

## GRDS 171 - ALL SECTIONS—FINAL

### DUE DATES:

**MW 171-01 Wednesday, DEC 11, 9:00 am. Note: this is a corrections from an earlier posting.**

**TR 171-02 Thursday, DEC. 12, 9:00 am. Note: this is a corrections from an earlier posting.**

*Note:* Read all directions before beginning - all parts are required.

If you are missing any part, you will receive an F for the grade.

**Final Project:** Create two business cards

- One for the person you researched—*IN THEIR STYLE*.
- One for yourself in the same style as above.

Both cards are to be done *IN THE STYLE* of the researched information, using the 3 - 5 attributes you were to identify. Although you will be working with the same design elements, ALL cards must look different.

• **Guidelines for the business cards are:**

Card Size: 3.5" x 2". You can choose whether the card is tall or wide. No margins. Select type and sizes as needed according to designer/topic. Remember, your colors are limited to the gray scale. Utilize as many shades of gray as necessary.

Each card should include the following information:

Name

Address or City/Country

Field of expertise and any other relevant information

Phone number or dates

*I will be looking for examples of the various tools and techniques that you worked with during this class this semester. Although I most likely will not see all elements of design in any one card, I should see a usage of some and a mixture for visual interest. Be aware: this class never touched a computer and so this final project may not include it - not even for type or titles. What are these tools/techniques? tech pen, cut paper, black, white and shades of gray. Found text for color, such as in your type gray scales. Creation of graphic elements in cut paper. Use of tech pen - these pieces are too small for use of marker.*

Although the end product is a business card for your researched person and one for yourself, you must turn in all your work in a book format. This includes:

- All sketches, I should see a variety of quick ideas for your thumbnails - at least 5-8 for each card
- Roughts for each card - at least two for each card.
- Your final comp - before made into the actual card.
- A page listing all the characteristics/attributes from your research, that should be seen in the final cards. Done in tech pen, be sure to first hand pencil lines to write on, then erase them.
- Your book must have a title, on cover and on title page.
- Create insets inside your book for each business card. Place each business card in its inset. Each card on its own page.
- Your stamp should appear on the last page, with your name.
- A grade sheet, folded and attached inside booklet, also in an inset.
- Your book needs a cover/back out of different paper (heaver?) than the inside pages.
- You may not use the cheap, xerox paper I pass out. Use better paper, even on the inside.
- Book Size: no smaller than 5" and no larger than 7". You determine fine size within.

Your sketches, roughs and comps - should actually be done in your sketch notebook. You will need to xerox them and place them into this final book. If large, scale them down to fit. Do not take up more than four pages for thumbnails and two pages for roughs, for each set. Be sure all information is accurately labeled on each page.