Module 06

"Every designer or photographer should have an ongoing conversation with the word editor — you are all journalists."

– Roger Black | *www.rogerblack.com*

BUSINESS CARD | COLOR VARIATION

c: 96
m: 68
y: 50
k: 44

c: 65
m: 11
y: 12
k: 0

c: 0
m: 0
y: 0
k: 0

c: 96
m: 68
y: 50
k: 44

c: 65
m: 11
y: 12
k: 0

c: 91
m: 51
y: 61
k: 40

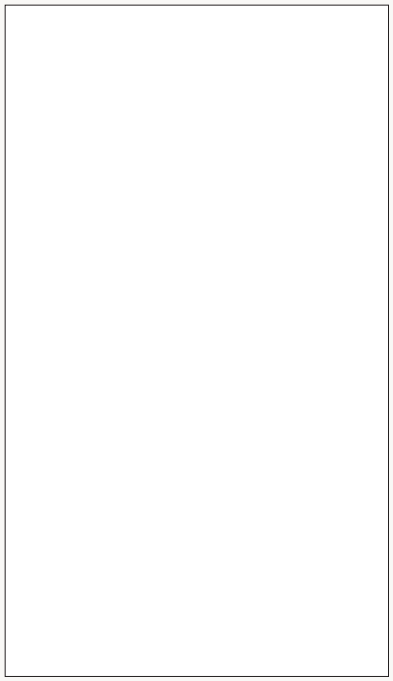
c: 59
m: 0
y: 23
k: 0

c: 0
m: 0
y: 0
k: 0

c: 91
m: 51
y: 61
k: 40

c: 59
m: 0
y: 23
k: 0

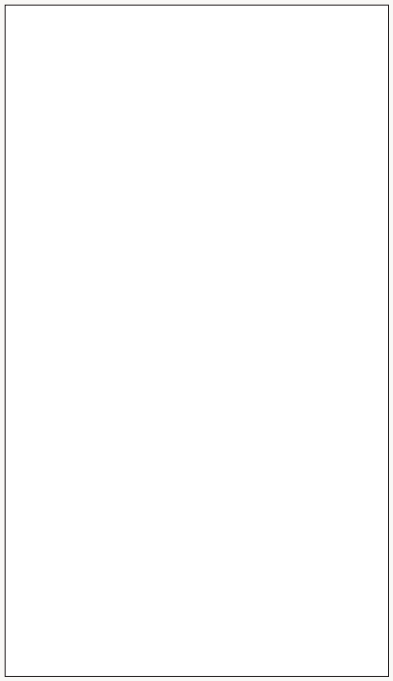
BUSINESS CARD | COLOR VARIATION



c: 100
m: 0
y: 0
k: 0

c: 0
m: 100
y: 0
k: 0

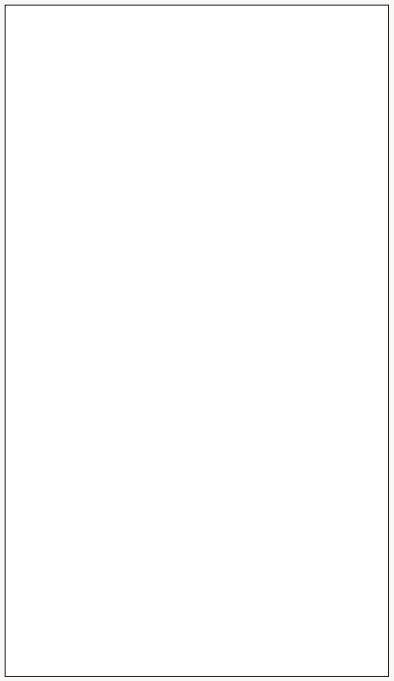
c: 0
m: 0
y: 100
k: 0



c: 100
m: 0
y: 0
k: 0

c: 0
m: 100
y: 0
k: 0

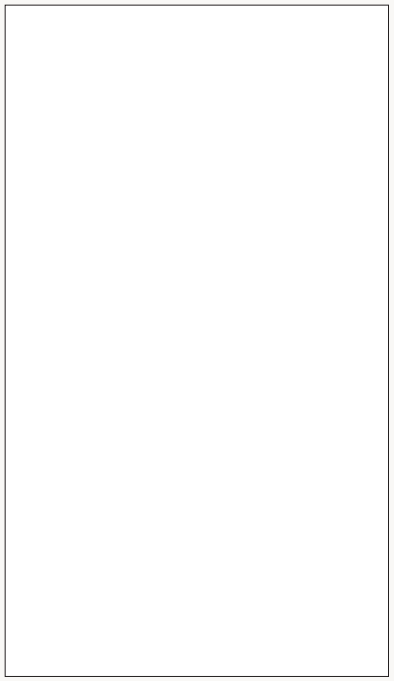
c: 0
m: 0
y: 100
k: 0



c: 100
m: 0
y: 0
k: 0

c: 0
m: 100
y: 0
k: 0

c: 0
m: 0
y: 100
k: 0



c: 100
m: 0
y: 0
k: 0

c: 0
m: 100
y: 0
k: 0

c: 0
m: 0
y: 100
