

Bring two examples of letterhead design – Black and White is ok – Not mounted is ok

Have supporting arguments

Why does this match your personality and most marketable skills?
What examples of your designs that have a relationship to your letterhead?
How does it fit with your answers to the four study questions?

Letterhead Criteria?

Easy to reproduce? Expensive or not? Looks good in one color?
It should say something about *you*.
Examples: Stability and longevity? Or pop culture awareness?
Or businesslike? Or organized? Or minimalist designer?
This is *your "brand."*
Strong statement or supportive background?
Generally don't let your design *overwhelm* the letter content.

This requires you attempt to define yourself

A combination of what you really like to do, and what you are especially good at.
Specific technical skills? Illustration, photography, visual style, typography, etc
Broader important skills? Like working with people
Like brainstorming new ideas
Like tackling challenges with lots of interesting issues
Like getting all the little details right – well organized
Like working hard
Good researcher

Personal joys? Color, language, composition, animation, interaction
Getting to really know people, personalities
Making someone happy
Creating something new
Get right to the point
Simple repetition
Want to have the responsibility to yourself – take the initiative
Find beauty in all things
Why shouldn't this be fun?
Formality - informality

What if you don't have an "A" style?

The fact is, probably many of you don't, and not all successful designers have one.
Not really an issue if you can excel in all styles.
Ultimately you might not choose to use what we come up with here.
But, as an exercise, this has the potential to make a better impression.

So give it a serious try. If you already have one, bring it *plus* another good idea.
You might find that it gives you an option you will be glad to have.