



Name: \_\_\_\_\_

Class/Period: \_\_\_\_\_

## LOGO DESIGN: ONE COLOR NOTEPADS

**Background:** Note pads are a simple and inexpensive way for a company to market themselves. Many times notepads are used as “giveaways” by companies, non-profits and individuals in order to get their message out to potential customers. Also, companies use the notepads themselves in their business. You can find notepads in all sizes, shapes and colors, however, an industry standard is for a note pad to have 50 sheets of paper per pad and to be a 1/4th of a letter size sheet of paper (4.25” x 5.5”)

**Assignment:** You are to design, print, cut, pad and package a set of notepads. You have already designed your personal logo in either InDesign or CorelDraw. You have also already drawn at least 4 thumbnails of your note pad in your sketchbook and completed the “Roughs Worksheet” on which you drew the rough. Taking this rough you will design your note pad in InDesign. You will also design a note pad to give away to someone who has made an impact in your life and for two teachers/administrators/staff members. (Sign up for your staff members on the table in the back of the design studio.)

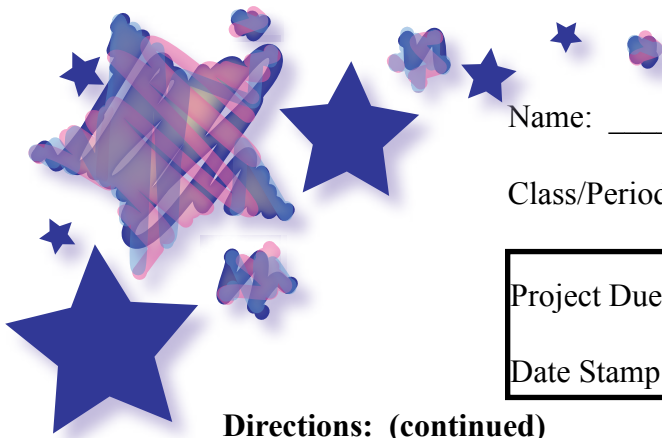
### Directions:

- ☐ In a new document in InDesign, set your paper size to be 4.25” x 5.5” with 1/4” margins.
- ☐ Place your logo by clicking on “File” and “Place” in the menu, or using the shortcut keys <ctrl> <D> on the keyboard. Browse to find your logo. It must be saved as an \*.ai file. (This means, if you created it in CorelDraw, open your logo in CorelDraw, choose “File, Export” in the menu and change the “Save As Type” to be ai - Adobe Illustrator, click the “Export” button. It is a good idea now to open this new file in Illustrator to make sure everything converted properly.)
- ☐ Save regularly! Make sure to give your document a legitimate file name! Anyone should be able to browse a list of file names and know EXACTLY which file your finished business card design is in, WITHOUT having to open it first!

File name: \_\_\_\_\_

- ☐ Design your imposition. Commercial printers often use large sheets of paper that they fold, cut, and/or trim to the finished size.
  - Open a new, one page, non-facing page document in InDesign. Set paper size to be letter size, portrait orientation and 1/4” margins.
  - Set horizontal and vertical guides at the center of the page. Set additional guides 1/4” on either side of these two guides.
  - Place your personal note pad design into the new document by following steps that you used to place your logo into your notepad design. Move it to one of the quadrants. Place the other three notepad designs.
  - Print a proof on the network laser printer. Fold in 1/2 horizontally and vertically. Make sure all four notepads are placed properly.
- ☐ Print the final image with one color of ink on white copy paper with the GraphCom logo preprinted on the back side. You are to print 2 notepads with 50 sheets per pad using a piece of chip board to back each notepad. Your printed note pad must dry for at least 1 hour.
- ☐ Cut your notepads using the Challenger Cutter. Pad your note pads as a class on the padder.
- ☐ Wrap your notepad with shrink wrap material. (Feel free to write a note to the teacher/staff member on





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Project Due Date: \_\_\_\_\_

Date Stamp: \_\_\_\_\_

### Directions: (continued)

the top sheet before you wrap it!) Make sure there are no holes or bubbles in the wrap and that the seams do not go across the front. Show wrapped products to your teacher and have them sign rubric below. This is your responsibility! Your teacher cannot give you a grade on something they do not see, even if it is perfect!

- ☐ Place your teacher/staff note pads in the paper box labeled for this purpose. You may take the other two notepads with you. Don't forget to deliver the note pad to your special person.
- ☐ Staple this rubric and one sheet from each of your note pads (trimmed to size) on top of one uncut sheet of your notepad imposition and the original plate master. Make sure your name is on everything.

## Tiger GraphCom Grading Rubric

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Attach to the top of your project, this side up. Make sure all pages of your project are date stamped.

Task	Possible	Student Evaluation	Teacher Evaluation
<b>Project:</b> Notepad printed in one color, on 24# white paper, 50 sheets/pad, 2 pads Imposition Attached, Trimmed note pads pages attached. All information included and is accurate; Spelling/punctuation correct Personal note pad includes logo design and name Note pads wrapped properly:  _____ Instructor Signature	60		
<b>Process:</b> Student followed all instructions. Appropriate file name used (see other side). Comprehensive design generated from thumbnail idea. Pages sized per instructions. Student planned carefully and neatly organized items on page.	20		
<b>Creativity:</b> Design was inventive & compelling Work is patiently done; work as good as possible with clean construction. Work has a sense of being "finished" Student applies design principles with great skill.	10		
Project turned in by deadline (5 points): Project date stamped (5 points):	10		
Total:	100		

