

graphic design

Project Presentation Standards

	GUIDELINES
PROFESSIONALISM	Each project must be presented as a professional piece. There must be no glue, smudges, pen and pencil marks or white-out on the project which will detract from the quality of the presentation.
PRESENTATION COVER	<ul style="list-style-type: none">- black Mayfair (26" x 20")- folded once- no wrinkles or dented corners- must have a business card sized identifier on front
TRACING OVERLAY	<ul style="list-style-type: none">- must cover the artwork- must be mounted straight- clean- straight edges, no rips- cannot exceed the size of the cover- use black masking tape to secure- tape must be trimmed to the width of the overlay
TAPING	<ul style="list-style-type: none">- use black masking tape- must be trimmed straight with a knife
MOUNTING ADHESIVE	Any of the following can be used as adhesive: <ul style="list-style-type: none">- double-sided tape- Studio Tack- rubber cement
IDENTITY CARD	Every project must have a business card sized identifier glued to the front of the presentation cover. The card must: <ul style="list-style-type: none">- be 2" high x 3-1/2" wide- be mounted in the bottom right corner 3/8" away from the edges of the cover- include your name, year and group number, class and project title- The card must be a professional design. Hand-written cards are not acceptable
RATIONALE STATEMENT	When required, a rationale statement must be mounted on the left inside panel of the presentation. The statement must be "designed". It must look as if it was created by a graphic designer.