

# PROJECT 1:

## VISUAL IDENTITY PACKAGE (15%)

Whether you are applying for internships or externships, jobs, or graduate programs, it is useful to have a set of standard, well-designed professional documents that reflect your rhetorical and technical skills as a qualified candidate.

For this project, you will locate a job advertisement in your field—or a graduate school application—and use a range of Adobe Creative Cloud software to design a set of visual documents for that position. This assignment extends our conversations about designing cohesive documents for specific rhetorical situations and audiences, in addition to developing your digital literacy skills with Photoshop, InDesign, and Illustrator. Deliverables will include a professional bio, personal logo, both a traditional résumé and creative résumé redesign, and business card.

### REQUIREMENTS.

1. **Professional Bio.** Professional bios should detail your educational background, professional interests, and any internships or jobs that have provided you with the rhetorical and technical skills needed in your field. When you are finished, you should have approximately **150-200 well-crafted words**. You will also include a professional photo with your bio—no selfies!
2. **Personal Logo.** A strong logo is recognizable and adaptable to a variety of print and digital documents. For the logo, you *must* use Illustrator and/or Photoshop.
3. **Traditional Résumé.** A résumé needs to quickly communicate your strengths: educational background, job experiences, technical skills, etc. For the standard résumé, we will focus mainly on readability and typeface, and you can choose between InDesign or Word to design your document. **1 page.**
4. **Creative Résumé Redesign.** For the résumé redesign, you will consider design more comprehensively in terms of layout, typeface, color, and graphics. For the redesign, you *must* use InDesign and include your personal logo. **1 page.**
5. **Business Card.** You can choose between a standard size business card (2”x 3.5”), square (2.5” x 2.5”), or mini (2.75” x 1.10”). You will design your card using Photoshop and/or InDesign, and it *must* include your personal logo.

### SUBMISSION DETAILS.



The Project 1 Visual Identity Package will be submitted through Canvas as a Zip file of individual PDFs. Please include a link to the job ad that you used to tailor your documents with your submission.

**Project 1 is due by the start of class on Monday, November 4th.**