

PROJECT REPORT - BUSINESS CARD

1. INTRODUCTION

1.1. Overview

Designing Professional Business Cards

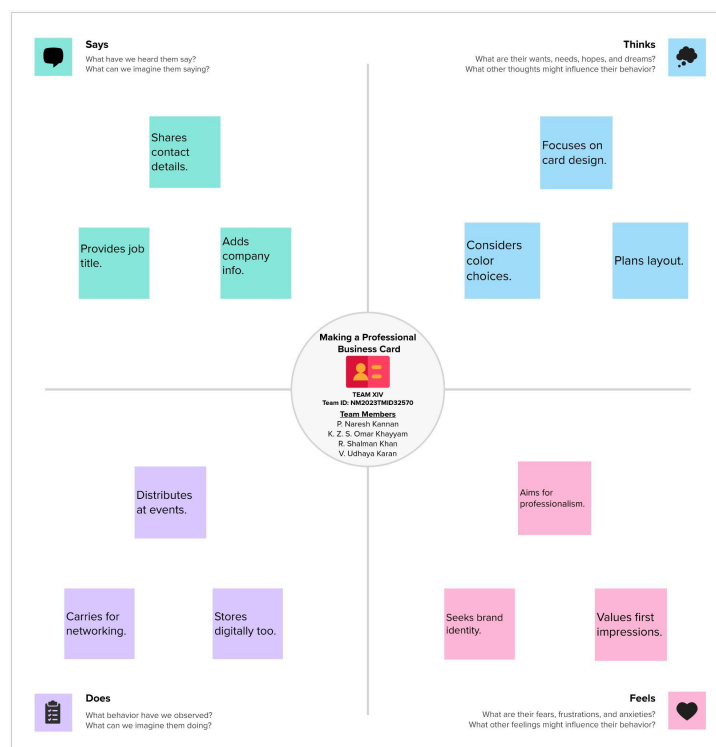
The "Designing Professional Business Cards for Effective Networking" project focuses on creating visually appealing and impactful business cards that leave a lasting impression and facilitate meaningful connections in the business world. A well-designed business card is an essential tool for networking, showcasing professionalism, and conveying key information succinctly. Our team has created the business card with the help of Canva for that we have used many tools like elements, fonts, text, colors, to create excellent business cards. We downloaded this project with the help of all these tools in Canva.

1.2. Purpose

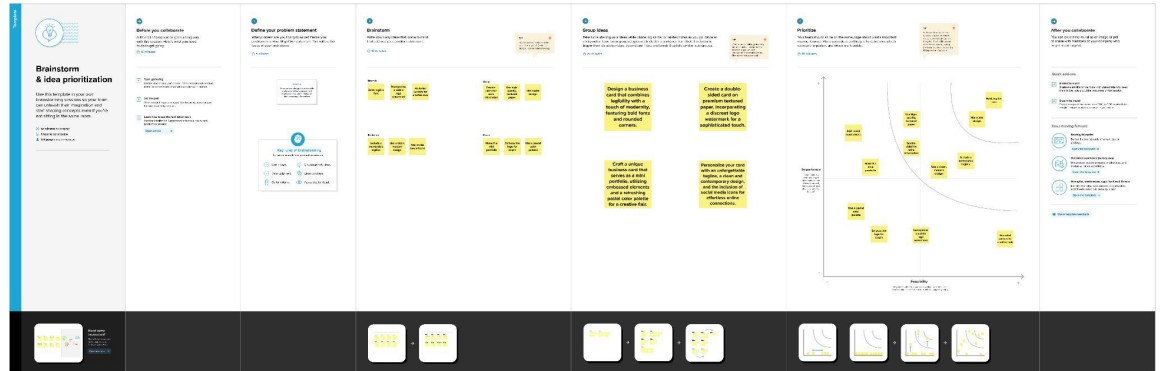
- Identity: Establishing professional identity.
- Networking: Facilitating contact exchange.
- Branding: Reinforcing brand image.
- Professionalism: Conveying credibility.
- Communication: Streamlining contact.

2. Problem Definition & Design Thinking

2.1. Empathy Map



2.2. Ideation and Brainstorm Map



3. RESULT



4. ADVANTAGES AND DISADVANTAGES

- **Advantages**

- Canva is very simple to use and user friendly
- Canva provides social media templates
- Canva offers a professional look
- Team access
- As well as million of image

- **Disadvantages**

- The free version is limited
- Unique elements cannot be created
- Limited export settings
- Alignment concerns
- Unable to move one design to another design

5. APPLICATIONS

- ★ We created a free canva account.
- ★ We took a look at our company and the design the card needs.
- ★ We searched for the appropriate business card template.
- ★ We made essential changes like font, logos, and names.
- ★ We added photos to make it attractive
- ★ We made our business card.
- ★ Finally we downloaded our design.

6. CONCLUSION

People in our team worked together to make a business card on the topic “Designing professional business cards.” Through this, a company's advertisement can be brought to the door of the card . Canva is an essential tool for most businesses .It is easy to use, offers a wide range of templates, it's affordable, customizable and helps businesses with their branding. Graphic designing can be learned through this project.