Big Project 3: communications package

For the same entity that you chose for your visual identity project, design at least four communication pieces.

- At least one communication piece must be for print, with sufficient image sizes, correct image mode and colour profile, correct PDF settings, etc. In a readme.pdf file, you should specify which print company you chose (the URL), and cite the stated required settings. In addition to designing a for-print PDF, you should mock this up in some way, so that a customer can see how this will look.

- Include one social media « header », like a YouTube banner.

- Include an animated GIF file for a email footer (see qoolcat.com/gif). We pretend that the customer has asked for this.

The project hand-in deadline is as per my course website. You should place the following files into a single directory named SURNAME_Firstname, then ZIP this folder, and upload the ZIP file to the provided Microsoft Teams space. Here are some of the files you need to include:

1. for the for-print communication piece, the for-print PDF and an image of the mockup (obviously) and also the source InDesign file and one correctly prepared image

2. for the other communication pieces, output as appropriate

3. include a readme.pdf file, a text document where you put pertinent information and explanation that I might need to understand your work.