Student booklet

Business stationery

Year 9	**Technology**
Name	

Design and create a set of business stationery for a local business or sporting group.

You will:

- reflect on ideas and designs gathered through research and investigation of existing samples of business stationery
- collaborate with clients as to their needs
- produce a set of business stationery
- evaluate the quality and suitability of the package then modify it
- reflect on and evaluate the process.

Due date: .....

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Section 1. Analysis and research

Your teacher will provide you with some samples of stationery from local businesses or sporting clubs for your perusal.

These samples may be: letterheads, business cards, labels, envelopes.

You will notice that while these samples of stationery have some similarities, there are many differences too. Comment on each piece of stationery. Refer to the features that enhance or detract from the stationery. Summarise your findings in the table.

Sample	Company	letterhead	business card	envelope	other	Criteria for judgment	Your comments
1						Aesthetic	
						Functional	
						Logo	
2						Aesthetic	
						Functional	
						Logo	
3						Aesthetic	
						Functional	
						Logo	
4						Aesthetic	
						Functional	
						Logo	

Explain which logo you think is the most effective and why you think so.

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Section 2. Pre-design: Finding out what you need to know

Your next step is to choose a local business or sporting club to design some business stationery.

My chosen organisation is: .....

You will design and produce:

- a new logo that will appear on all items of stationery
- a business card
- a letterhead
- an envelope.

You will also provide a quotation for the cost of producing the stationery.

Choose one or two peers who will pretend to be a client and interview them using the Client questionnaire on page 4 of this booklet to ascertain the information you need. You may decide that you want to add more questions to the sheet but make sure the questions are well designed and elicit the information you need.

Don't forget that the client is trying to increase profits by raising awareness of his or her business.

Complete the Client questionnaire during and immediately after the interview.

Client questionnaire

My chosen organisation is: .....

Client contact details:

Name of client: ..... Date: .....

Name of organisation: .....

Address: .....

Telephone: ..... Fax: ..... Mobile: ..... Email: .....

Name of professional association (if applicable): .....

Text on stationery: Address and contact details that the client would like on their stationery

Business address:
Telephone:
Fax:
Mobile:
Email:
Website:

Artwork on stationery: Circle your choice

clip-art	logo	slogan	photo	line drawings	other:

Supplied by client: Circle if applicable

samples of old stationery	logo on disk	photos	line drawings	other:

Details of client's preferences, if any, for the following:

Type and colour of paper (specify): .....

Text in black or colour (specify): .....

Type/size of font: .....

Other: .....

Section 3. Developing and presenting the design proposal

Design the set of business stationery for your client comprising a logo, a business card, a letterhead and an envelope.

You must also include:

- a new logo which will appear on all of the stationery samples. Draw your final version of the logo in the space below. You are to complete your 3 items of stationery using this logo. Explain why you have selected this design and what the colours, shapes and design represent.
- costing or quote for the stationery.

LOGO	Explain what the colours, shapes and design represent.

Proposal costs

This information is available from on-line suppliers. Your teacher has some websites you can use.

1. cost of designing the stationery .....

2. cost of producing the stationery .....

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.....

TOTAL COST: .....

Present your proposal of the 3 pieces of stationery and the costing to the client. Discuss with your client and write notes in the table page 7.

Client feedback

	Business card	***Letterhead***	***Envelope***
Is the client satisfied that your proposal meets their needs? Why?			
What changes does your client want?			
What does the client particularly like about your proposal?			
Costs			
Other issues			

Ask the client to complete the Client evaluation sheet on page 8 of this booklet. Reflect on the client's feedback and make design decisions about the stationery you will finally produce.

Client evaluation sheet

Did the designer ask your permission to produce a set of stationery for you?	
Did the designer arrange a suitable time for your consultations?	
Did the designer consult with you to clearly ascertain your needs and wants in regard to a set of stationery?	
Did you provide the designer with feedback on the design ideas?	
Is all of the information on the stationery correct?	
Does the stationery portray a professional image of your organisation?	
Is this set of stationery an economically viable option for your organisation?	
Would you use the product in its current form?	
Does the product meet your needs and wants?	
Any suggestions or advice that you may wish to provide to the designer would be appreciated.	

Section 4. Producing the stationery

Produce the stationery from the amended design proposal, then present it to your client again for a final look.

Submit to your teacher your completed *Student booklet*, stationery proposals and final designs and any other notes and drawings.

Section 5. Reflecting

Reflect on and evaluate the final product and the process you undertook.

Complete the Peer and self-assessment sheet on the next page of this booklet.

Consider the stationery design brief that you have completed, read the Peer and self-assessment sheet and Client feedback sheet, then respond to the following questions:

1. What do you like about the stationery you produced?

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2. What are the things you would change about the stationery you produced? Why?

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3. Suggest improvements you would make to the way you produced the final product.

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4. Did you find the software you used was suitable? Did it restrict you in any way? What would you like to change? Explain your thoughts, giving reasons.

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5. Were you happy with the way you organised yourself? Yes/No? Why/Why not?

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6. Explain how important it was to consult with the client.

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7. Did you find it helpful to meet with the client for the second time? Explain why or why not.

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8. What things would you change about the assessment and the way you approached it?

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Peer and self-assessment sheet

	Self			*Peer*		
	Mostly	*Some*	*Not at all*	*Mostly*	*Some*	*Not at all*
Does the product meet the client's needs and wants?						
Is the design original?						
Is the design innovative?						
Is all the necessary information included?						
Is all the information correct?						
Does the design suit the type of organisation?						
Does the product portray an appropriate image of the organisation?						
Is the development of the product going to be economically viable for the client?						
Did you manage your time well?						
Did you manage well under pressure or constraints?						
Did you manage and use resources wisely?						
Did you have to re-plan your production timetable at all?						
Did the software satisfy your needs in the design and production process?						