

Greeting Cards and PostCard Creation

You are a graphic design specialist for MV Creative Greetings. Your company has decided to start a line of greeting cards and postcards to roll out on Thursday, October 15. You have been assigned the task of designing 3 different cards.

1. **Holiday Greeting Card** – this card could be Christmas, Hanukkah, Thanksgiving, Halloween, or general seasonal card.
2. **Birthday Card** – This could be funny, serious, etc.
3. **MVTHS Postcard** – This card will have custom photography and effects.

There are no specific card size specifications. Standard greeting cards are 5 X 7 inches or 4 X 6 inches when folded. You can be creative with size, but remember your card will need to be mailed in an envelope. You will need to leave .1 each on each side for the card cut area. Your design should bleed all the way to the edge.

These cards need to be creative and remember – you want these to be good enough that someone would buy them.

Your cards will be graded based on creativity, correct sizing, use of Photoshop techniques learned, and customer appeal.