

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 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, 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 might help you understand it.

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:** 39 (stamp cost in cents); USA; 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. Your sketches are due Monday, May 1st and will be reviewed in a class critique. These sketches are mock-ups. Obviously, the more detail they include, the better the class can respond to your efforts.

3. After your critique, begin to work in InDesign on your concept. Set up your file carefully (I recommend 1 file for all four stamps) and make sure to work in CMYK color mode. Do not use the built-in swatches in the color palette, although you may add custom CMYK swatches to the palette. Be very careful not to enlarge raster (photographic, pixel-based) images. Doing this will cause distortion and result in poor quality prints. When in doubt, do a test print.

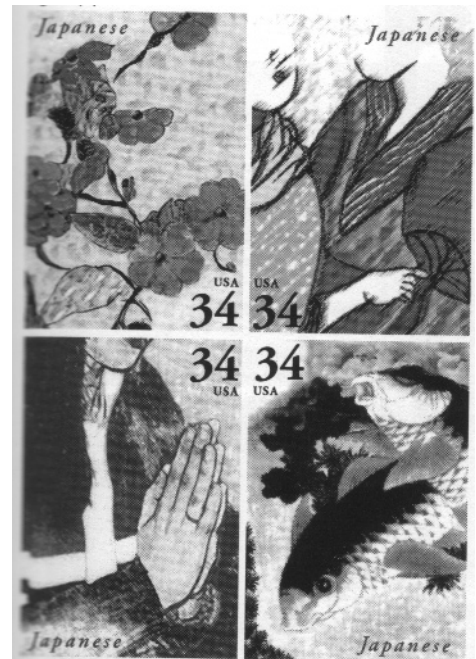
4. Secure black or grey mounting board. You will need enough board to allow for at least a 1" margin on each side of the printed stamps. You will also need gluestick, mounting spray, or regular glue and a paintbrush.

Places to buy mounting board:

Art Studio of Providence • (401) 331-2560 • 17 Peck St.
(Student discounts)

Art Supply Warehouse • (401) 331-4530 • 14 Imperial Pl.
(You should probably mapquest this address.)

RISD Store • (401) 454-6454 • 30 N. Main St
(Across from the canal and a bit overpriced. It's a college bookstore after all.)



Utrecht Art Supply Center • (401) 331-3780 • 200 Wickenden St.

5. Print your design in color. Again, do a test print in black and white before you go to the printer. If you are using any fonts that you are afraid might be unique, select them and choose "Type> Create Outline" before going to the printer's. (Be sure you are done editing your type!)

Note: if you choose to go anywhere other than the two shops listed below, you must create a PDF of your file first (File>Export). Talk to me, if this is the case.

Places to print:

Concept Link • (401) 273-0535 • 88 Weybossett St. • <http://www.concept-link.com/>
(Across from the Enterprise Rent-A-Car , past the Dunkin Donuts). Offer a discount with student ID.

Alpha Graphics • (401) 351-4000 • 211 Eddy St. • <https://www.alphagraphics.com/>
(Head down Dorrance St. towards Spike's hot dogs/ Club Hell & make a left at the bridge.)

Kinko's and The UPS Store do color printing but are not recommended.

6. Trim your printout so it contains only a 1/2" white margin on each side, and glue it to your mounting board. Bring this work to class on 5/15. Do NOT wait until the last minute to print. You should have this sorted out by Friday, May 12th.

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 useable by the post office. You will also be graded on your ability to follow mounting directions and the tidyness of your presentation.