k: 0

BUSINESS CARD | FINAL

c: 96
m: 68
y: 50
k: 44

c: 65
m: 11
y: 12
k: 0

c: 0
m: 0
y: 0
k: 0

Logo | MFP
Font Family: Bodoni MT Std
Style: Book
Size: 3 sizes (large)

Name | Marchylia Pratikto
Font Family: Avenir Next
Style: Demi Bold
Size: 9/0

Title | Graphic Designer
Font Family: Avenir Next
Style: Regular
Size: 7/0

Contact Information | Website
Font Family: Avenir Next
Style: Medium
Size: 7/0

Contact Information | Email
Font Family: Avenir Next
Style: Medium
Size 7/0

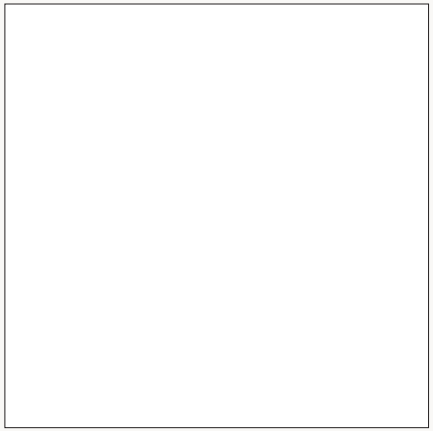
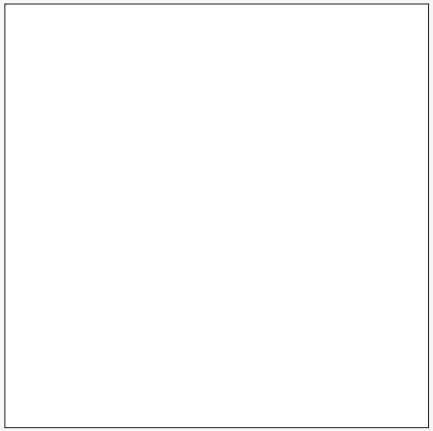
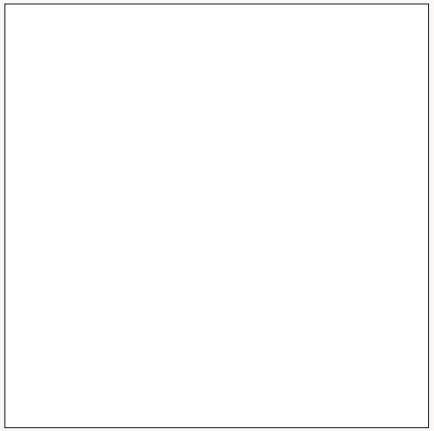
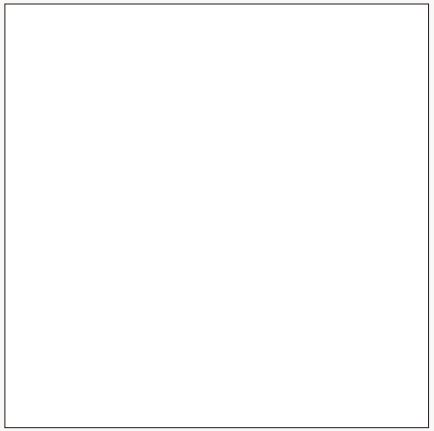
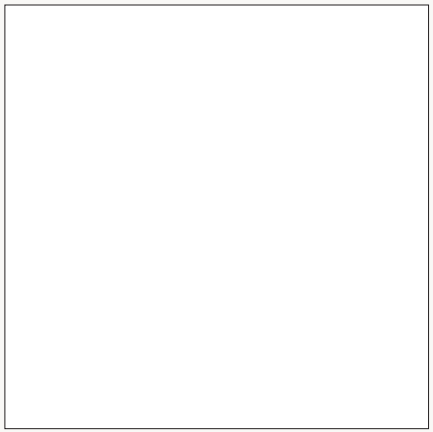
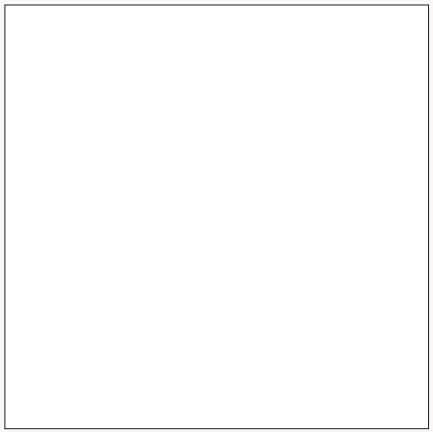
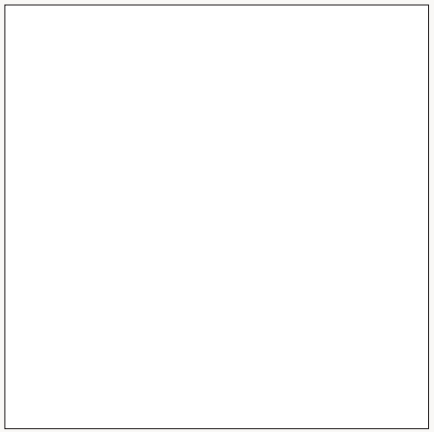
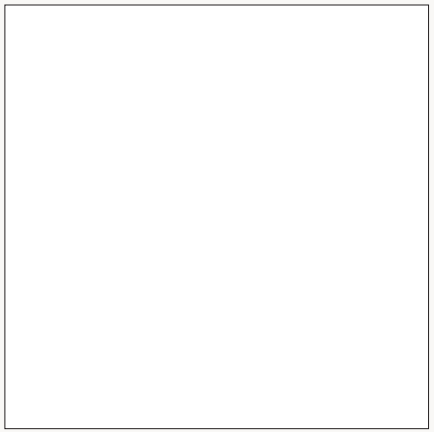
Contact Information | Phone Numbers and Address
Font Family: Avenir Next
Style: Medium
Size 7/0

