



Course Name	GRAPHIC DESIGNING WITH CANVA	
College Name	MANGAYARKARASI COLLEGE OF ARTS AND SCIENCE FOR WOMEN, PARAVALI, MADURAI - 625002	
College Code	MKU251	
Skill Offering Id	NM2023TMID32088	
Project Title	DESIGNING PROFESSION BUSINESS CARDS	
Project Submitted To	MADURAI KAMARAJ UNIVERSITY (NAAN MUDHALVAN SCHEME(TNSDC))	
Year	2023	
Department	B. A. TAMIL	
Semester	5	
Group Number	1	
Total Members of the Group	2	
Group Members Details		
Name of the Member	University Register. No	Student NM ID
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Under the Guidance	Mrs. M. SARANYA	
SPOC	MS. P. UMADEVI	

# ***BUSINESS CARDS***

## **1. Introduction.**

### ***1.1 Overview***

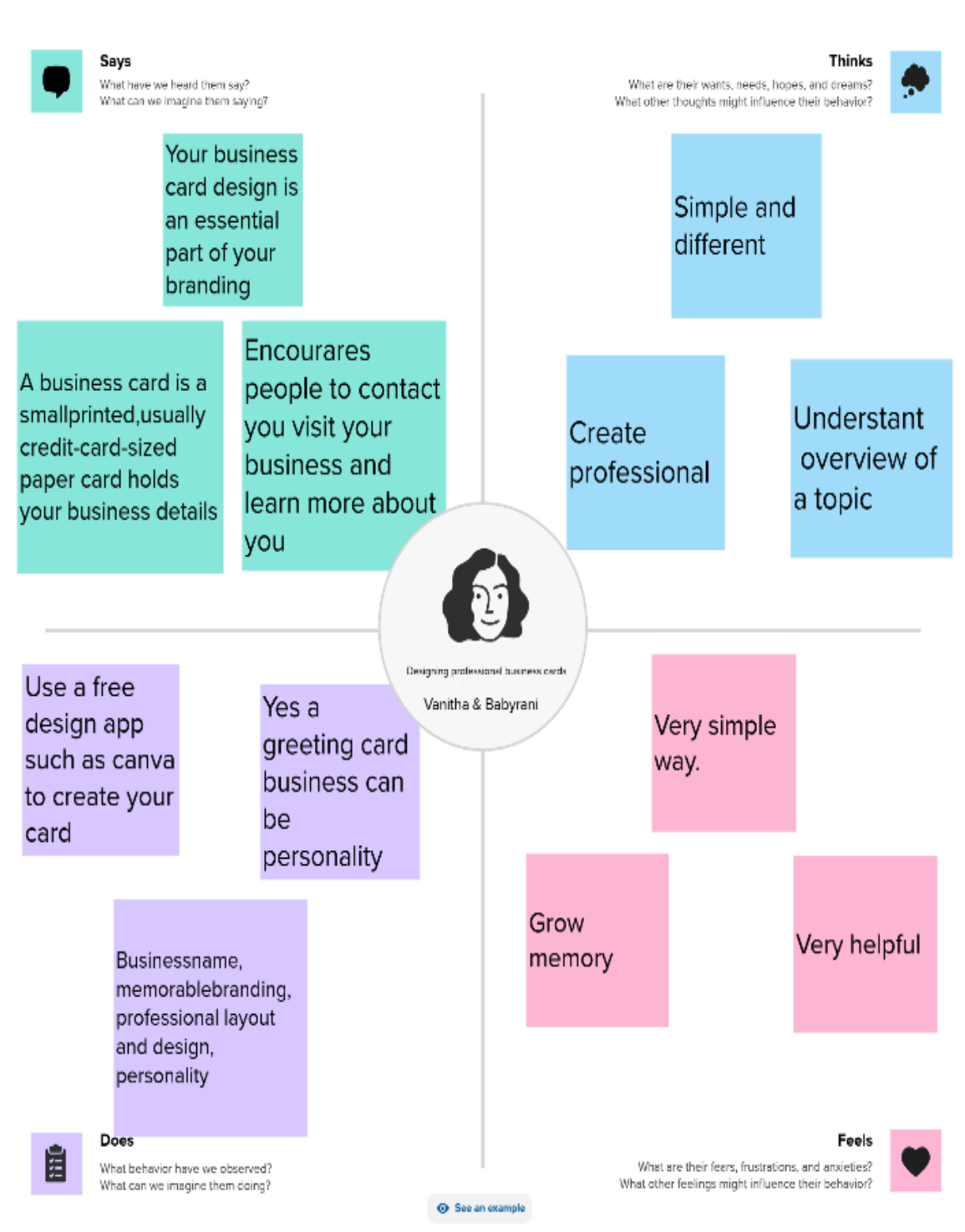
*Your business card is a representation of your professionalism. Choose to get it designed and printed wisely if you want to be taken seriously. Businesscard is one type of business stationery that every working professional needs. No matter what is your field of expertise you will always need a business card to represent yourself in the professional world*

