

First business card is relatively simple, I brainstormed my hobbies and things I like, and finalized on the two main ones: Track and Field and Video Games.

I then went online to search for images that best represent them and picked a color I like to finally make the business card.



Second Business card

I used the 10and 10 Process to design my second business card. I sketched out 10 designs that each contain one to a few of my ideas/ ideas that I got from my peers. I then proceeded with 3 designs that were the most appealing: Wing-shaped Business card, favorite character engraved, and having a character in my Chinese name engraved. At last I decided to combine the pros from each and came up with my final design.



Reflection

- In my first business card I had the design where I engraved a pair of shoes with wings on them to represent Track and field, especially jumping. I kept the concept and evolved it by making the shape of my second business card a wing.
- I first thought about keeping the design where I have my name cut out, however I realized it may cause some confusion because it is harder to read despite its cool looking. Therefore for my second business card I engraved my name instead.
- I also introduced an idea that have a character from my Chinese name engraved. It is written as "睿" and pronounced as "rui" in pinyin or "ray" in English, which is the abbreviation of my English name.
- Yes the design funnel adequately describes my process. There are a lot of similarities: I first defined the problem that I need to make a Business card. Then I generated ideas by brainstorming and put them on to the paper by sketching them out and performing the 10 and 10 process. Among all the designs I picked my favorite one and produced it. I would say the entirety of my design process follows the design funnel approach.