

PROJECT 2: FOUR STAMPS

DUE THURS, APRIL 19TH

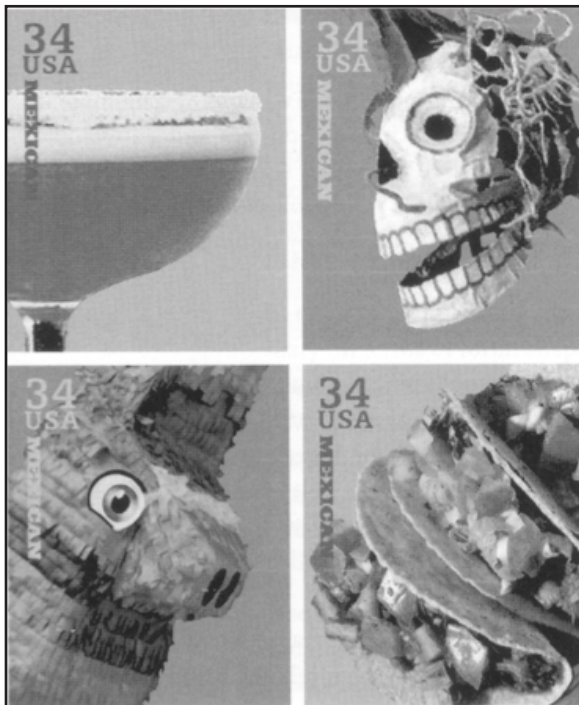
If you have been to the post office, you have probably noticed that there are always several stamp designs to choose from. These designs celebrate people, places, art, and events within our culture. Sometimes, they're just attractive seasonal designs.

For this project, you are a stamp designer for the USPS. Your job is to come up with four stamp designs that represent an ethnic subculture in the U.S. You can celebrate Mexican-American culture, Chinese-American culture, Portuguese-American, etc. Why not choose a culture you have a personal connection to or one you wish to learn more about? You attend a very diverse school, and chances are there is someone from any culture you choose who can help you understand it (possibly even in this classroom!)

*Check out the USPS stamp store at : www.usps.com/shop

SPECIFICATIONS:

1. **Size:** Stamps come in many sizes, but two standards are 1.1875 x 0.875 inches (can be portrait or landscape), and 0.875 x 1 inches. You may select either size, or measure another stamp and copy its size.
2. **Copy** (Required Text): "39" (stamp cost in cents) OR "First class", "USA", and the name of the culture you chose.
3. **Presentation:** 4 stamp designs, grouped together 2x2 or in a row.
4. **Media:** Illustrations (digital or scanned), collages, photographs. No flags may be used!



PROCESS:

1. Before working in InDesign, you are going to do some research into the culture you chose. Focus on any holidays, art, food etc. particular to that culture. I want you to move beyond stereotypes.

As you examine the culture (Internet and book sources are great, as are actual visits to places in the area that represent your culture of choice), begin to make a list of your ideas.

2. Sketch (in color?) your ideas for your four stamps. You may think you don't know how to draw— do your best. Each sketch should be between 6-7.5" on each side, proportionally consistent to the eventual size of your stamp designs. These sketches are mock-ups, and should convey the essential components of your idea.

3. Type your name on the stamps page and print out your stamps. Please staple your sketches to the print-out. As always, extra credit for color, and even more extra credit if you mount your stamps on black mounting board.

OUTCOME:

Your stamps should stand alone as attractive designs, but also look as though they are part of a series. Images used should be crisp and recognizable, while avoiding clichés (actually educating the viewer about aspects of your chosen culture that may not be initially obvious.) Stamps should look professional and potentially usable by the post office.