### ***1.2 Purpose***

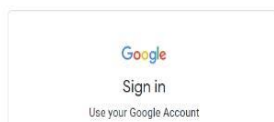
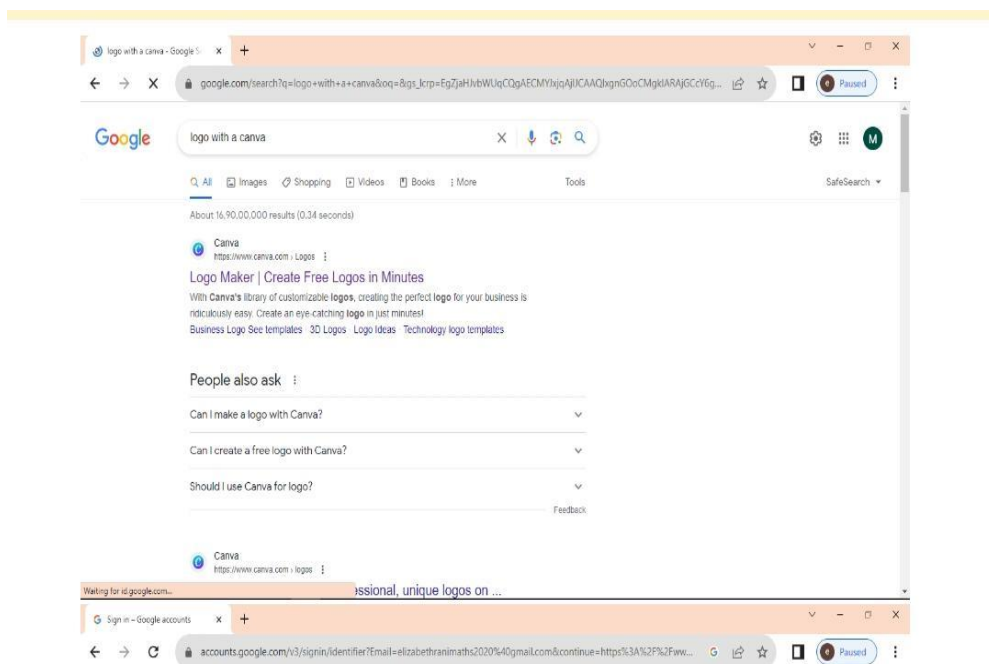
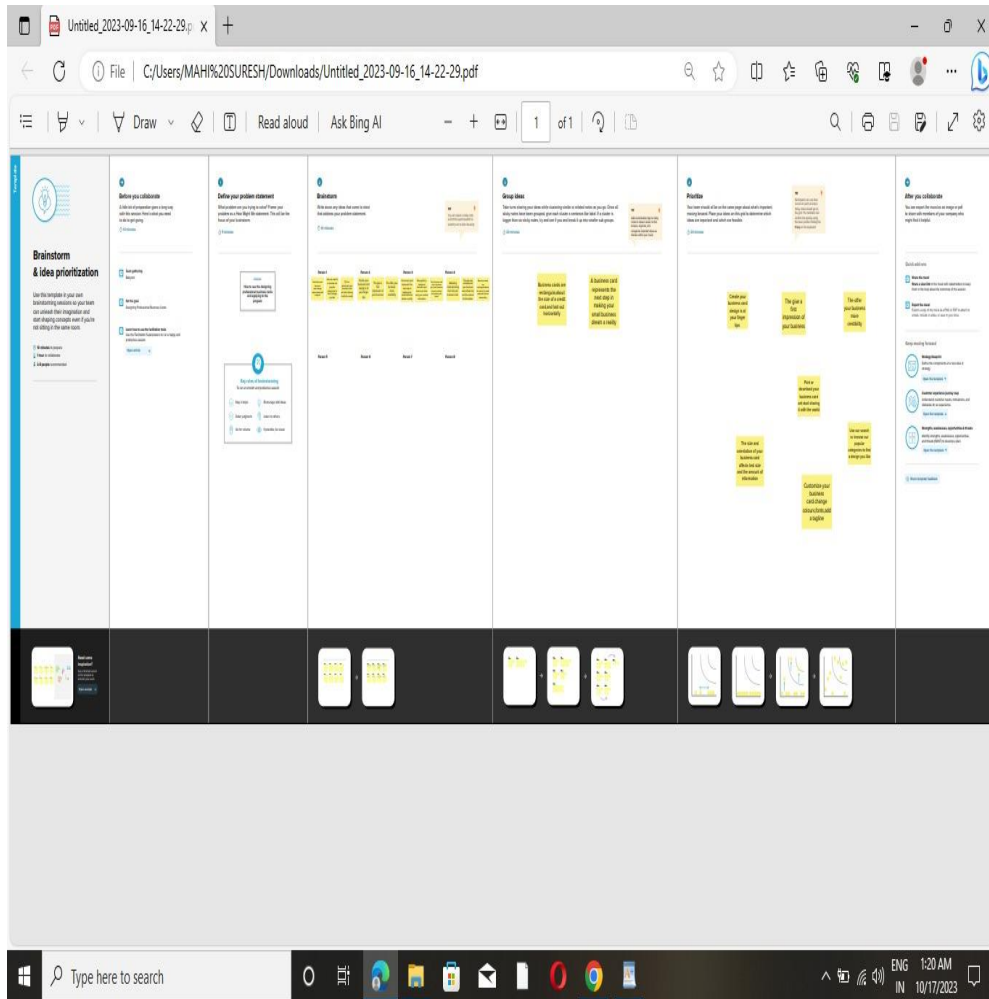
A business card is a highly personal form of marketing, and does exactly what you need it to. Business cards serve the key purpose of marketing your business and getting your key contact information into your client's hands... all in a matter of seconds. Fundamental to the value of the business card, is its portability.

