

DESIGN YOUR OWN STICKER

Name:

Hr:

Goal: You create a sticker promoting a theme of your choice followed by a descriptive paragraph to explain your work.

Directions: Start by coming up with a message, and then follow our design process steps to create the best possible project.

1. Write your message here:
2. Complete 6 thumbnail sketches
3. Complete a rough layout (3/4 ratio)
4. Complete a comprehensive layout (3/4 ratio)
5. Complete a digital proof with crop marks (3/4 ratio)
6. Final Printed Sticker trimmed to exact size
7. 1 paragraph written description of your message

Use the following information to create the layout for your design:

Size options: 9"x 3" with a .125" bleed (bumper sticker) or 3"x3" (window sticker)

- Make sure your design has crop marks like we used in the notepad design
- The design should be legible from 4 plus feet away
- The font choice should match the message
- You should work in the RGB color space
- Your design MUST be appropriate

The paragraph must include an explanation of the message expressed by the bumper sticker, and reasons for its importance. As well as why you made the design choices about the font, colors, and composition of your design. Include this when you turn in your completed assignment.

Grading Rubric		Excellent	Good	Average	Below Average	Needs Improvement
Followed Directions	1. Document Set-Up	10	8	6	4	2
	2. Crop Marks/cut lines	10	4	3	2	1
	3. Placed using template for printing	5	4	3	2	1
Time on Task	1. Class time used wisely	10	4	3	2	1
	2. Effort	10	4	3	2	1
	3. Due dates met	5	4	3	2	1
Technical Design	1. Thumbnail Sketches	5	4	3	2	1
	2. Rough Layout	5	4	3	2	1
	3. Comprehensive Layout	5	4	3	2	1
	4. Digital Proof w/crop	5	4	3	2	1
	5. Final Printed Sticker	10	8	6	4	2
	6. Appropriate font choice	10	8	6	4	2
	7. Written Paragraph	10	8	6	4	2
					Total Score	/10