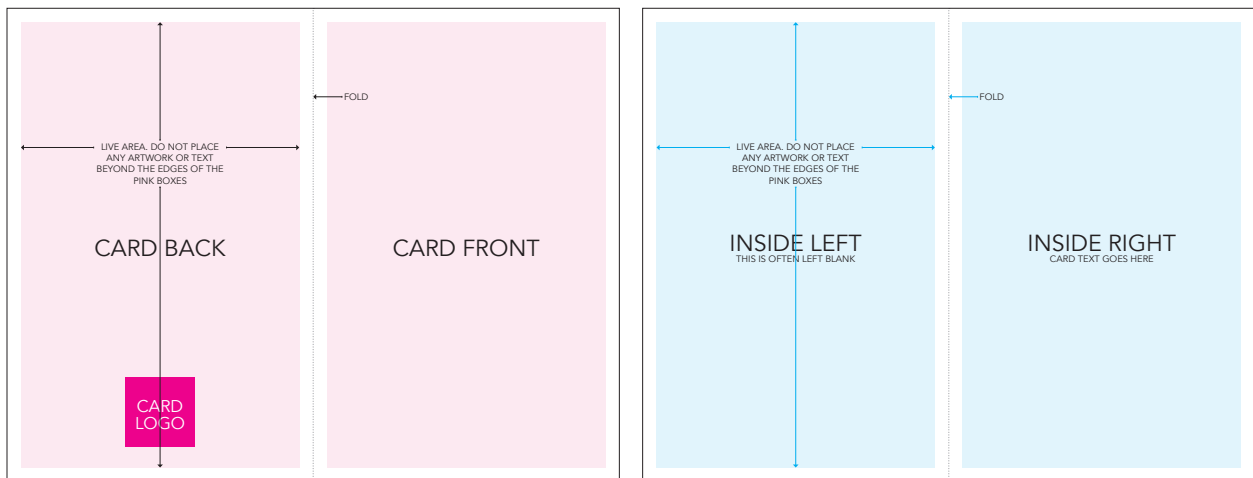
<http://www.jibjab.com> (Links to an external site.)

<http://www.hallmark.com/ecards/>

You will need to design your cards to be one of the following standard greeting card sizes:

- A7 card - Dimensions: 5” x 7” - *matches an A7 envelope*
- A6 card - Dimensions: 4.5” x 5.75” - *matches an A6 envelope*
- A9 card - Dimensions: 5.5” x 8.5” - *matches an A9 envelope*
- A1 card - Dimensions: 3.5” x 5” - *matches an A1 envelope*

All of your cards will be the same size. The standard layout for a folded card is as follows:



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-Project2.pdf*