Assignment 1
Visual Rhetoric
BusinessCard Expression

Using page 219 in our book, design a business card according to the specifications located under "respond # 1." However, you **must** include a caption and your email address.

Along with your Business Card you must submit a 1-page single-spaced essay analyzing your own card and what you think it says about you (what was your intent? Why? How?). Address the design you created, why you created/chose it and what you think it means to you. What do you think others may perceive about you? Mention all the different ways that viewers could interpret your card. This may mean that there are some less flattering ways that viewers could interpret your design. In addition to the above requirements, you **may** also intertwine a discussion of what you learned technologically throughout the process.

Requirements:

Use Adobe Indesign or Microsoft Publisher
Create your own graphic using Macromedia Fireworks or Adobe Photoshop
Include your first and last name, caption, and email address on the card
You must submit 1 color hard copy of the card
You must submit the 1-page analysis via email (lastname.doc) with subject line as <business card>.

See the online schedule for due dates. You may receive some class time to work on this project.