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**SEAGULL ROCK
ANIMATIONS**

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This is my final business card design. The idea behind the front of the business card, was for the card to be stylish, simplistic and have a classy sort of feel. It was hard at first to come up with this design as it required many different subtle features. Not only I had to research different designs for the card, I went on the hunt looking for new fonts and downloaded the ones that I thought fitted the stylish, classy font feel the best. Another subtle difference is the addition of texture to the card. Both searching for fonts and adding texture took a considerable amount of time. I used a sandstone texture under the effects gallery. I found that this gives the card an edge on other cards with a plain background.

For the back of my card I wanted something a bit different. I found that the gradient coloured background that I was originally going to use, clashed with the greyscale front of the card. This lead me to changing the logo to greyscale and using the texture effect again. The idea for the black and white textured background was that it represented a TV when it lost signal. The texture used was sandstone again, but I added more relief. Overall, I was happy with the back of card design. I thought that the texture really worked well with the greyscale. This project really unleashed the classy, intricate and professional side of me.