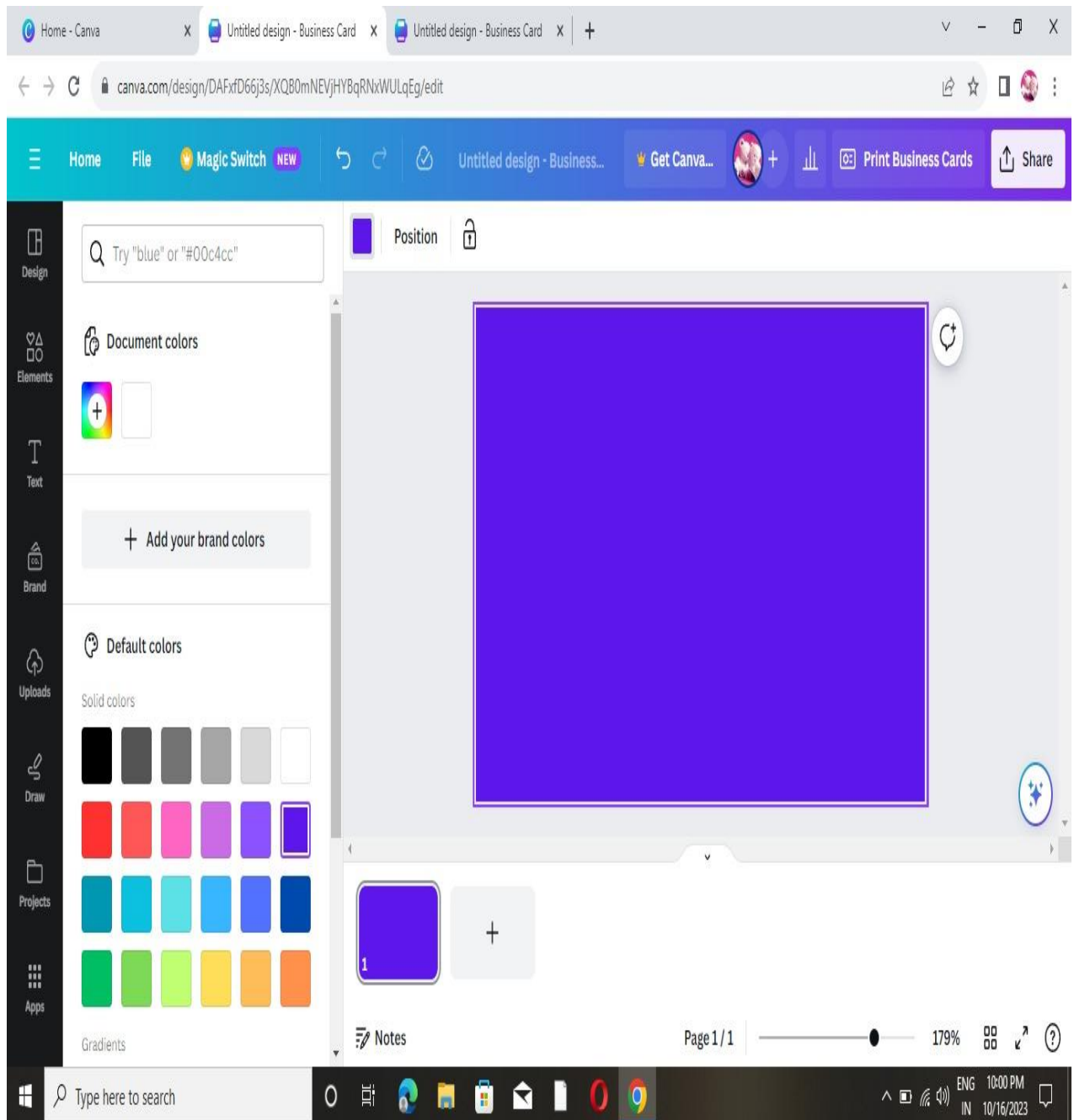
## **2. Problem Definition and Design Thinking**

