

10 February 2012

Problem #2: Captain (P)card

Purpose

In a period increasingly dominated by virtual relationships, we will investigate a traditional means of analogue (face-to-face) social interaction and information exchange (the business or in this case, profile card) using purely digital tools.

Skills

Adobe Illustrator
Laser Engraving

Scope

Each student is asked to design and produce a series of cards profiling him/herself. Information can be delivered in writing or in graphic form. Remember, you can cut virtually any shape or profile on the laser engraver so please take advantage of this extraordinary technology.

- Elements to include: your name, Studio H class of 2012 and website
phone number (optional)
specialty or a.k.a. (if any)
personal website/blog/twitter (optional)
inspirational quotes (optional)
- Elements to avoid: home address
personal information (ss#)
lewd/inappropriate language or graphics
corporate advertisements
- Graphical elements: cornhole or knot design patterns/elements
abstracted specialty or past-time interest

Materials

Cards will be cut on the Laser Engraver from single-ply chipboard or equivalent. The size of a typical business card is 2"x3 ½" (we will consider this one unit.) Designs may range from one to four units in size but should be collapsable to the one unit dimension.

Timeline/Sequence of Tasks

This weekend, begin sketching ideas. We will start digital illustration and fabrication Monday. Cards will need to be finished and cut by Friday, February 17.

Assessment

Conceptual clarity: 33%

Graphical element(s): 33%

Elemental integration and completion: 33%