

# Homework for Project 02

## - Personal Business Card Design

The word power assignment consists of manipulating a written word or group of words or letters to form a visual. Students should choose a word that, with a slight modification, can be made into a symbol. The alteration of the word should be minimal, just enough to communicate visually the iconographic information. The symbol should not be an illustration slightly, retaining most of the letterform's characteristics and structure. At first glance the alteration goes unnoticed. Then a split second later, the change is recognized. The goal of the assignment is to have the viewer first perceive the word and then discover the clever modification. In this way the viewer is immediately involved in the creative process. The process is not punch line is unexpected but understood. If the punch line is too predictable, the joke isn't funny; if it is too obscure, the listener won't get it.

### Tips:

What we are going to create is called "Word Power" which is creating the typography onomatopoeia. I've attached several links for samples. Just be aware that this class is the type class, we should not involve any graphics into our design. So please just limit yourself to the original structure of the letterform, you can reposition, rearrange, reflection, and etc. There should not be any additional graphics created for the letterform, for example, you choose word "Cat", I want to see how you use letterform CAT to represent cat instead of give me a actual cat face.

### Schedule:

1. On next week 9/30 class, you need to bring in 20 ideas draft for your 5 keywords. The 5 keywords should relate to your personality, hobbies or anything that represent yourself. You can either split into 4 ideas for each word or if you got one word with 5 ideas and one word with 3 ideas which are totally fine with me, but just make sure that the 5 words should be end up with the total of 20.
2. 20 ideas draft can be drawn on or print out on 8.5"x11" letter size paper, and with list 5 words you picked.
3. We are going to discuss them in small group next class, and make the decision of one idea for one word which will end up with 5 ideas in total for the 5 words.

Here are links for samples:

<https://www.pinterest.com/pin/521713938068892991/?lp=true>

<https://www.pinterest.com/pin/486459197234510201/?lp=true>

<https://www.pinterest.com/pin/552887291736963146/?lp=true>