LAHSGDC

'14

6ᵗʰ Annual
Championships

Your challenge is to design a busines card for:

Peppertrees B&B

For this portion of the competition, you will create work for a local Tucson bed & breakfast. **Peppertrees Bed & Breakfast** is located near the University of Arizona that hosts many guests throughout the year. The winning design will become the new official business card of the business, replacing an old design that the owner isn't happy with.

REQUIREMENTS

Idea Development (1/team)

*Create a letter-sized page that summarizes & demonstrates your team's idea development process. This page should contain examples of your **inspiration** along with **rough drafts**. There is no requirement for the quantity of images that you include. Be prepared to explain during presentations.*

• Dimensions: 11"w x 8.5" t   • drafts may be drawings or digital

Final Business Card *(3/team, 1/student)*

Dimensions: 2" x 3.5" horizontal or vertical, Two-sided.
Colors: Full-Color, CMYK mode. **Resolution:** 300 ppi
Text: See text provided to you.
Imagery: You *may* choose to include a new-look logo.
Any photos from their website: **http://www.peppertreesinn.com** may be used.
Format/Software: .pdf, using any software (Ai, Ps, etc.)
Labeling: School letter/Student number <u>visible</u> on your page

Supplies Allowed: Paper, Pencil, Colored Pencil, Marker, Digital Camera, Card Reader, Stylus/Wacom, Scanner.
Software: Illustrator, InDesign, Photoshop, PowerPoint, MS Word

** Be sure that there is no indication of your name(s) or school name anywhere.

*** Remember to convert all text to outlines or rasterize before saving.

TO SUBMIT FOR JUDGING (ON FLASH DRIVE):
School X - Project 3 * Create a folder that contains all of your team's files.

• **Idea Development Page (1):**
SchoolX-P3-Ideas.pdf
(.pdf file including your inspiration & rough drafts, which could be explained.)

• **Completed Graphics Pages (3):**
SchoolX-StudentX-P3.pdf
(One per student, page w/both color and b/w on one page.)