**Assignment 1: 15%**

Take any 3 words that describe you as a person [if this appears too personal take 3 words that describes a favourite film, book, poem, tree/plant, pet, piece of art etc. etc.)

Choosing **one** word design a business card that portrays the meaning /feeling/ emotion/ idea you wish to illustrate (you do not have to include the word itself on your business card). Use any array of design principles & design elements to support the message you wish to covey. Your business card must also include colour & a typeface.

A standard business card is 3.5 inches by 2 inches, give or take. If using any standard imaging software the dimensions will be something similar to as follows: if using 300ppi the business card dimensions will be circa 1050 px \* 600 px.

As part of this assignment include a reflective summary that justifies your chosen approach from a design perspective (make specific reference to design principles, design elements, colour & typeface adopted). As part of this include any snapshots of preliminary design sketches that support the rationale & ‘thinking’ behind your approach to design. Also include any external research references/sources you adopted that lent to the development of the overall look & feel of your business card.