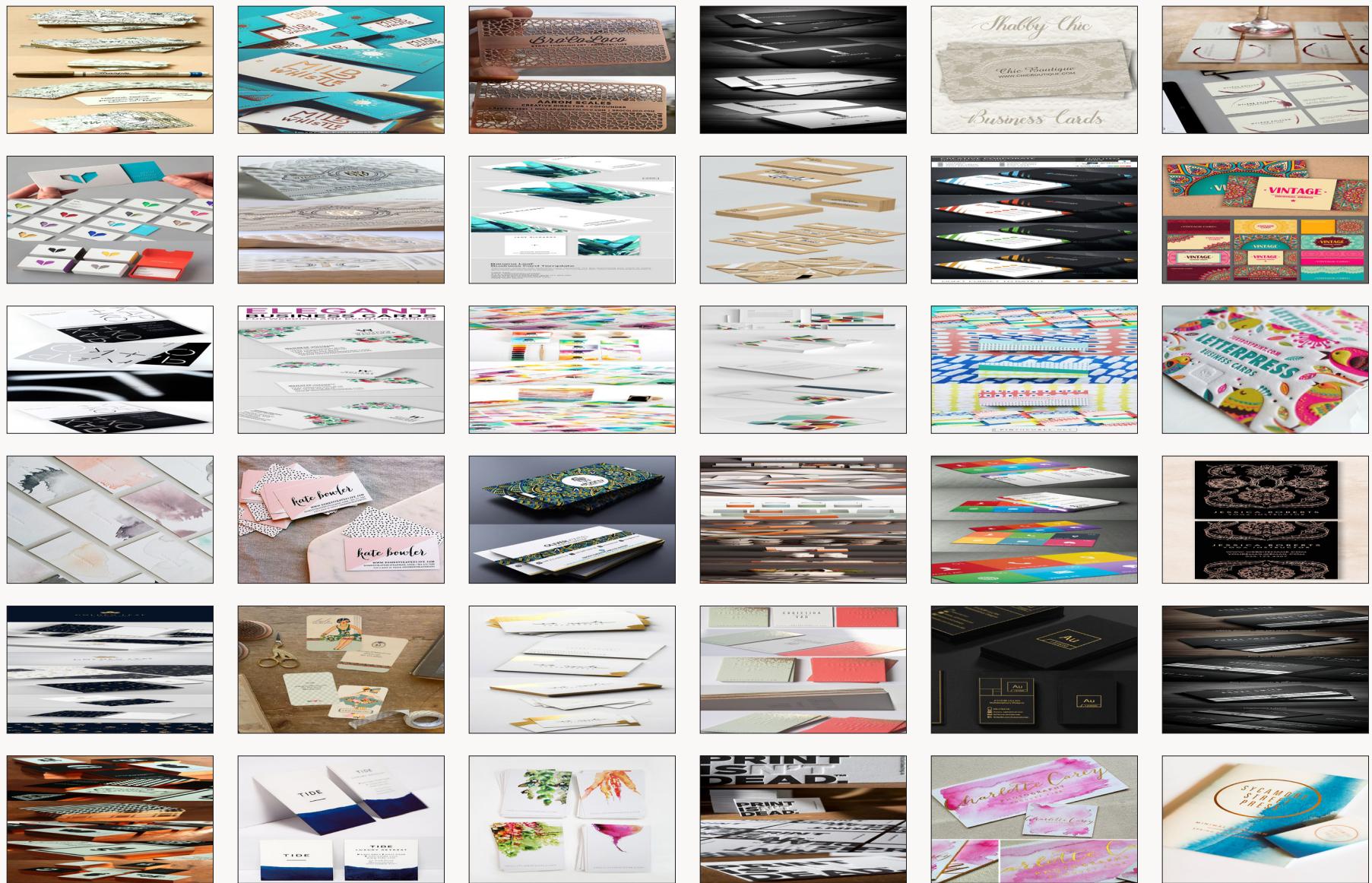


Module 04

“It is the designer/typographer’s task to match form with content; to create an authoritative document.”

