

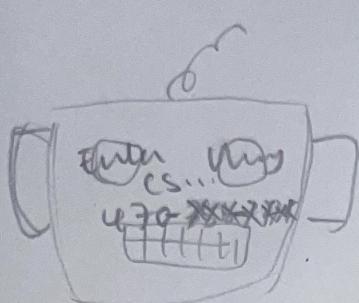
Link to my online journal
github page



Second Business Card - 10 PLUS 10 Method - Step 1

Challenge : 1. Make my major / specialty stick out

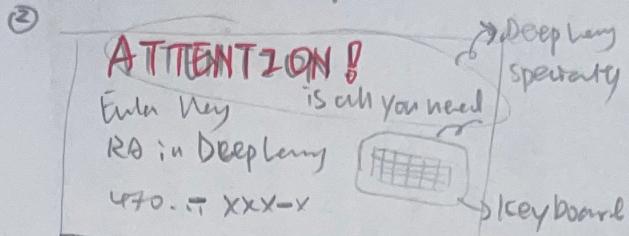
2. Make it clear that the numbers are my phone number (from class feedbacks)



Evolution from 1st version:

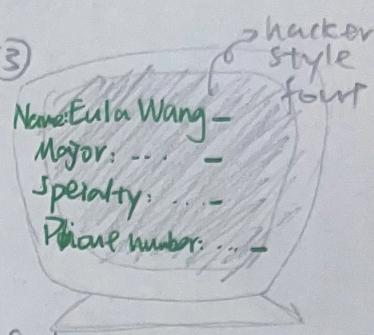
Shell → robot (specialty in AI)

X: too much images in the inner part (eyes, mouth): interfere with reading.



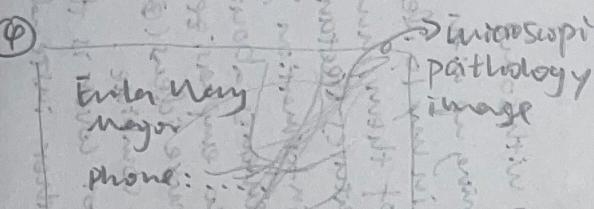
Evolution from 1st version:

special shape → regular
↓ difficult to arrange text
information don't stick out compared to look



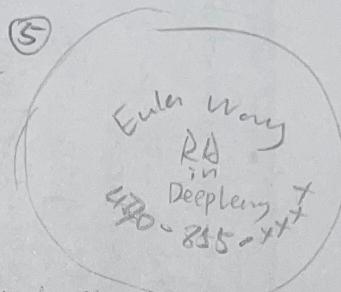
Evolution:

Shell → computer to emphasize specialty since the screen is rectangular, text can easily be arranged



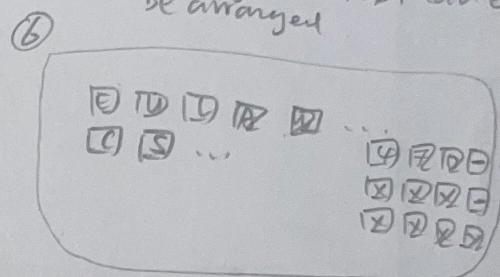
Evolution: regular shape, special background does not interfere with text, emphasizes specialty in medical imaging

X: could be mistaken for a medical professional at first sight



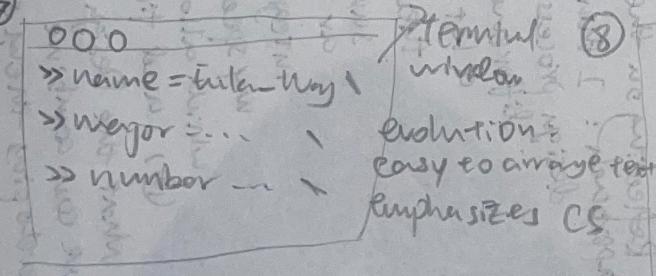
Evolution: no specific shapes, patterns or images.

