

WEEK ONE: HOMEWORK (Warm up assignment which will not be graded)

1. Finish the in class letter anatomy assignment.
Bring your work to next weeks class.

2. [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](#)

3. Once you watch the above videos, collect your classmate's text for the business card:

Their name, address, the main way they would like to be contacted* (either phone or email) and their top three interests/skills e.g. drawing, photography, typography

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

Business card parameters:

- 3.5" x 2" *your card can be either vertical or horizontal*
- *The card will be one sided only*
- *The final business card will be black and white only. Grey is permitted.*
- *The project will not be mounted. You will print and trim the final card to the correct size for next week.*

The process:

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, print them out, trim them down to the correct size, and bring them to class next week.