

Module 05

“‘What designers do’ is to harmonize and optimize all the variables in a design. Real designers don’t design documents where type style may be changed willy-nilly: you change one thing, everything changes. What a designer needs is good taste, an eye for detail, and a sense of which way the cultural wind is blowing.”

– Nich Shinn | <http://typophile.com/node/58433#comment-350558>

BUSINESS CARD | BEFORE REFINEMENTS



Design A



Design B



Design C

BUSINESS CARD | VARIATIONS: DESIGN A



1



2



3

Avenir Next

Baskerville

Elegy Std

Stempel Garamond LT Std



4



5



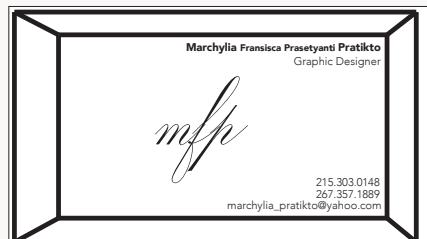
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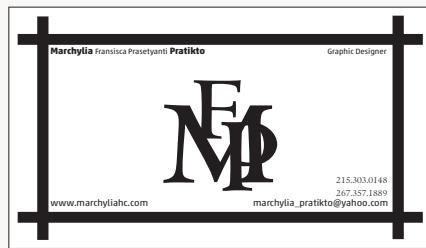


12

BUSINESS CARD | VARIATIONS: DESIGN B



1



2



3

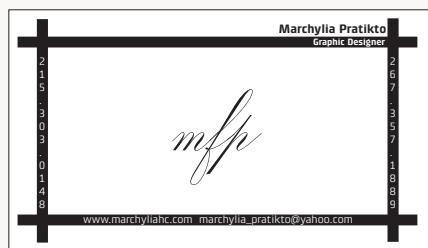
Avenir Next

Akko Rounded Std

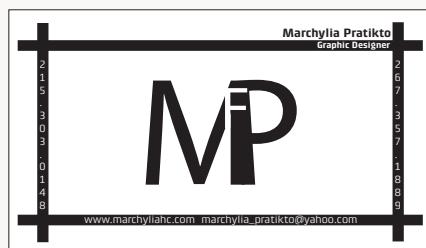
Baskerville

Elegy Std

Stempel Garamond LT Std



4



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6



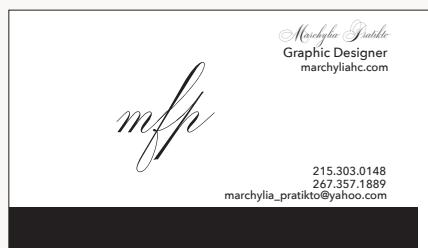
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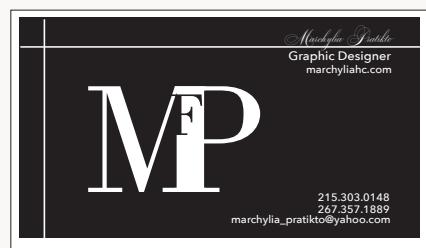
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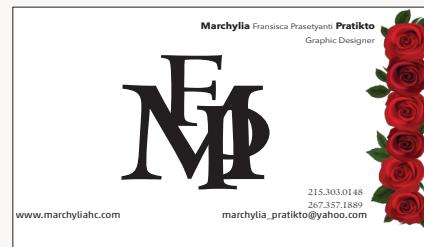
BUSINESS CARD | VARIATIONS: DESIGN C



1



2



3

Avenir Next

Baskerville

Elegy Std

Klnt Std

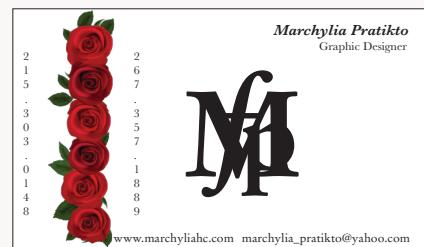
Stempel Garamond LT Std



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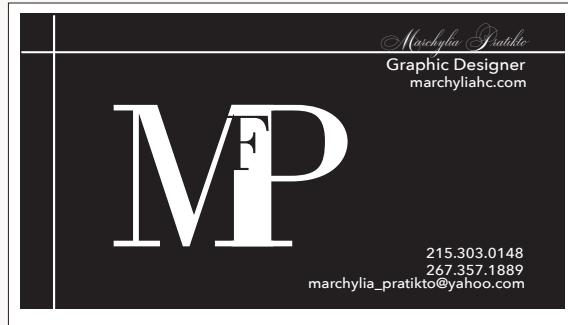


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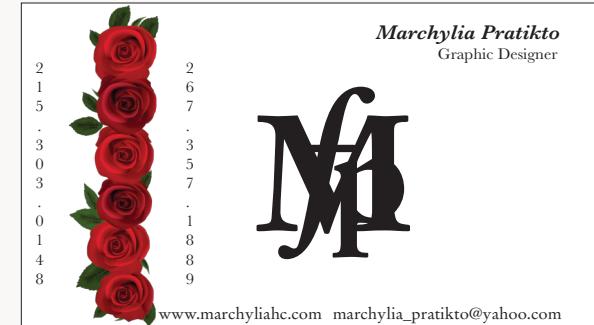
BUSINESS CARD | REFINEMENTS AFTER VARIATIONS



Design A



Design B



Design C

VISUAL AUDIT | TYPE JOURNAL 03



PONDER | MODULE 05

If I had to work in Seattle I would work for (ISOtSource <http://www.isoutsource.com/>) and my position would be (Graphic Design and Development).

What is the purpose of a business card? How might you use it?

Business-cards are used for personal and/or company's showcase, most likely, professionally advertisement.

What is the purpose of an envelope? How might you use it?

Envelope is to contain letters and/or other containment-items. I usually use envelope for when I need to send letters and/or school and business related envelop-size papers.

These business stationery systems have two users.

What are the needs of the person giving the card?

What are the needs of the person receiving the card?

The person giving the card is to advertise him/herself professionally. The person receiving the card is to look at its content and most importantly, its information and contact information of the person and/or company who gave the business card.

Why are questions like this important to ask before the process of visual design begins?

Because the content is depending on the information one needs to display in order for him/her to advertise what was intended and necessary.

"Typography is the craft of endowing human language with a durable visual form." -Robert Bringhurst, The Elements of Typographic Style

FONT COMPARISON

What did you notice about Bembo MT when comparing it to Stempel Garamond?

Bembo MT has a lower size and x-height than of the Stempel Garamond. Its serif is not as straight, rather it has slanted weight.

CONCLUSION



"Print isn't Dead." Photograph taken by Unknown.

What mattered to you in Module 05?

Understanding the focus within Typography for business-cards in order to advertise necessary information with the required professional visual.