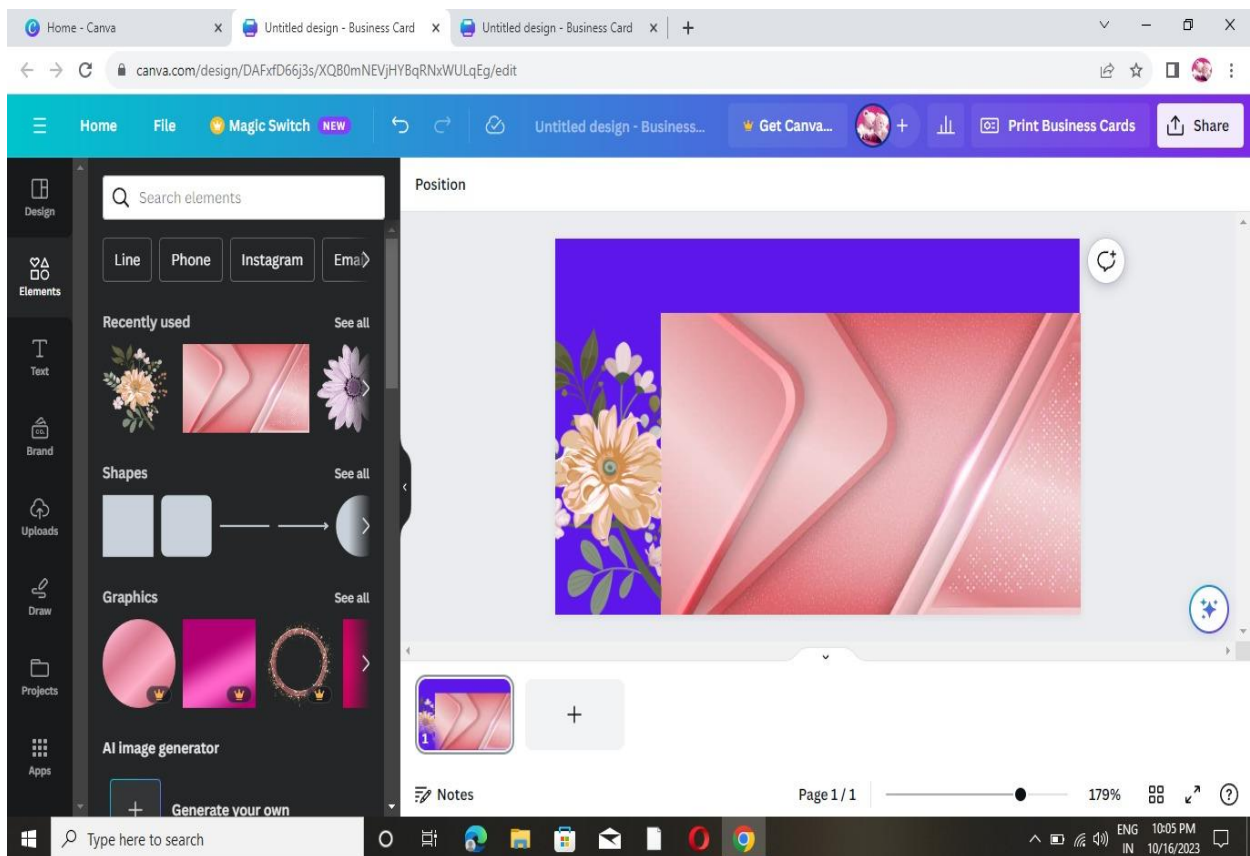
