

Pop up?



Use Fill for characters.

Change Font.

Maybe add links & QR codes?

Make Name stand out more.

· Maybe double sided.

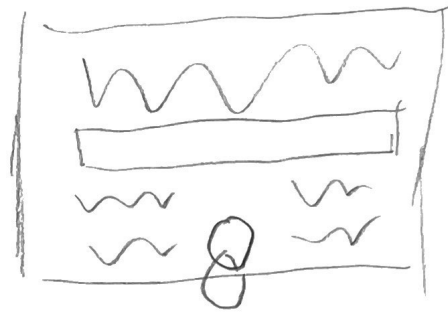
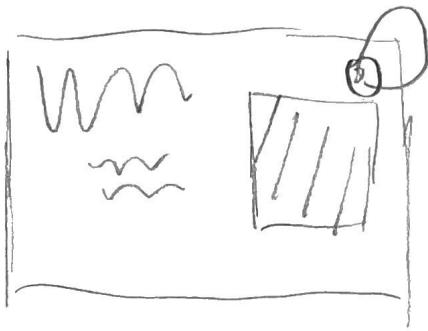
· Different layers of pop-ups.

· Inserts?

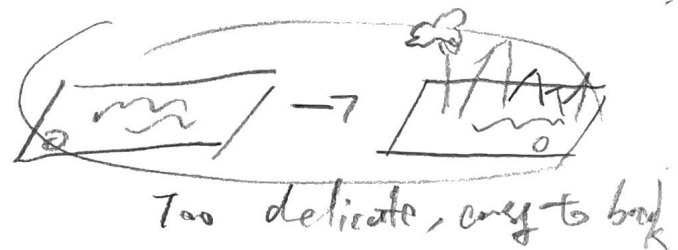
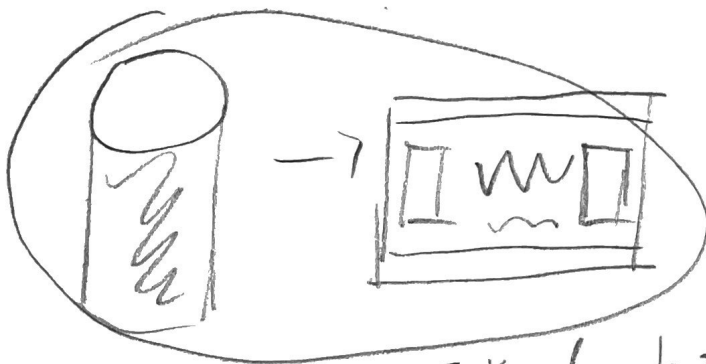
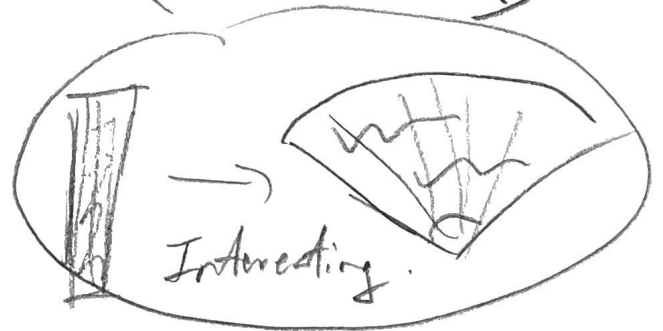
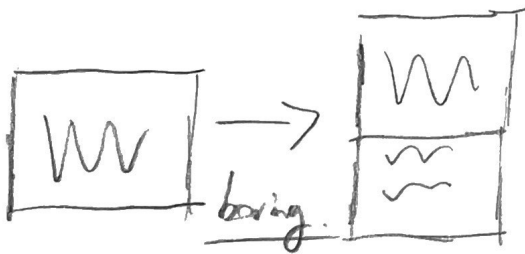
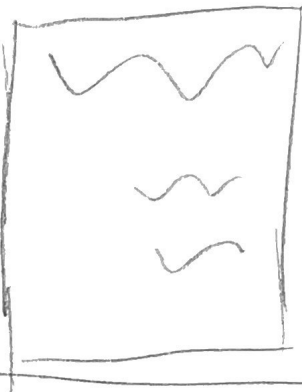
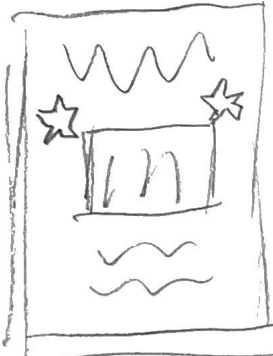
Add Icons.

Avoid - Stationary Cards.

