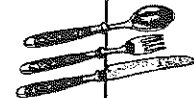


Design the Frillio's Pizza Envelope



TASK AND PURPOSE:

To design and create a #10 business-size envelope for Frillio's Pizza that coordinates with the letterhead you created in Part 2A.



OPTIONAL MATERIALS SUGGESTED:

A #10 business-size envelope.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

An envelope is used to send a letter and/or other documents. An envelope contains the company name and address in the top left-hand corner (return address area) and the recipient's address in the center. The standard size of a business envelope (also known as a #10 envelope) is 4.125 inches tall x 9.5 inches wide.

STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR ENVELOPE:

1. To establish a consistent, professional image for Frillio's Pizza, the envelope should be a mirror-image of the letterhead design, with the exception of where the information is placed.
2. Place the contents of the return address 1/4 inch in from the top-left edge of the envelope.
3. Obtain some samples of real business envelopes and analyze them to help you design your own.
4. Use the document planning sheet to sketch a thumbnail design of your envelope on paper first.

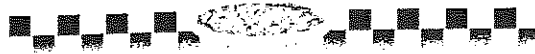
CONTENT AND INFORMATION TO INCLUDE ON YOUR ENVELOPE:

1. Place the following return address 1/4 inch in from the top-left edge of the envelope:

The Frillo's Pizza Logo
111 Pepperoni Drive
Saucy, CA 92888

2. To add realism to the design of the envelope, place a graphic of a postage stamp in the top right-hand corner.

Design Joe Frillio's Business Card



TASK AND PURPOSE:

To complete the Frillio's Pizza stationery, design and create a business card for Joe Frillio, the owner of Frillio's Pizza.

OPTIONAL MATERIALS SUGGESTED:

Cardstock paper.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

A business card is a small card printed or engraved usually containing a person's name, business affiliation, job title, address, telephone number, e-mail address, and Web site address. The purpose of a business card is to announce one's identity, presence, and the intention to conduct business. The business card is perhaps the most widely used mini-document in the business world. A business card is the handshake you leave behind after meeting someone in the professional world.

STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR BUSINESS CARD:

1. Since a business card does not offer much room, it's important to plan its design carefully.
2. The overall look and feel of the business card should match the type of job you are selecting. A business card designed for a lawyer would have a prestigious, professional look; whereas a comedian's business card would have a fun, humorous look.
3. Consider using lines or borders to help create a balanced look and feel on your business card.
4. Stick to using one typeface (font) to create a crisp, clean, easy-to-read business card.
5. Obtain some samples of real business cards and analyze them to help you design your own.
6. Use the document planning sheet to sketch a thumbnail design of your business card on paper first.