– Nick Shinn | <http://www.shinntype.com>

RESEARCH | BUSINESS CARD VISUAL RESEARCH

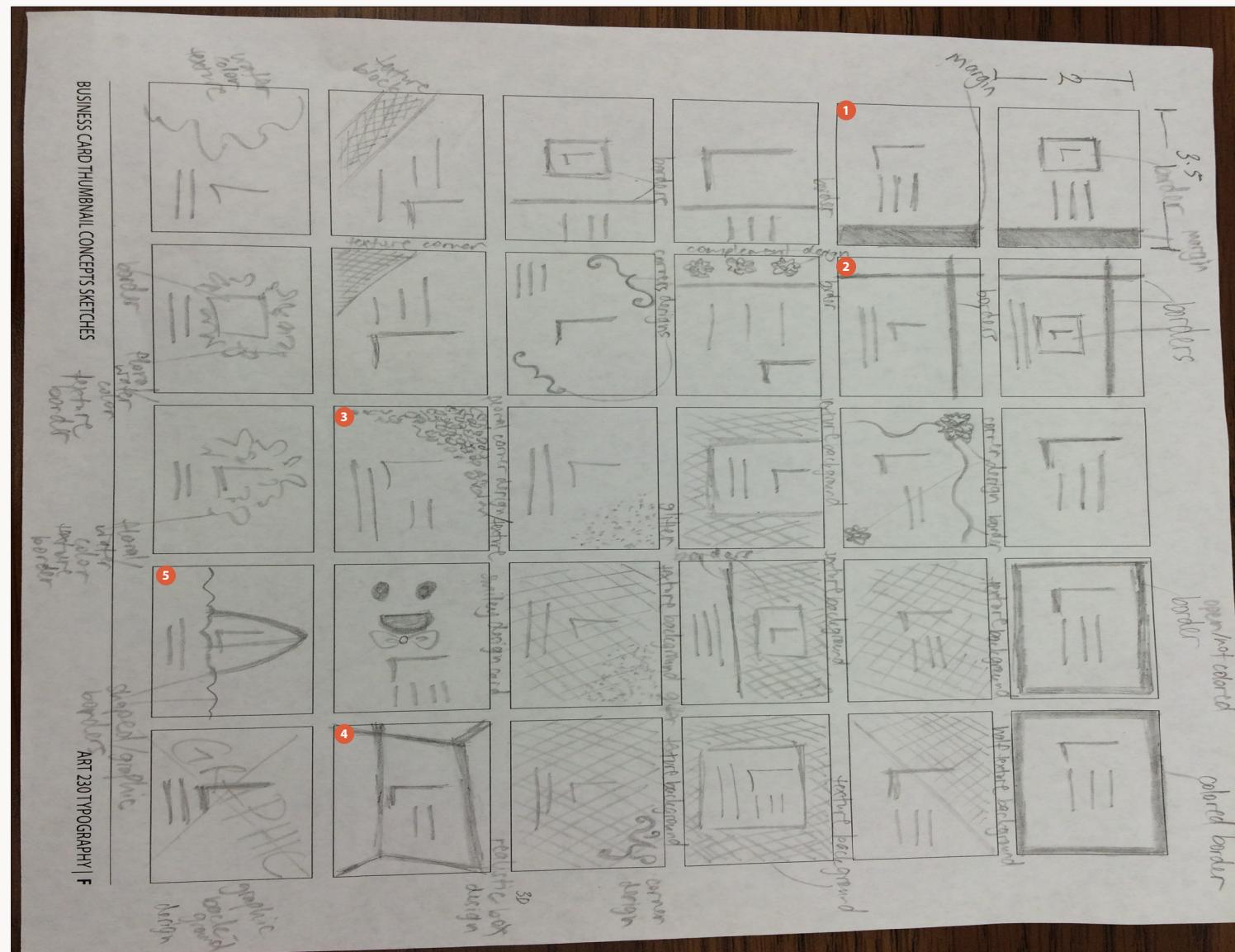


ANALYSIS | BUSINESS CARD COMPARISON



| | | | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| Describe the personality of the business card: | Describe the personality of the business card: | Describe the personality of the business card: | Describe the personality of the business card: | Describe the personality of the business card: | Describe the personality of the business card: |
| Typography on the high-basic, yet professional. | Elegant-royal. | Clever 3D idea. | The vibrant-lovely colors and the art of painting design. | Professional elegant-royal. | Uniquely-creative. |
| Who is the business card for? | Who is the business card for? | Who is the business card for? | Who is the business card for? | Who is the business card for? | Who is the business card for? |
| Graphic designers and customers. | Clothing and/or classy restaurant graphic designers and other customers. | Creative ideas business-card designers and customers. | Designers, customers, and showcases. | Customers and designers. | Graphic designers and customers. |
| What does the person do? | What does the person do? | What does the person do? | What does the person do? | What does the person do? | What does the person do? |
| Business cards/letterpress manufacture. | Couture-design atelier and design. | Blogging innovative-creative arts and design. | Designing and advertising. | Letterpress printing and designing. | Graphic designer and photographer. |
| How can you contact the owner of the business card? | How can you contact the owner of the business card? | How can you contact the owner of the business card? | How can you contact the owner of the business card? | How can you contact the owner of the business card? | How can you contact the owner of the business card? |
| http://www.letterpress-manufaktur-hamburg.de/drucksachen/visitenkarten-letterpress/ | http://castlefied.co/project/golden-quarter-cafe-branding/ | https://blogof.francescomugnai.com/2014/05/25-new-best-business-cards-best-of-april-and-may-2014/ | http://viewers-like-you.com/pretty-smart | http://cardobserver.com/gallery/amazing-highly-textured-letterpress-and-gold-foil-business-card | http://photodoto.com/photography-business-card/ |
