



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Before the advent of electronic communication, business cards also included telex details.[3] Now they may include social media addresses such as Facebook, LinkedIn and Twitter.

Traditionally, many cards were simple black text on white stock, and the distinctive look and feel of cards printed from an engraved plate was a desirable sign of professionalism. In the late 20th century, technological.

A business card typically includes the giver's name, company or business affiliation (usually with a logo) and contact information such as street addresses, telephone number(s), fax number, e-mail addresses and website.

High quality business cards without full-color photographs are normally printed using spot colors on sheet-fed offset printing presses. Some companies have gone so far as to trademark their spot colors (examples are UPS brown, Owens-Corning pink, and Cadbury's purple).

If a business card logo is a single color and the type is another color, the process is considered two-color. More spot colors can be added depending on the needs of the card.

To simulate the effect of printing with engraved plates, a less-expensive process called thermography was developed that uses the application of a plastic powder, which adheres to the wet ink.



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Professional Business Cards
Create an impressive Business Cards

In the late 20th century, technological advances drove changes in style, and today a professional business card will often include one or more aspects of striking visual design.

Business cards are printed on some form of card stock, the visual effect, method of printing, cost and other details varying according to cultural or organizational norms and personal preferences.

A business card can also be coated with a UV glossy coat (offset-uv printing). The coat is applied just like another ink using an additional unit on a sheetfed press. That being said, UV coats can also be applied as a spot coating - meaning areas can be coated, and other areas can be left uncoated. This creates additional design potential.

The common weight of a business card varies some by location. Generally, business cards are printed on stock that is 350 g/m2 (density), 45 kg (100 lb) (weight), or 12 pt (thickness).

Aspect ratios range from 1.42 to 1.8. There is no standard for the business card dimensions.[7] Sharing dimensions with other cards makes storage easier, for example banking cards (85.60 × 53.98 mm) and business cards in Western Europe (85 × 55 mm) have almost the same size.

Business cards can also be printed with a digital copier, which uses toner fused onto the surface of the card; however, many modern printing firms instead utilise high end "Digital Presses," now distinct from office copiers, which range from light production units such as the Bizhub 5500 from Konica Minolta, to state of the art units such as the latest HP Indigo Digital Presses



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example