

CARD DESIGN

Adobe Illustrator Project

Introduction

One of the most important ideas about graphic design is that it's like air. It's all around us all the time. We can make our world easier to understand simply by applying our visual communication skills and sharing our work.

Learning Goals

- transfer your new skills in *Adobe Illustrator* to a new project
- practice the iterative process
- engage in product design

Assignment

Create a two-sided trading card that presents a person, place or thing to the cardholder in a visual way.

Some Ideas

Athletes, literary characters, plants, animals, comic book hero, musician, historical figure, architectural landmarks, natural wonders

Requirements

- Name of person/object/place
- At least one image
- Biographical/Statistical information
- Use of design elements: shape, form, color, typography
- image/content credit

Iterate!

Share your work with classmates. Ask them what they think of your design. What works visually? What doesn't? Use the feedback to rework your design.