BUSINESS CARD | DIGITAL MOCK UP

Simplicity Professional Blue Business Cards

The left-diagonally piles are the front part of my business cards design. Indeed, the right-diagonally piles are the back side of the business cards design.

VISUAL AUDIT | TYPE JOURNAL 04

If I could eat anything for breakfast it would be milk and cereals because I can eat cereals at any time of the day, and I do love milk, dairy product in general.

STATIONERY FINAL

Why do you think your business card is successful?

I think my business card can be successful because it has its simplicity, professionalism and legible Typography.

What principle of design did you use the most in the creation of your business card? Describe how did you used it?

I have to say that I mostly focus on the Alignment of Principle of Designs. I am the type who likes to see organization more than of the abstract.

"Typography is the use of type to advocate, communicate, celebrate, educate, elaborate, illuminate, and disseminate. Along the way, the words and pages become art."

-James Felici, The Complete Manual of Typography

How did you create your final mockup?

The Instructor let us use a free business card mock up template and did taught us how to use the template to our adventage for this project. Then, the students (I am included), have to know how to edit: replace the images with our own business card design.

ADVICE

What advice would you give yourself if you were doing this assignment again?

I would advice myself that there are so many ways to go about designing business cards. Sometimes simplicity, as in using legible Typography, shows a better professional outlook. Plenty of images as well as too much colors would not cut the capacity of a business card; the function of business card is to advertise oneself and/or his/her company. I also want to add, for this class project, that using a Logotype for this project rather than a Logo Trademark helps in learning more about Typography.

Business Card Mock Up by Unknown. Reference: Google.

SOFTWARE

What software skills did you use most this week? Did you already know how to use them or did you have to learn? If yes, where did you learn what you needed to know?

I have to use the Adobe's Illustrator, InDesign, and Photoshop for this project. The most software I have to use for it, though, I have to say the Illustrator, because I have to design many and all of the business cards ideas I have so far from the first week drafts to the final print-outs.

FONT COMPARISON

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

Funny how this week's, Week 06, Font Introduction is about Avenir Next LT Pro. I frequently use the Avenir Next Font Family for the final business card designs started from the week beforehand. The utmost visible difference between the Avenir Next LT Pro and Neue Haas Grotesk is the weight of both Font Family. Avenir Next has a skinnier weight than Neue Haas Grotesk. Although so, Avenir Next LT Pro has the advantage of having a longer descender.

CONCLUSION

Describe which part of this module has been most helpful to you?

All of the drafts process of this project has been the most helpful part, at least for me that is so.