| How many colors are used on the card? | How many colors are used on the card? | How many colors are used on the card? | How many colors are used on the card? | How many colors are used on the card? | How many colors are used on the card? |
| Basic black and white. | Gold, white, and black. | Black and white. | Most of the basic colors. | Gold, white, and black. | The basic 3: white, black, and grey. |
| What is the first thing you look at on the card? | What is the first thing you look at on the card? | What is the first thing you look at on the card? | What is the first thing you look at on the card? | What is the first thing you look at on the card? | What is the first thing you look at on the card? |
| The Principles of Design and Typography skills. | The elegant-serif Typography and royal-color. | The opstical illusion rectangle. | Are any special effects used? If so what are they? | The elegant high-class royal look. | The attractiveness (cuteness) of the design is pretty clever. |
| Are any special effects used? If so what are they? | Are any special effects used? If so what are they? | Are any special effects used? If so what are they? | Mini version painting-graphic. | Are any special effects used? If so what are they? | Are any special effects used? If so what are they? |
| The pressing special effect. | The gold-color paper card. | Creativity. | What color of paper is the card printed on? | Letterpress printing and gold foil paper. | Graphics, photographs, and other visual art forms to use for the ideas of the business card. |
| What color of paper is the card printed on? | What color of paper is the card printed on? | What color of paper is the card printed on? | White paper card. | What color of paper is the card printed on? | What color of paper is the card printed on? |
| White paper card. | Gold-color paper card. | Black paper card. | White paper card. | White paper card. | Black paper card. |

CONCEPT DEVELOPMENT | THUMBNAIL SKETCHES



1. Simplicity and professionally aligned.
2. Professionally aligned half-bordered.
3. Professional and elegant.
4. Professionally creative.
5. Great imagery and professional.

CONCEPT REFINEMENT & REVISION | DIGITAL SKETCHES



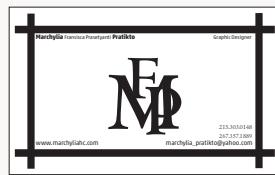
1. Bodoni Svty Two ITC TT
2. Avenir Next



1. Centuar MT Pro
2. Akko Rounded Std



1. Stempel Garamond LT Std
2. Baskerville



1. Centuar MT Pro
2. Akko Rounded Std



1. Stempel Garamond LT Std
2. Baskerville

- Prefessional and elegant style.
- Professionally aligned and simple.
- Simple yet professional.



