

DIGITAL DESIGN AND PROMOTION

You are on the staff of a large marketing firm in New York City and Miles Stanish has hired your firm. He is opening a bicycle store in New York and plans to name it Cycle Fitness. Your firm is to design a new logo for this new shop and as well as for future locations he plans to open. Cycle Fitness plans to hold free seminars on bike safety, cycling for fitness, what to look for when buying a bicycle, choosing the right bike, choosing a bike for a child, and creating a cycle group that will be doing monthly cycle trips. Your firm must design the new logo, a grand opening postcard for mailing, a business card, a rack card that will sit on the counter in a holder indicating all the seminars offered, and a quarter-page advertisement. You may use any graphics and software programs to create your logo and documents.

Information

- * Opening Date is June 1
- * Address: 123 Avenue of the Americas, New York, NY 20013, phone 212.555.3456
- * Rack Card: Create at least five seminars and cost

Components

- * The logo will be full color and should be incorporated on all of the printed pieces.
- * The grand opening postcard will be printed full color both sides with a mail panel. Size is 8.5” wide x 5.5” tall.
- * The business cards will be full color, with bleeds, 1 side. Size is 2” wide x 3.5” tall vertical card.
- * The rack card will be full color both sides. Size is 4” wide x 9” tall.
- * One-quarter page (5.14” x 10.5”) grayscale newspaper advertisement to appear in newspapers for grand opening.

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Theme fully and properly developed. Solution properly addresses assigned topic.	0	1-7	8-14	15-20	
Elements included in the graphics are suitable, appropriate, and directed toward a specific audience.	0	1-7	8-14	15-20	
Presentation					
Layout has direction and balance.	0	1-3	4-7	8-10	
Fonts and type style support the look and feel of the overall image	0	1-2	3-4	5	
Colors and graphics enhance aesthetic appeal	0	1-2	3-4	5	
Graphic design shows creativity, originality, and supports topic.	0	1-3	4-7	8-10	
Format is consistent and appropriate.	0	1-3	4-7	8-10	
Graphic design is clear and concise.	0	1-3	4-7	8-10	
Design gains attention and has eye appeal.	0	1-3	4-7	8-10	
Subtotal					/100 max.