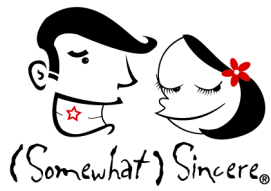


GAYLE HURMUSES

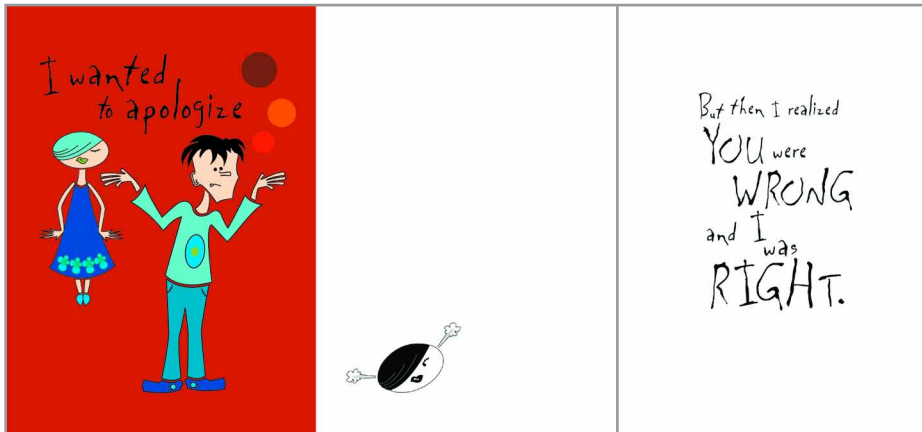
STUDENT PROJECT - SOMEWHAT SINCERE GREETING CARDS



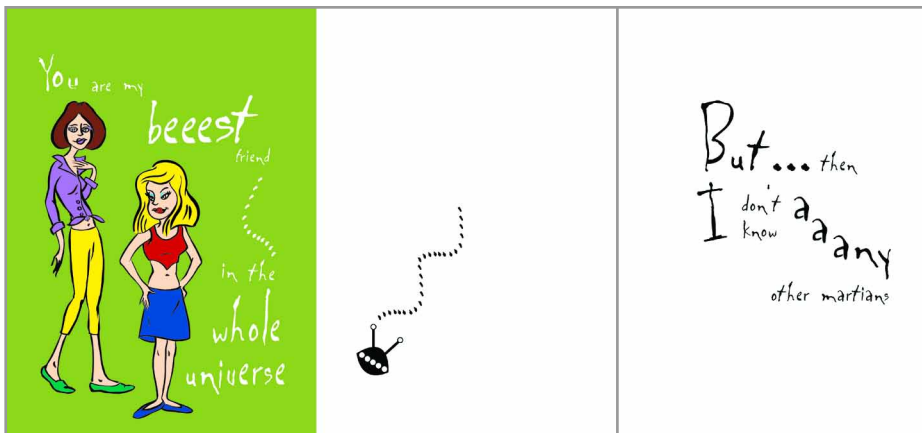
This project was developed by a group of Humber College students enrolled in the Electronic Publishing program in the

fall semester of 2001. They were instructed to imagine they were the house artists in a new studio wishing to establish a reputation through a showcase product that would present the abilities of the creative team. The project was to be developed collectively and executed individually.

Through a brainstorming session, they agreed to create a line of greeting cards aimed at the 20-30 year old market, which would be sincere...but not too much. The second decision, was to name the product line **Somewhat Sincere**. Next was logo design. The final logo, seen here, is a combination of ideas presented by three different students. Colour scheme, illustration style, copy, font and layout were also determined through a collaborative process. This project was an unqualified success, giving the students a taste of studio process and an excellent portfolio sample. The cards were executed entirely in Illustrator and output in Quark.



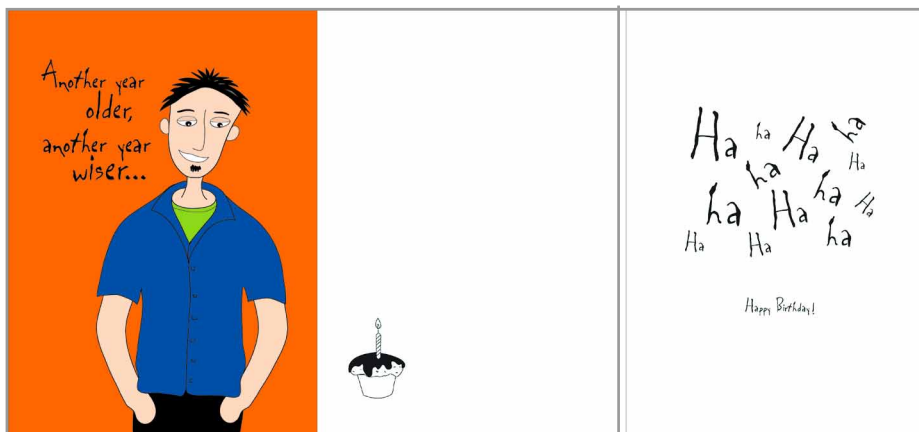
Adam S.



