

**Design Brief**

Project 1B (Hand : Letter : Identify)

*Last Revised: 08.30.05*

**Assignment**

Using as resource material the six typographic designs you created in Project 1A, create two (different) personal business cards. Use a computer to create and/or output final work. The cards must be printed on a high quality laser or ink jet printer. Each must measure 3.5 inches wide by 2 inches tall. Include exactly the same information on each card (name, physical address, phone number, email address).

**Analysis**

How does process relate to production? The primary intention is to explore the challenge of transferring design and content from one format to another. Any relationship explored in Project 1A may be emphasized in Project 1B (ex: Negative/ Positive, Scale, Pattern). Again, by experimenting with type within specific parameters, designers can develop personal forms of expression. They may also develop a means to express personal ideas about identity.

**Grading**

You will be evaluated according to: (1.) use of type; (2.) design and creative ability; (3.) effectiveness in developing and conveying a concept; (4.) craft and technique; and (5.) professional behavior. You will lose points for sloppy presentation, typographic errors or not following instructions.

**Submission**

All parts of Project 1 (1A and 1B) must be formally submitted together. Refer to: Mounting Guide: Project 1, available on the course Web site.

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