

Objective: Use the different color schemes to create variations on a Valentine Card.

Create 3 different versions of the same card

EACH CARD SHOULD USE A DIFFERENT COLOR CONTRAST OR SCHEME FROM THE LIST. (SEE PAGE “COLOR SCHEMES & CONTRASTS” Harder contrasts are worth bonus points! (see grading sheet)

Directions for Valentine Card:

1. Create a new folder and call it “valcard_lastname” (example: valcard_rickard)
2. Use Adobe Illustrator and/or InDesign to create card front graphics. FRONT OF CARD SHOULD BE 4.25” high x 5.5” high – Landscape. This should have some kind of Valentine theme. Be creative, but create something EDITABLE. You need to be able to alter the color scheme of the card front.
3. After creating the card front, save it as “cardfront1” in your folder.
4. Create an 8.5x11 page, landscape, in InDesign with .25 top, bottom, inside & outside margins. Create a 2 column gutter with .25” gutter margin.
5. Create guide lines at 5.5” horizontal and 4.25 vertical.
6. Create a second page exactly like the first. - This is the template for 2 Valentine cards! Here is how it will be laid out:

PAGE 1

back (upside down)	back (upside down)
Front	Front

PAGE 2

blank	blank
Inside	Inside

- Be sure to use font colors that follow your color schemes.
- Be sure to use graphics that can be changed to match your color schemes or contrasts.
- Make sure to research schemes and contrasts to get ideas.
- BE CREATIVE!! Use Photoshop to make artwork your own. DO NOT just download a graphic and slap some words on it!!!
- DO NOT WASTE INK!! YOU are a professional. Professionals do not create a full bleed page with plain fonts and a downloaded photo. PROFESSIONALS create pleasing, interesting, creative works that take time and thought! Do NOT do any less!!

PRINTING CARDS

Cards should be printed on CARD STOCK. You must print front side only, then put the page back in the printer to print the back. After you have all 6 cards (3 pages) you should cut them with the cutter.

Attach all cut cards to grading sheet to turn in. I will return them to you before the end of Valentines day.

DUE BY the end of the workday, FEB 14th.

VALENTINE CARD GRADING SHEET

NAME _____

_____ /60 PTS.
 _____ %

POINTS _____ EXTRA

CARDS are worth 10pts each.

List your cards here:

CARD 1 _____ (scheme or contrast) _____ /10pts
 comments:

CARD 2 _____ (scheme or contrast) _____/10pts
comments:

CARD 3 _____ (scheme or contrast) _____/10pts
comments:

CARD 4 _____ (scheme or contrast) _____/10pts
comments:

CARD 5 _____ (scheme or contrast) _____/10pts
comments:

CARD 6 _____ (scheme or contrast) _____/10pts
comments: