

Name: \_\_\_\_\_

## Costly Cards

After reviewing profits from last years Valentine's Day cards and the predictions the ones for this this year Holidaymark Greeting Card Company is worried. Card sales appear to be decrease with each passing year. Due to this decrease in profits the company is now providing an incentive for its designers. The designer that develops the best card design for the best budget will get a \$1,000 holiday bonus. The card creation cost can not exceed \$5.00. Will you be this designer?

### **Goal:**

You want to create next big Valentine's Day card design for the 2019 holiday season.

### **Role:**

You are currently a card developer and designer for Holidaymark Greeting Card Company. By creating the next big Valentine's Day card design you hope to get the proposed holiday bonus.

### **Audience:**

This project is for the Valentine's Day Greeting division within the Holidaymark Greeting Card Company.

### **Products:**

You will have to submit the following components or your proposal to the Valentine's Day Greeting division:

- Card Prototype
  - Including written message
- Card Budget Calculation Packet



## Project Review:

**How do you think you did?**

---

---

---

**If you were to redesign your card what would you do?**

---

---

---

---

---

---

**If you were to improve or add something to this project what would you do? Explain why.**

---

---

---

---

---

---

**Did you like this project? Why or why not?**

---

---

---

**Overall how would rate this project?**

|                           |          |             |          |                |
|---------------------------|----------|-------------|----------|----------------|
| <b>I did not like it.</b> |          | <b>Okay</b> |          | <b>AMAZING</b> |
| <b>1</b>                  | <b>2</b> | <b>3</b>    | <b>4</b> | <b>5</b>       |