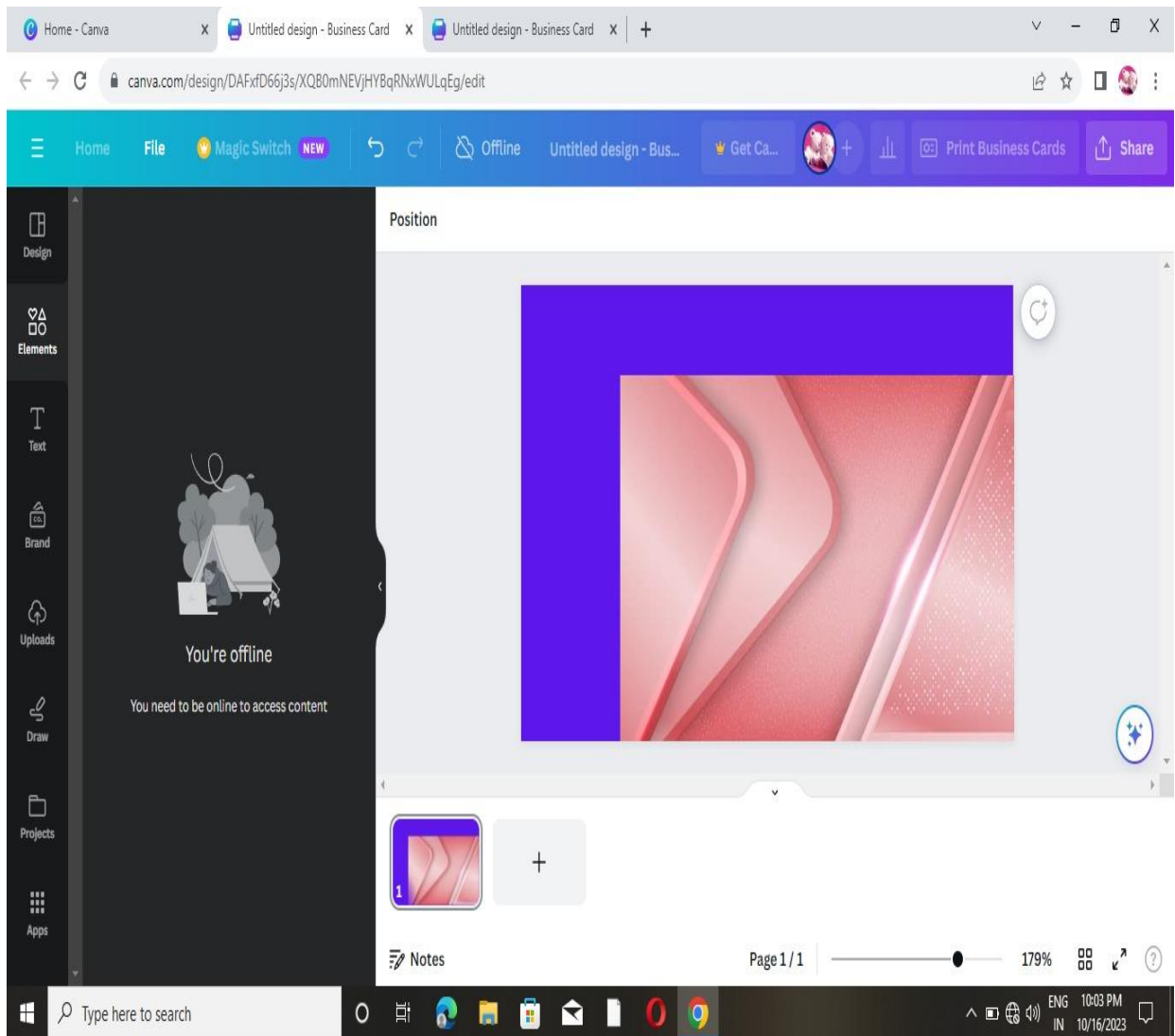
## 2.1 EMPATHY MAP



