

Business Cards

Create a series of six designs for 3 business cards (front and back) You will need to visually promote yourself (your business) through the imagery you choose. Who are you? What are you about? What is your job? Your occupation may be realistic or fiction. There are many possibilities with a variation of style, color, shape, and elements

Your card must have...

A Creative Edge – Do your cards show something that we've seen a million times before or does it show something new and different?

Complex Imagery or Concept – Does your card look like it was created with little thought and thrown together in a short amount of time?

Solid Typographic Design– Does the typography fit the job description. How would the typography sound if it had a voice? Did you use a typeface that communicates clearly or an over the top typeface that is not easy to read?

Information – Name, Title (who are you?), Address, phone number, and email – You may use bogus information for your design – we will be creating these and may be displaying them to the public

Unity – Cohesive quality that brings the aesthetic quality of the card together.

All Imagery, photographic or hand created, MUST BE YOUR OWN.

Be Prepared to answer to following questions...

What is the color scheme of your business cards? What types of colors are you using and WHY ARE YOU USING THEM?

What is they style of your business cards?

Part 1 - Brainstorm– Create a single sketchbook page FILLED (covering a majority of the page) with awful, decent, and good ideas (more than 5). Mr. McCray will check this for a grade. If you cover the page with watercolors filling all white space, you may use it for your sketchbook assignment. Your first idea is never your best idea.

Part 2 – Make it! – We will be making physical versions of these cards allow for more time than just a computer printout.