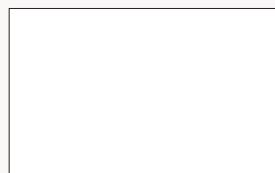
1. Centuar MT Pro
2. Akko Rounded Std



1. Centuar MT Pro
2. Akko Rounded Std



1. Font name
2. Font name



1. Font name
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1. Font name
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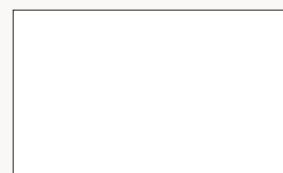
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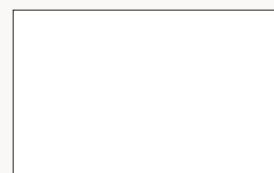
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2. Font name



1. Font name
2. Font name

DISSECTION RESEARCH | STATIONERY RE-CREATION



Card specifications

1. Font: Serif or Sans-serif
 2. Style: Bold, Italic
 3. Alignment: left, right, center, or justified
1. Centuar MT Pro & Akko Rounded Std
 2. Stempel Garamond LT Std
1. Bold & Regular
 2. Bold & Italic
1. Left & Right
 2. Right

Grid structure | Draw lines to identify the grid used for the card you re-created.

VISUAL AUDIT | TYPE JOURNAL 02



PONDER | MODULE 04

I was born in Jakarta, West Java Island, Indonesia. According to Google Maps I am 9,291+ miles (through the Pacific Ocean) from there right now.

RESEARCH

What did you discover about business cards while doing the visual research?

Business cards are mostly a handsize rectangle proportion. Therefore, font sizes would be different comparing to flyers type of advertisement. Business cards are usually and are to advertise a person and his/her field professionally (and/or depending on their business impression).

CONCEPT SKETCHES

Briefly describe your sketching process.

Basically, I made, somewhat, of a wireframe type of sketching process for this business-cards project. I was thinking about promoting what I will be doing later in life, the major I am taking currently, which is in Web Graphic Design and Development. So I thought of the Web Design Wireframe concept, which are the skeletons or basic shapes to interpret the elements of the idea. Wireframe works as a blueprint and sketching to gather ideas works similarly.

DIGITAL SKETCHES

What is the most difficult part of digital sketches?

Digital sketches are unlike first-hand sketches. Not just because one way are scribbles within a piece of paper and another way is using Adobe Illustrator and

Photoshop, but also the way we expect to display the ideas visually have no limit within the tangible matter, whereas upon the screen with more gadgets and whatnot, will be quite different, because the visual ideas will be digital compositions; the designer would have to start thinking about the details of the work, such as thinking about the Principle of Alignment by using the Grid function tool.

RESEARCH | EMULATION

What do you look for when choosing a successful business card?

Profesionalism would have to be a definite. The Principles of Design is therefore a big deal, and so are plenty other main points within Graphic Design, Typography, Art and even Web Development.

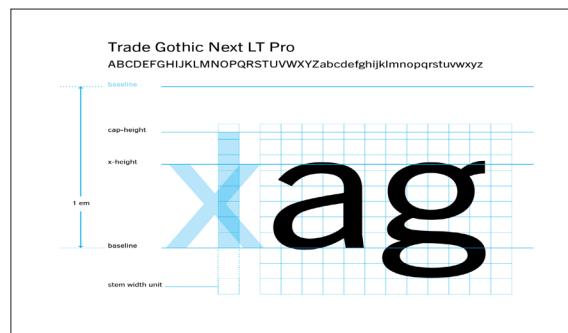
Trade Gothic Next LT has a letter "g" of a completely different look or style than of the Neue Haas Grotesk sans serif letter g.

CONCLUSION

What mattered to you in Module 04?

To have researched about different types of business-cards helped me in how I can go about it within my own design. In a way, I was exercising my graphic design and typography skills.

"In this case, 'Gothic' does not refer to the Middle Ages or to blackletter, but is just another way of denoting sans serif typefaces."



FONT COMPARISON

What did you notice about Trade Gothic Next LT when comparing it to Neue Haas Grotesk?