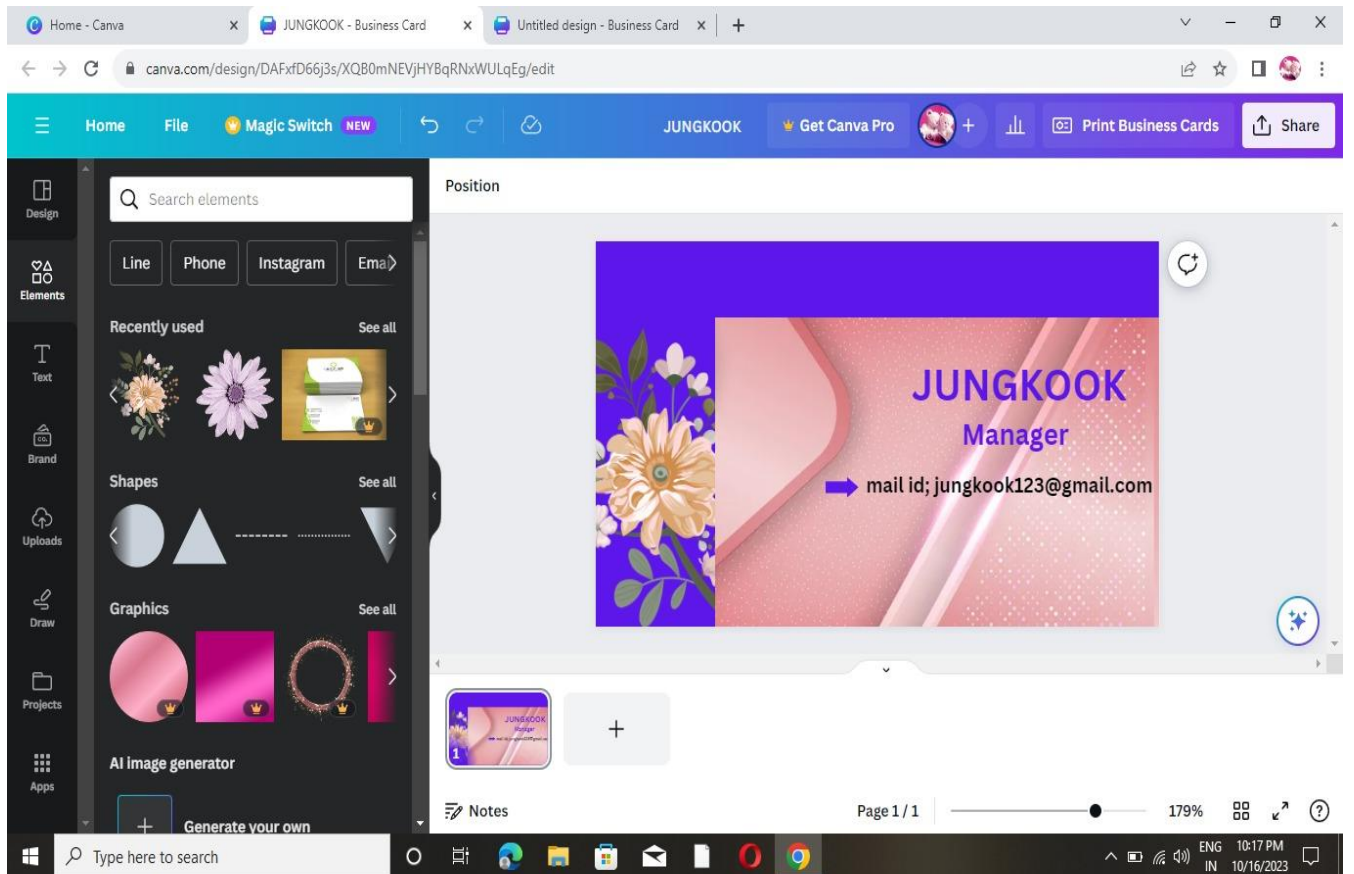
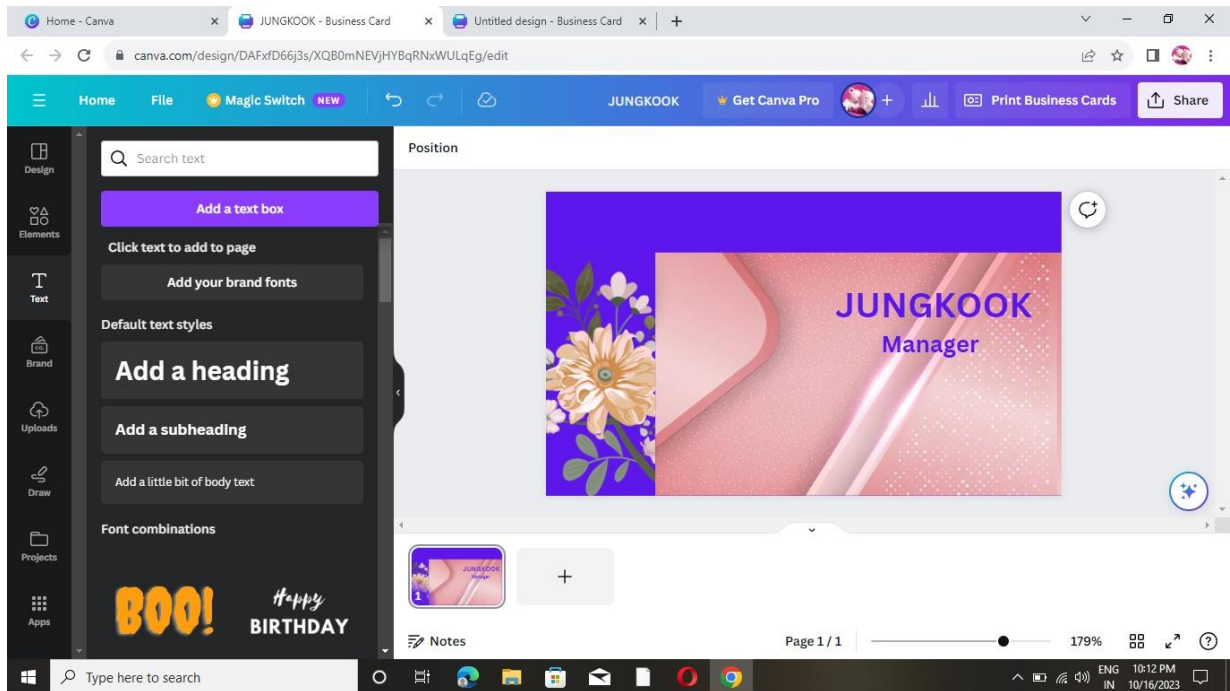
## 2.2 IDEATION AND BRAINSTORMING MAP

