# *Business Cards*
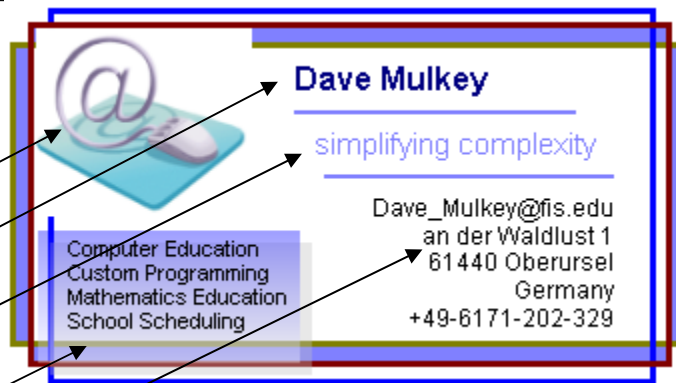
## Standard Ideas

Business cards are typically 3.5 inches wide and 2 inches high. They contain 5 elements :

- **Logo (design)**

- **Name (ID)**

- **Slogan (idea)**

- **Services**

- **Contact (address)**

These bits of information are not **requirements**, but they reflect the reasons for exchanging business cards – to help other people remember you and encourage them to contact you.

Business cards usually have a **style** consistent with the content. An artist will probably have a very attractive, artistic card. A businessman will have something that look efficient and professional. A student is more likely to have a "fun" style.

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simplifying complexity

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### Suggestions

Use simple, short words – not full sentences.

Use subtle, gradient shading -
          not solid backgrounds.

*Transparent* shading is also useful.

Use **vector graphic** elements –
    not bitmapped, so avoid photographs.

Use **horizontal** lines for structure,
    but avoid **vertical** lines.

Don't use too many colors.

Don't use too **many** different FONTS.
    Two fonts is probably the maximum.

Before making your own card(s), you probably should look at some examples. You might have some in your wallet. Another possibility is to look on the web – for example:
http://www.logotree.com/stationery-design-sample/stationery-design-sample-1.htm

You might wish to download some software or use an online service to practice designing your card. You could try the program from :  http://www.indentsoft.com/download/

Spend some time on this – don't be in a hurry. If you "finish" something, show it to the teacher and ask for some ideas for improvement.