

## GRAPHIC DESIGN

### PROJECT 3

*Project Title* Ride Rental Promotional Materials

#### PROJECT DESCRIPTION

Your third project for your ride rental brand you will need to design and physically create promotional materials. Promotional materials (*aka Swag*) are used to “grow” a brand, to raise awareness of a new business, company, organization, etc. to potential new clients and customers.

Your promotional 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 promotional items but one **MUST** be either a reusable drinking bottle **OR** single use bottle of water.

As an example some of the most popular promotional items are:

- Promotional Drinkware.
- Custom Tote Bags.
- Writing Instruments.
- Custom Calendars.
- Power Banks.

That being said make sure that your promotional materials link in some way to the concept of your overall brand for your ride rental.

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 such as <https://www.vistaprint.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 the class' Blackboard group. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - Class - ProjectNumber > *FLastname-ART217-Project3.pdf*

