

# Personal Identity

## ASSIGNMENT

You will be developing a personal identity system to aid in your professional or educational pursuits. You will be responsible for the development of a logo, business card, and résumé. This could potentially include other self-promotional elements such as a minibook or self-promotional items.

## OBJECTIVES

- Edit, compile and devise a strategy to focus and market multi-media work in a unified presentation.
- Develop skills and support materials for procurement of employment or college transfer in the field of New Media.
- Apply knowledge of the theory, history, and principles of design and animation in the creation of new media art.
- Apply successful problem-solving skills utilizing industry standard applications, technologies, and techniques in the creative and technical production process.
- Communicate effectively, both visually and verbally, by presenting work, defending design decisions, and by participating as an active critic during group critiques.

## FINAL DELIVERABLES

On the project due date, turn in the following:

### **Logo: YourName\_Logo.pdf**

- 2-page PDF of your logo.
  - 8" x 8" with approximate 2" logo
  - include color, and black versions

### **Business Card: YourName\_BusinessCard.pdf**

- PDF of your final business card (no bleed, no crops)

### **Résumé: YourName\_Resume.pdf**

- 8.5" x 11"

## TIMELINE

7 weeks will be dedicated to the completion of this project.

## GRADING

Your final personal identity deliverables are worth 25% of your final grade.

*See the project rubric for details.*

You must turn in your final project on time as well as hit all the project milestones. If your final project is late, you will be docked one letter grade. For each additional week late, you will be docked an additional letter grade.