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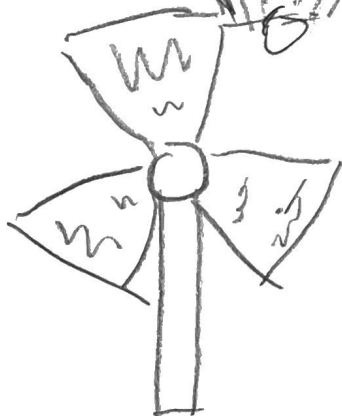
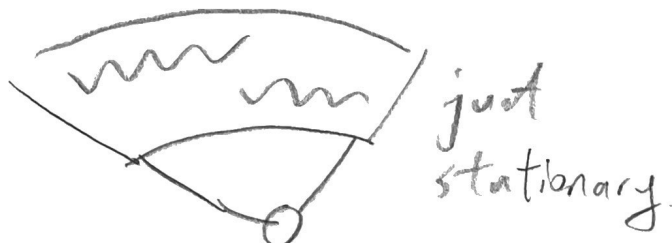
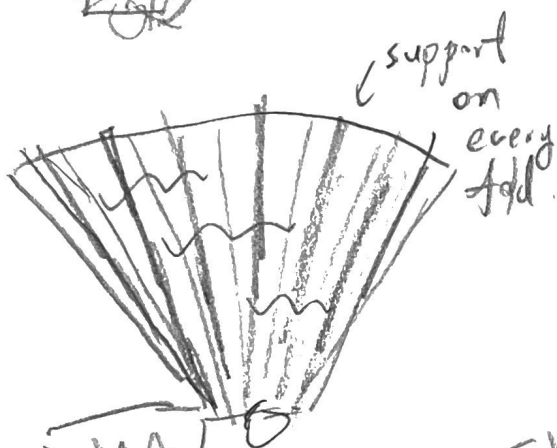
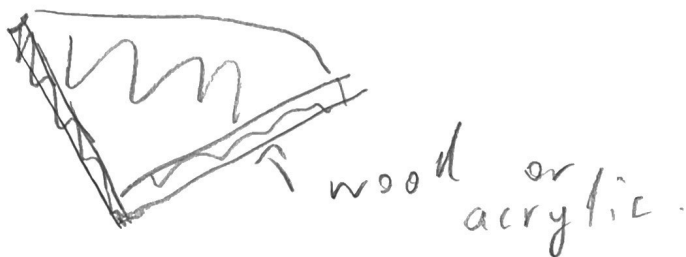
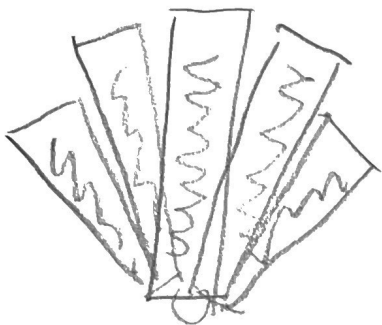
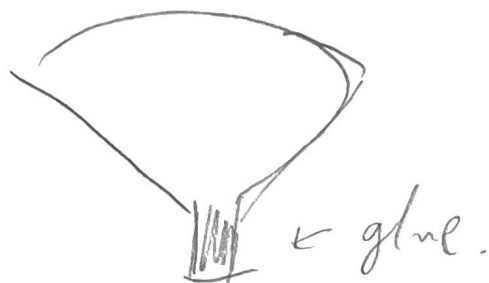
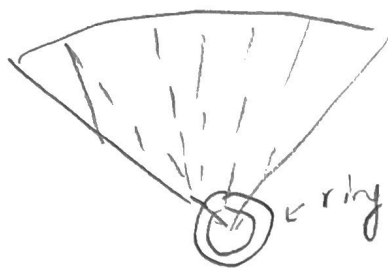
bring



Interesting, but how to make scroll strong enough for pocket?

Fan.

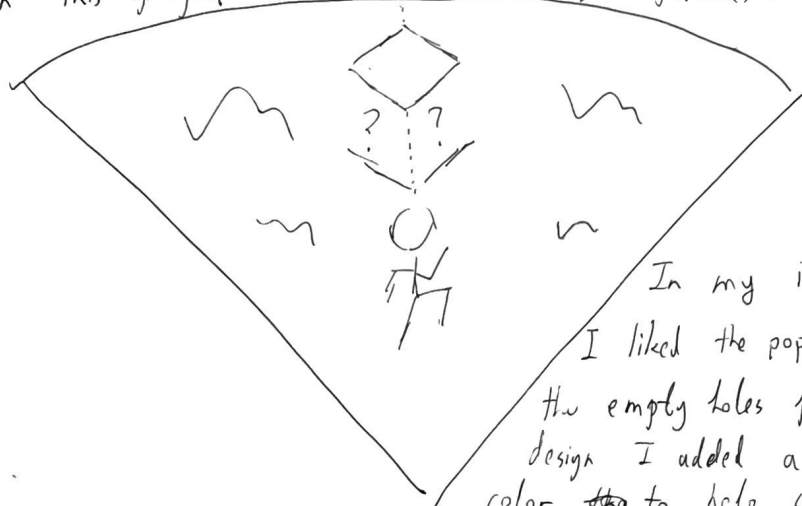
fold.



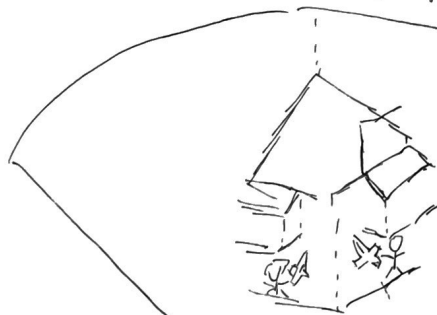
fidget
spinner
none
card?



The design funnel approach specifies a pattern during design where the designer constantly comes up with new ideas, eliminates some, and repeat this process. In my business card project, there is a similar pattern where I had different basic designs at first, eliminated some designs while exploring the others, and finally landed on the last design. During the process, I used the 10 and 10 method which narrowed the design funnel by making 10 basic designs at first, choosing the one or two that I liked, and making 10 more designs based on the few I choose. The difference between this project and a true design funnel, I think, is the span of the design life cycle.



In my initial design (the pop-up PC), I liked the pop-up mechanism, but disliked the empty holes present. Therefore in my final design I added a back-piece of different color ~~the~~ to help create contrast as well as reinforce the structural integrity. I also changed the font, and used more icons and ~~pos~~ drawings instead of concrete shapes to make the card more vivid. A major concept that I discarded was



the PC-pop-up. I thought it seemed too bulky and heavy, and the way it took up space made the card very brittle. I substituted it for a more interesting stickman fighting scene. Another major change is that I made the shape of the card a fun-like shape in the final version. I feel like having both ~~smooth~~ curved & straight lines make the card look better.