

Project 1 Parameters:

If needed, re-watch the following videos from class:

[Watch only the following videos: Sans Serif Type, Basic Architecture, The Project: Sans + Structure from:](#)

Typography That Works:

[Typographic Composition and Fonts](#)

[By Ellen Lupton](#)

Use your name, address, the main way you would like to be contacted (either phone/text or email) and your top three interests/skills:

e.g. drawing, photography, typography

**If you do not wish your personal information to be made public, you may make up an address & contact information.*

***This project will be due Week 4:
The week of January 25th***

Business card parameters:

- 3.5” x 2” your card can be either vertical or horizontal
- Your information will go only on one side of the card
- The final business card can be in color but for the first week of your design we will be working in black and white only* (to help us focus on hierarchy, structure, alignments, and overall composition).
*Grey is permitted.
- A small initial mark will be added to your business card during the next few weeks. The initial mark could either go on the front of the card with your information or go on the back of the card by itself; it will be up to you.

The process for this week:

1. Start with one typeface family
2. Choose 1 size and 1 style (e.g. Roman)
3. Solve composition, hierarchy/groupings, and alignment issues
4. Add emphasis: bold or italic
5. Add scale

Work in black, white, and grey for this week. When you are satisfied with your business card designs, upload them to Google Slides.