**ARA 396: Professional Practices for Artists and Designers – Fall 2018**

**WORKSHEET/WORKSHOP 4 – STYLE, VOICE, BRANDING  
(Professional Clarity/Acuity + Digital Assets)**

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**OBJECTIVE: Some essential tools in your marketing arsenal are your business card and letterhead. This project will give you experience in determining the content and physical layout for your business card, which is translatable to your letterhead design. *You will be given inexpensive resources through which to have your business cards printed, and you will be required to bring at least 10 business cards into class on 10/11.* This worksheet and the digital file attachments are still due on 10/4.**

**Use some combination of your feature image (from Worksheet 3), color palette, font choices, logo and mark in each of the following, and implement the guidelines as outlined in the provided .pdf titled: “Business\_Card\_and\_Letterheads\_Design”.**

1. **Business Card - Attach as a Separate File to your Assignment Submittal Email.**

**Sites to consider for ordering (compare options, costs, shipping times, wholesale/business account discounts, etc.) :**

* **Moo**
* **GotPrint**
* **VistaPrint**
* **Think! Graphics (local)**

**Fill out these details of your prospective order: *Size: \_3.5\_\_\_” x \_2\_\_\_”  
Material Stock: premium matte paper  
Finish: spot UV  
Specialty Details:no  
Qt:100  
Price:28.00***

1. **Letterhead – Attach as a Separate File to your Assignment Submittal Email.**