

Trading Cards

Adobe InDesign

Media Design 11&12

Task: Design and create the **front** and **back** of a set of 3 trading cards in Adobe InDesign.

You can build/work on elements in Photoshop and/or Illustrator.

Things to Consider:

- **Layout and Elements of a Trading Card**
 - o *Can you figure out the Hierarchy? What are the Main Elements?*
- **Fonts and Typefaces**
 - o *Max. 2 types of Fonts on a Card. Sizing is Important.*
- **Picture or Image**
 - o *Think about style and size. Does it fit on the card? Does it catch the collectors eye?*
- **Colours**
 - o *Consistency*
 - o *Does it match the theme? Does it match the featured image/character?*
- **Style**
 - o *Sports Style (Front image with descriptions on back)*
 - o *Game Style (Main content on front and design on back)*



Sports Card Styling



Game Card Styling

What I am looking for:

- Front and back of a set of 4 cards.
- Proper file formatting; **InDesign Package for saving**. FINAL version as PDF or JPEG.
- Eye-Catching design; Colours, fonts, clear picture, layout
- Consistency; *Do the cards look like they belong in the same set?*

Criteria:

Technical (10 marks)

- Package Process for Saving and Handing In
- Image creation/editing in Photoshop or Illustrator
- Front and Back design of cards

Creative (16 marks)

- Design choices
- Cohesive collection
- Colours
- Layout style

Category: Assignments

Total Value: 26 marks