Designing Professional Business Cards

Project Based Experiential Learning Program

Business Card: Designing Professional Business Cards for Yourself

Project Flow

To accomplish this, we have to complete all the activities listed below

1. **Branding Guide:**

- Before we start creating the social media post, let's establish the branding assets for the college fest.
- Decide on the colours, fonts, and logo that represent the event's theme.

2. **Login to Canva**

- If you don't have a Canva account, sign up for a free one.
- Once logged in, click on "Create a design" and select "Custom dimensions."
- Enter the dimensions suitable for the social media platform you plan to post on. For example, for Instagram, you can use 1080px by 1080px for a square post.

3. **Template Selection and Orientation**

- Access Canva and click on "Business Card" from the home screen.
- Choose a suitable template that aligns with the business card's purpose and style.
- Opt for a two-page design, with one side focusing on branding and colour and the other on informative details.

4. **Front Card Design Refinement**

- Customise the front of the business card by selecting an appropriate typeface that suits the business or individual's brand.
- Edit the colour palette to match the brand identity, ensuring the background complements the overall design.
- Incorporate relevant graphics or icons (pictogram) and align them to the horizontal centre of the card.
- Group the elements together to maintain their position and prevent unintended movements.

5. **Back Card Design Enhancement**

- Ungroup any existing text boxes on the back of the card to modify them individually.
- Ensure consistency by using the same font across all text boxes, maintaining readability and a sense of coherence.
- Add social media information (e.g., Instagram handle) and find and insert an appropriate icon for recognition.

- Create a visually appealing hierarchy by using font weight changes to emphasise important details.

6. Text Size and Spacing Adjustment

- Balance readability and space by adjusting the text size, weight, and letter spacing based on the chosen typeface.
- Ensure that text elements are legible but not too large, preventing the card from feeling cramped.
- Keep a minimum text size of 6pt for business card details for clarity.

7. Download Proof and Finalization

- Download a proof of the business card design to verify its appearance and alignment.
- Review both sides of the card to ensure accuracy and consistency.
- Once the design is confirmed, it is ready for printing, completing the milestone.

Milestones

Milestone 1

Step 1: Decide the Fonts
- Log in to your Canva account.
- Click on the "Create a design" button on the Canva homepage to start a new project.
- Choose the blank canvas for us to test different fonts.
- Once you're inside the design editor, click on the "Text" tab on the left-hand side.
- A list of available font styles will appear. You can scroll through this list to see the different fonts available in Canva.
- You can also use the search bar at the top of the font list to type in specific keywords and find fonts related to your theme or topic. For example, you can search for "modern," "formal," "handwritten," etc., to find fonts that match your desired style.

Step 2: Decide the Colors (using colors.co)
- Select two primary colours that you think will represent your fest theme. These colours should complement each other and align with the theme and tone of your presentation.
- Use the colour picker to select your desired colours. You can choose one colour for the primary elements and another for secondary elements, such as headings and accents.
- Remember or note down the HEX or RGB values of the selected colours, as you'll need them to test the colour combination in colors.co.
- Observe the score and the preview of the colour combination provided by colors.co. A higher score indicates better contrast and readability, while a lower score may indicate that the colours don't complement each other well.
- If the score is satisfactory and the colour combination looks visually appealing, you can confidently use those colours in your presentation.

Task - [Create the Branding Kit before creating social media post](#)

Video Reference - https://youtu.be/LPYYH1EZYCg

<u>Milestone 2</u>

<u>**Step 1:**</u>
- Open a web browser and go to Canva's website (www.canva.com).
- Click on the "Sign Up" button and follow the on-screen instructions to create a free Canva account.

<u>**Step 2:**</u>
- After signing up, log in to your Canva account using the registered email address and password or use a social media account to login.
- You are now ready to start creating your social media posts.

Video Reference - https://youtu.be/-J_hedzpgUc

<u>Milestone 3</u>

- From the home screen, click on "Business Card" to start designing your card.
- Browse through various creative templates available and choose one that aligns with your personality and style.
- Select a two-page design that allows you to showcase your interests and provide your contact information on different sides of the card.

Video Reference - https://youtu.be/ZEwS_HrM4rY

<u>Milestone 4</u>

- Customise the front of the business card by clicking on the text box containing your name and replacing it with your own name.
- Experiment with different font styles to find one that represents your identity and makes your name stand out. Adjust the font size and colour as needed.
- Use the colour palette to choose colours that match your work preferences or college theme. Consider using colours that reflect your personality and preferences.
- Add icons or images to the front of the card that showcase your hobbies, interests, or field of study. Align them neatly and make sure they complement the overall design.

<u>Milestone 5</u>

- Navigate to the back of the business card by clicking on the second page option.
- Modify the back of the card to include essential contact information such as your phone number, email address, and any relevant social media handles.
- Choose a clean and readable font for the text on the back, ensuring that your contact details are clear and easy to find.

- Consider adding a small logo or symbol that represents your field of study or interests, adding a personal touch to your card.

Video Reference - https://youtu.be/PFoqagLL3gs

Milestone 6

- Balance the text size on both sides of the card, ensuring that your name stands out but doesn't overwhelm the rest of the information.
- Pay attention to spacing between lines of text, making sure there's enough room for readability and an organised look.
- Verify that all the details, such as your name, phone number, and email, are legible and not too tiny for easy reading.

Milestone 7

- Download a proof of your college business card design to preview how it looks as a finished product.
- Take your time to review both sides of the card, checking for accuracy in spelling and information.
- Make any necessary adjustments to the design or text to ensure it meets your satisfaction.
- Once you're happy with the final design, your college business card is ready for printing or digital sharing.

Video Reference - https://youtu.be/hDL_mbf-zxw