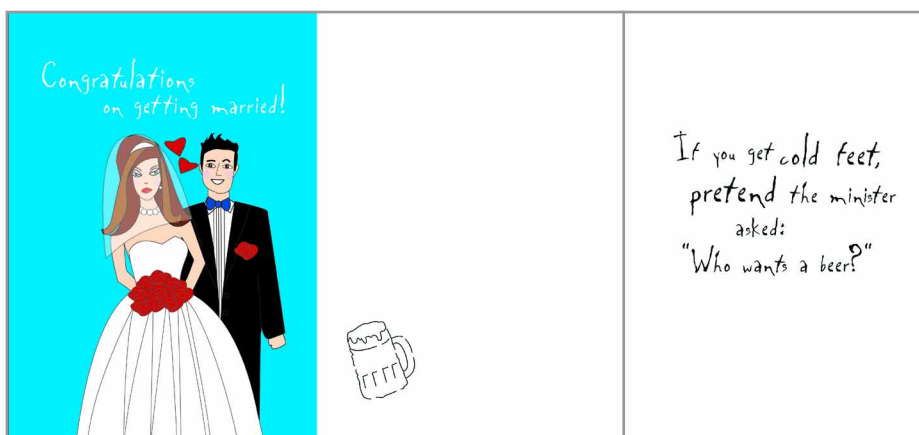
Alicia S.

GAYLE HURMUSES

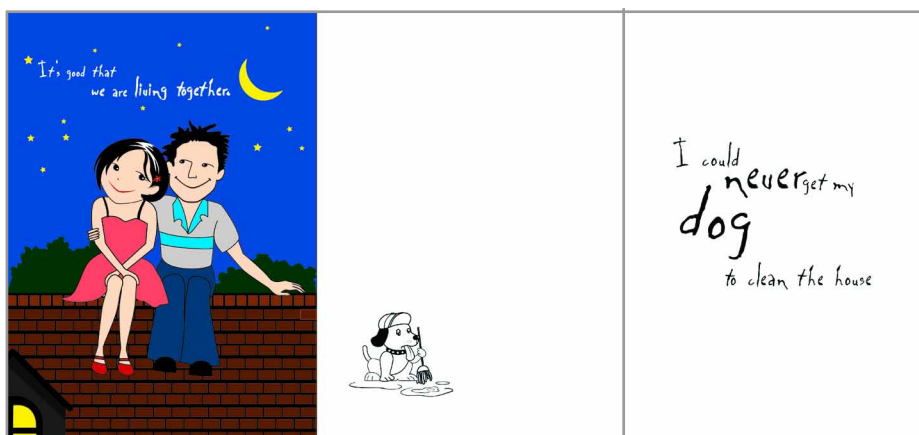
STUDENT PROJECT - SOMEWHAT SINCERE GREETING CARDS



Amanda C.



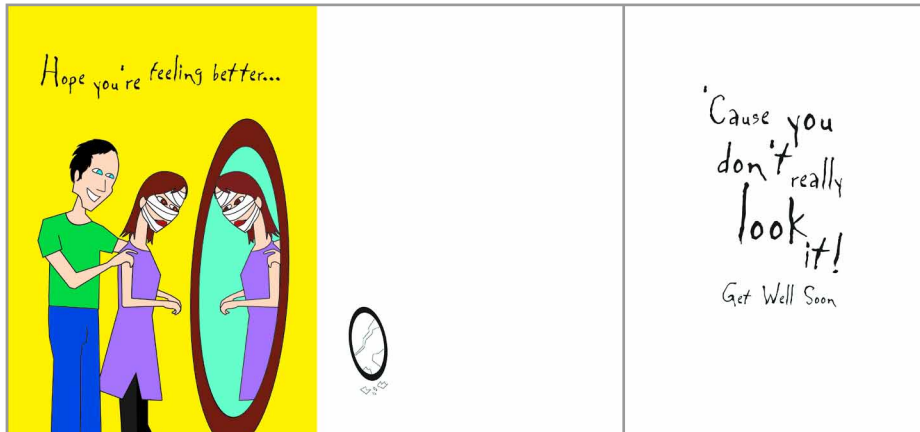
Corina P.



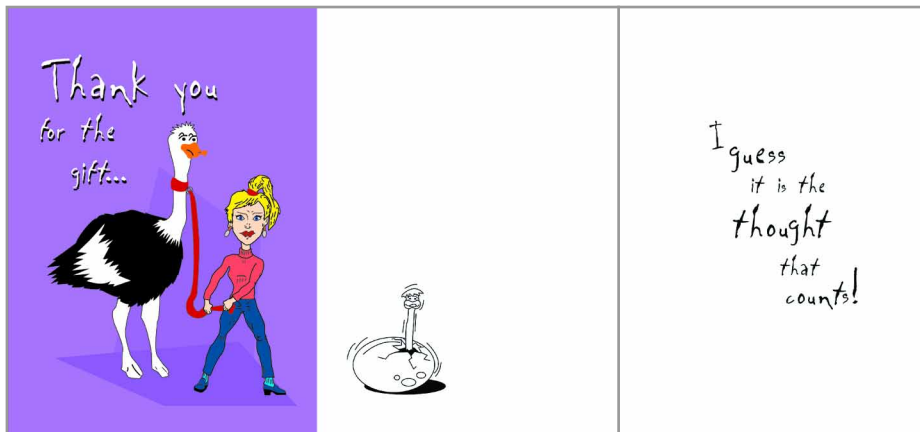
Helena Y.

GAYLE HURMUSES

STUDENT PROJECT - SOMEWHAT SINCERE GREETING CARDS



Ishtok V.



Frank D.