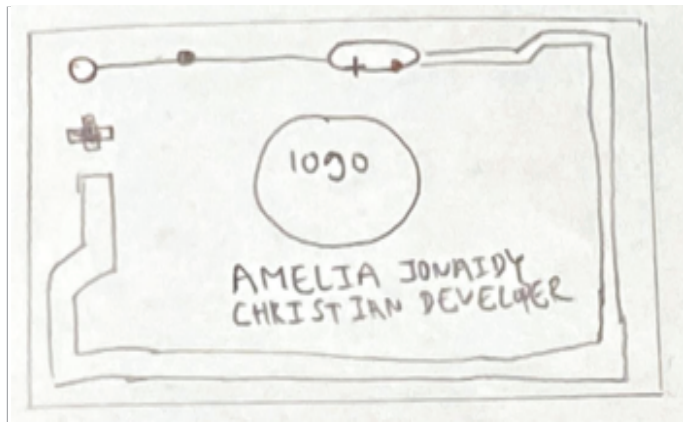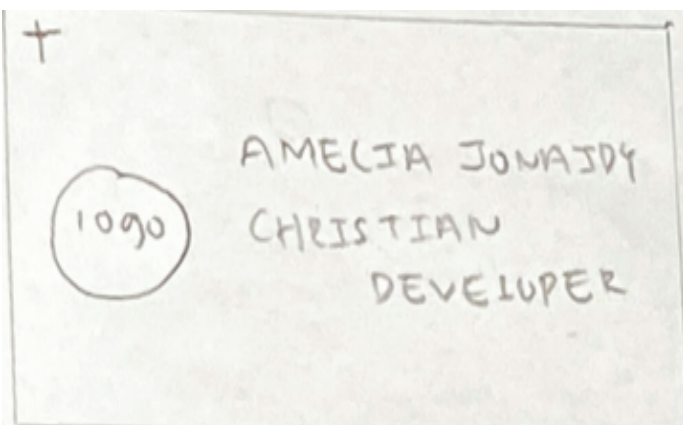# Concept Sketches

Front
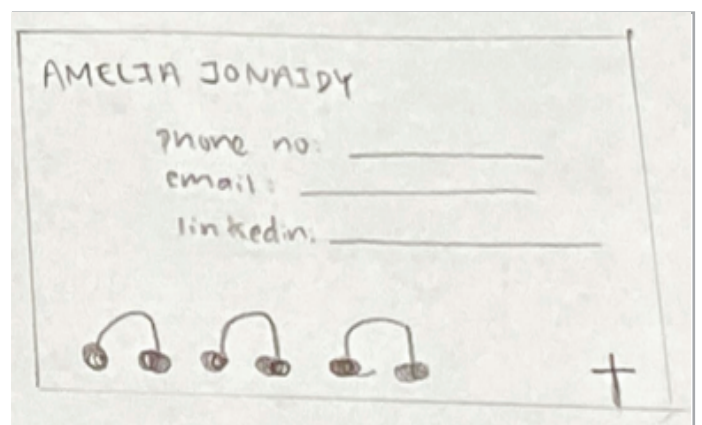

Back

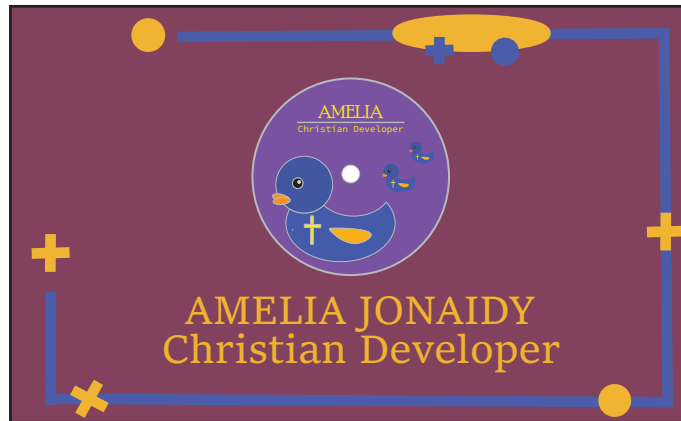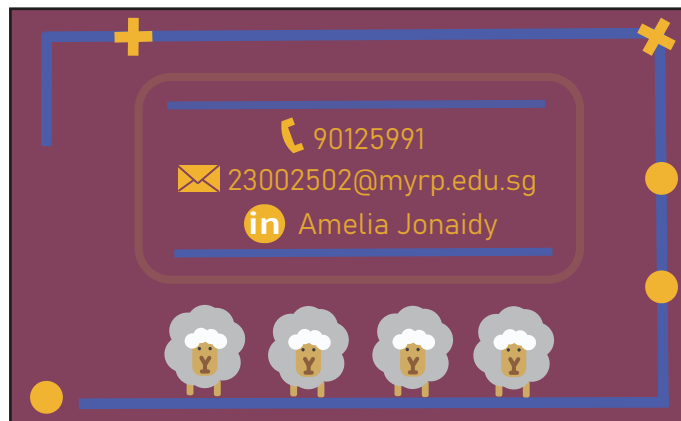Front

Back

Front

Back

Final Artwork and Rationale

Front

Back

RATIONALE:
The name card is intended to display my identity. I selected similar colors on the front and back of the name card, which are often connected with technology. My developer identity can also be evident in the design, which acts as a boundary with playful elements around it. As a developer, I usually identify as someone who experiments and plays with code, hence the playful design. This border can be seen on both the front and back, demonstrating that I applied the principle of similarity.

The name card likewise followed to the principle of balance, with the logo, my name, and my identity all centered in the middle. The back of the name card shows that my information was placed in the middle, and there are two sheeps to the left and right of the card, which are likewise positioned in the center.

I kept the typography professional so that it would be clear to people who saw my namecard.

I chose the sheep as my icon at the bottom of the back name card because it illustrates my identity as a Christian. As a Christian, the term "sheep" often refers to followers who are under the guidance of Christ, the Shepherd. This reflects my faith and identity.