

ADV1162**Instructor:** Genevieve Hitchings***Eat Your Words*****Project 2 Overview:** Holiday CardsAssignment

Students will be asked to design three promotional end-of-year holiday cards for a New York City bakery or their choosing.

The holiday card is meant to serve as a promotion for the bakery, therefore the card has to feature something food related (that they sell) and must also represent their product as well as their brand.

Requirements**Chose bakery**

Students may select a NYC bakery of their choice. Here is a list of suggestions:

<http://newyork.cbslocal.com/top-lists/top-bakeries/>

Stage1: Research brand and products. Develop a mood-board

Mood-board might also explore possible concepts.

Stage2: Sketches

Develop a series of sketches. Sketches should show imagery as well as use of typography

Stage 3: Card development

Research types of paper. Dimension sizes and envelopes as well as color and thickness

Stage 4: Cards DUE

Students may work in either Photoshop or Illustrator