

Project 1 The Process:

Step 1: The first 10 sketches will probably be your normal sketching process.

Step 2: For the second 10 sketches you could use descriptive adjectives about yourself to explore ideas, e.g. edgy, whimsical, childlike, etc.

Step 3: For the last 10 sketches try out the “Forced Connections” technique, where you take your 3 interests (e.g. *hiking, baking, fishing*) and make a list of visual attributes that can be combined with your initials to make an initial mark.

For example, fishing = fish hook + the letter A.

Sketch your 30 ideas and select your top one.

Step 4: When you are satisfied with your business card design(s), place your chosen initial mark (*as a refined sketch*) into your design. Take a picture of your sketches and upload them & your business card to Google Slides.

You may now use color and imagery, but only after you have solved the typographic layout, groupings, alignments, hierarchy, emphasis (bold & italic), negative space, and scale.