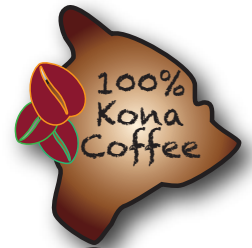


Graphics Design Coffee Label Design Assignment Deliverables



Hello Great Class...-here is one of the BIG assignments for Semester 1
There is a lot involved that YOU are responsible for..so look carefully..

1. Deliverable #1- Kealakehe Farms Coffee Co. Label-150 points

Size is 3 inches wide by 5 inches tall at 200 ppi

Must include contact information:

Kealakehe Farms Coffee Co,
74-5000 Puohulihuli St
Kailua-Kona, Hi 96740
808-327-4300 ext 2451

Must include coffee info such as:

16 oz 1lb. (454 grams)
Whole Bean
Dark Roast
100 % Kona Coffee

2. Deliverable #2- Flyer Promoting/Selling Kealakehe Farms Coffee Co.-100 points

Size is 8.5 x 11 at 200 ppi

You are trying to get the public in Kona and at school to be aware that we are selling coffee as a fundraiser.

Must include:

Price- \$24.00 for a 1 lb bag of 100% Kona Coffee
Must use similiar graphics as you used for your label
Should probably include your label on the flyer

Payment Info-

Cash and Checks only

Make checks out to:

WaveRider Designs-Kealakehe H.S.

Idea- you might want to design your flyer using a holiday theme to encourage our target audience to buy our coffee as a Holiday gift-

3. Deliverable #3- Personal Sales Performance-Selling 1 bag of Coffee-50 points

As part of the entrepreneurship/business side of this class, you are responsible for selling 1 bag of our coffee with out best chosen label and returning the funds to our fund raising manager-Mr Bajo-you will be trained on sales skills to maximize your performance

If we sell a minimum of 25 bags of coffee (1 bag for each student) we get to have a raging ice cream party throwdown