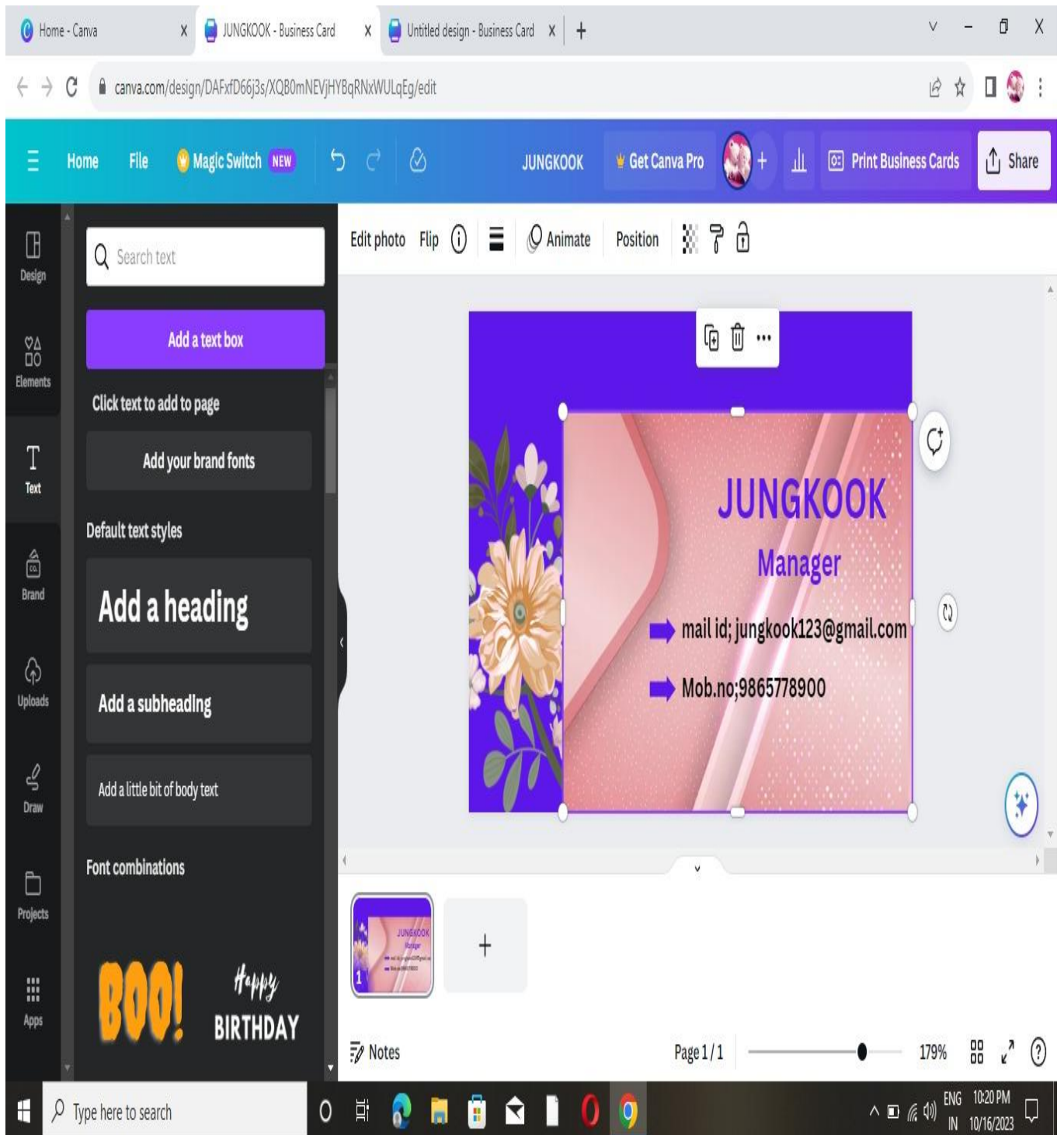




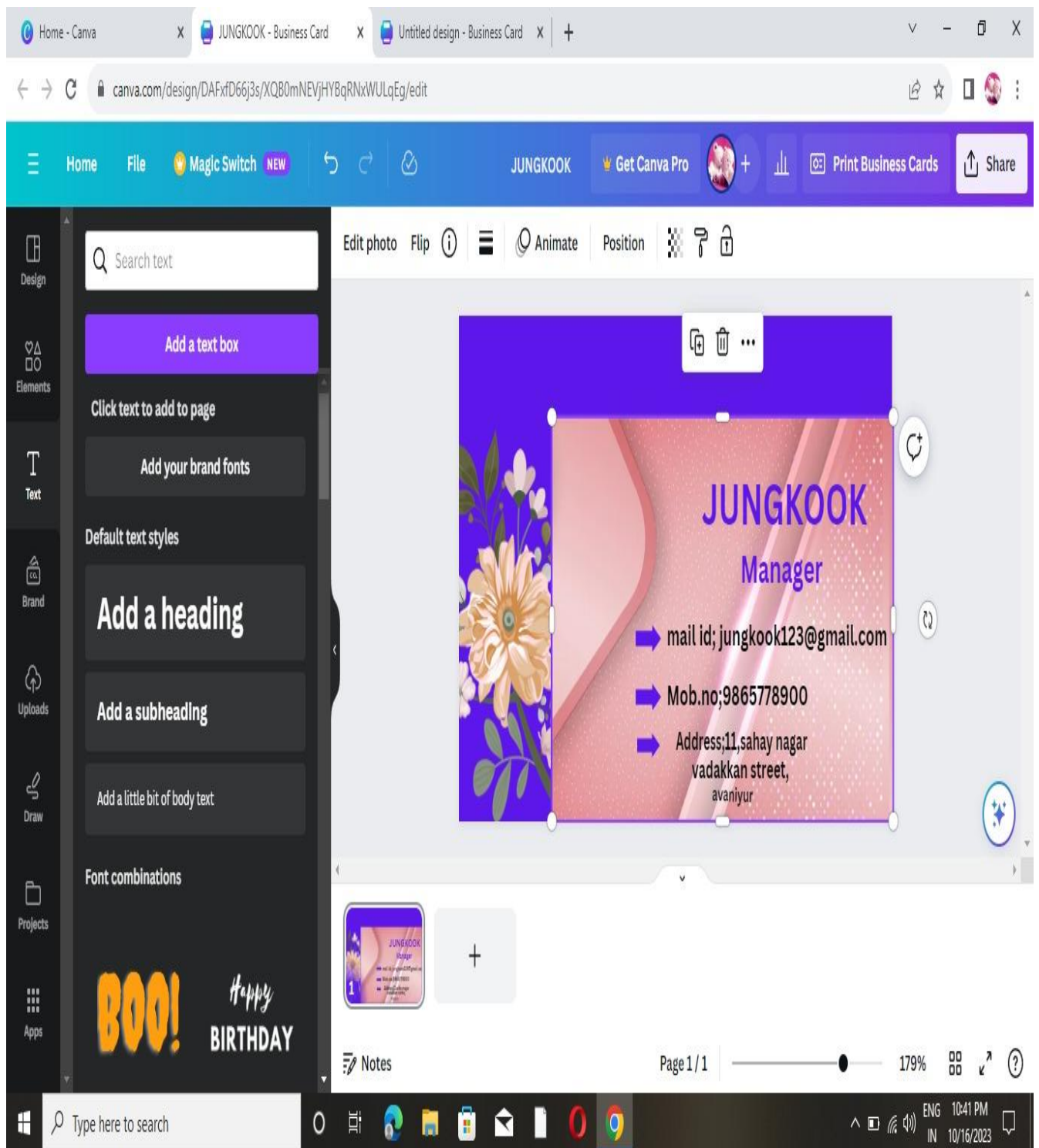












## 5. **Conclusion:**

*A business card is a highly personal form of marketing, and does exactly what you need it to. Business cards serve the key purpose of marketing your business and getting your key contact information into your client's hands... all in a matter of seconds. Fundamental to the value of the business card, is its portability.*

## 6. **Future scope:**

*Business cards are cards bearing business information about a company or individual.[1][2] They are shared during formal introductions as a convenience and a memory aid. 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. 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.*