

PROJECT REPORT TEMPLATE

1 INTRODUCTION

1.1 Overview

Designing Professional Business Cards

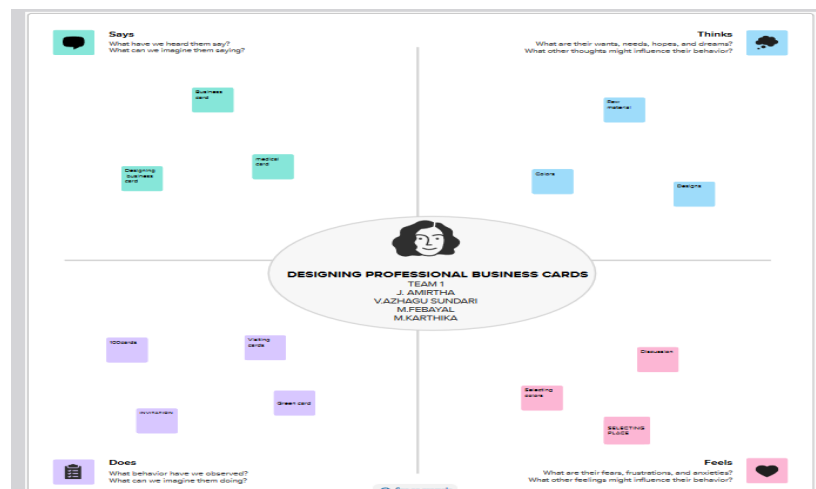
The "Designing Professional Business Cards for Effective Networking" project focuses on creating visually appealing and impactful business cards that leave a lasting impression and facilitate meaningful connections in the business world. A well-designed business card is an essential tool for networking, showcasing professionalism, and conveying key information succinctly. Our team has created the business card with the help of Canva. for that we have used many tools like elements, fonts, text, color to create excellent business card. We uploaded this project with the help of all the tools in Canva.

1.2 Purpose

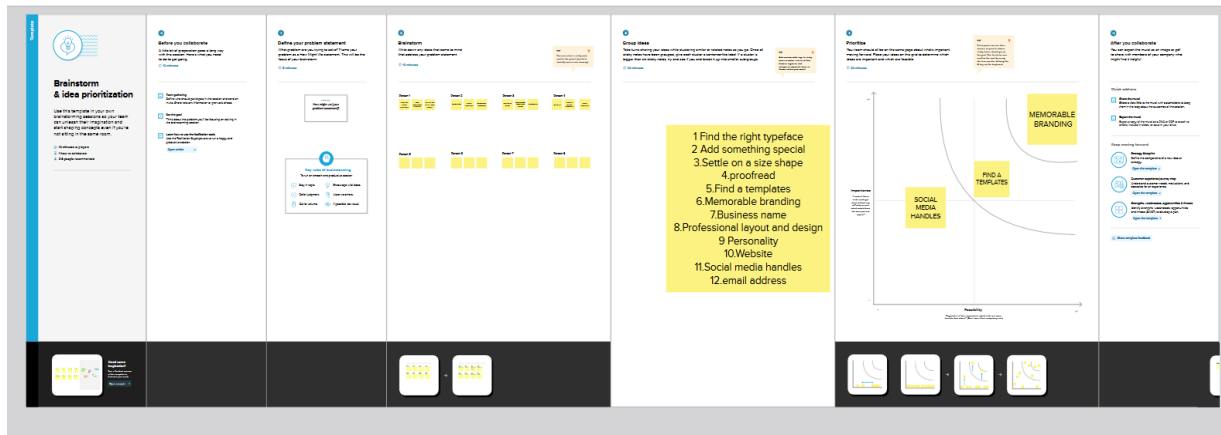
Business cards play a significant role in creating opportunities. They help increase sales due to the power of personal networking. Business cards have retained their significance in today's virtual world. The cards help establish a warm personal relationship with clients. It is a marketing tool to create trust, establish brand, and convey a message to the potential customers.

2 Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



3 RESULT



4 ADVANTAGES & DISADVANTAGES

ADVANTAGES;

Affordable Advertisement, Small and Convenient, Easy Distribution, Tangible, Grab Attention quickly, Establish Personal connection.

DISADVANTAGES;

The cost to design and print, they have limited information, take up a lot of space, Require Frequent Redesigning.

5 APPLICATIONS

Business cards are great marketing tools that help build brand and trust.

Moreover, there are many instances where business cards can be useful Networking events, Meeting with clients, conferences, exhibitions, trade shows, seminars.

6 CONCLUSIONS

Our team has created the business card with the help of Canva. for that we have used many tools like elements, fonts, text, color to create excellent business card. We uploaded this project with the help of all the tools in Canva. Business card play a significant role in creating opportunities. It is a marketing tool to create trust, establish brand and convey a message to the potential customers.