Simply centers what I want to emphasize and make the rest of the text circle is to make it stand out



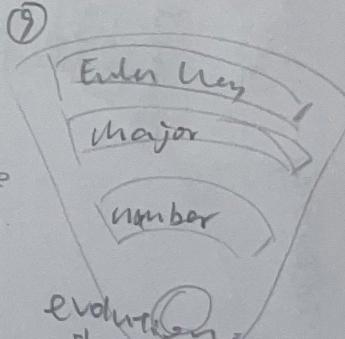
Evolution:
Shell → keyboard

X: still does not make my specialty clear, could use keyboard for many things

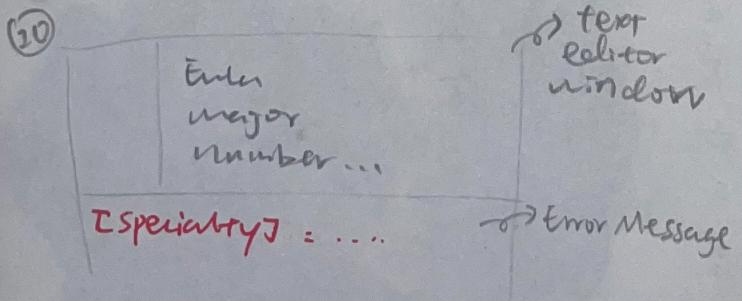


Terminal window
evolution: easy to arrange text, emphasizes CS

Windows XP background
Evolution: special shape → special BG, emphasizes Computer



Evolution:
Sheet → wifi (need remote machine to work)
X: message very vague



text editor window

Error Message

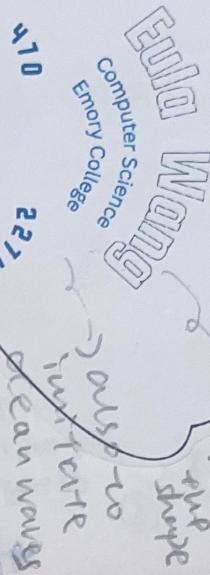
Leaps in Ideas: *

Discarded Ideas: X

Evolution: easier to arrange text, emphasize major
X: text editor window is too hard to convey (font size usually small)

First Business Card

Initial Thought: my identity - islander → beach
→ shells
Final design of first version: curved
no match
the shape
Blue cocoon

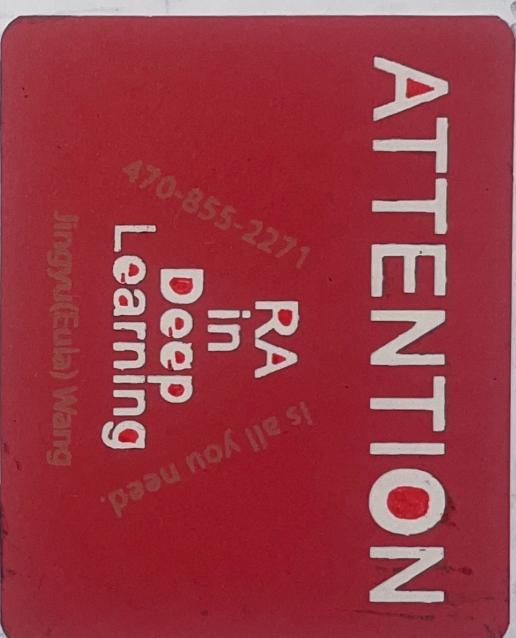


Second Business Card - 10 Plus 10 Method - Step 2

Idea ② + Idea ⑤ ⇒

Details:
- Circle the central key text with other texts
- Make the "Attention" red to draw attention

ATTENTION



- Special shape → regular shape: to more effectively find design.
- Curved text → non-curved: for readability and compatibility with other components

Reflecting on the Design Funnel Approach! I think it describes my

- design process well enough, though with some differences. I started with coming up with a lot of new ideas (① ~ ② in my 10 ideas), then I eliminated some of them, and summarized some key features (rectangle or shape, centering key information, integrating references to elements about my specialty that I want to emphasize), which allowed me to develop more ideas (③ ~ ⑩), and finally I chose two to combine.

What the Design Funnel Approach did not cover is that we can combine different ideas together instead of developing them separately.

ATTENTION

