

Assignment #4

Roughs of Your Business Card, Letterhead, and Envelope Ideas

Take your 3 best thumbnail sketches and rework them into larger roughs—no need to worry about final size, just make sure they are developed and neat. Remember that the each component has 2 sides on which you can design.

Rules:

- Black and white: pencil is preferred, pen is acceptable
- Well-developed: I will not accept quickly thrown-together chicken scratch

Reading

Go to the class website, <http://openlab.citytech.cuny.edu/clarkeadv1161/>. Read the following sections:

- Principles > Alignment

