

Instructions: Create 2 business cards using one of the three logos you created in class. Use the BC template from the retrieve folder to design your cards on. You must use the same logo for both cards. Do not alter your logo in any way by distorting or changing color and fonts. Copy and paste your logo on to the template as is. You may however reduce or enlarge it as needed. One business card design must be symmetrical and one asymmetrical. Each card is worth 10 pts.

Design your cards with some flare. I expect good design, not just slapping a gradient in the background. Make sure your text is not too big. I recommend 7-10pt, no smaller or larger. Really consider type alignment; if you place text on the left, it should be align left, text on the right should be align right and text in the center should be align center.

Criteria:

Each card must include the following:

1. The same logo (with name of the company and the type of business)
2. A contact person and their title
3. Full address (number, street, city, state, zip)
4. Phone number
5. website (e-mail address is optional)
make up the address and phone #. Do not use your home address, get creative
ex: 360 Surf Way, San Diego, CA 92701 800-360-SURF

Save as: lastname BC

Grading Criteria: 20pts

Hints/Ideas: To enhance your business card design, consider the elements and principles of art, treat the background with color (not necessarily only one), use gradients or screen tints. Readability is essential. Try not to clutter things. Breathing room is a good thing. Keep text alignment in mind by having it fit the layout. Text should be between 7 and 10 pt.