

PROJECT REPORT TEMPLATE

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. Our team has created a business card with the help of Canva. We have used many tools and elements like fonts, text, colors to create an excellent business card. We download this project with the help of all these tools in canva.

1.2 Purpose

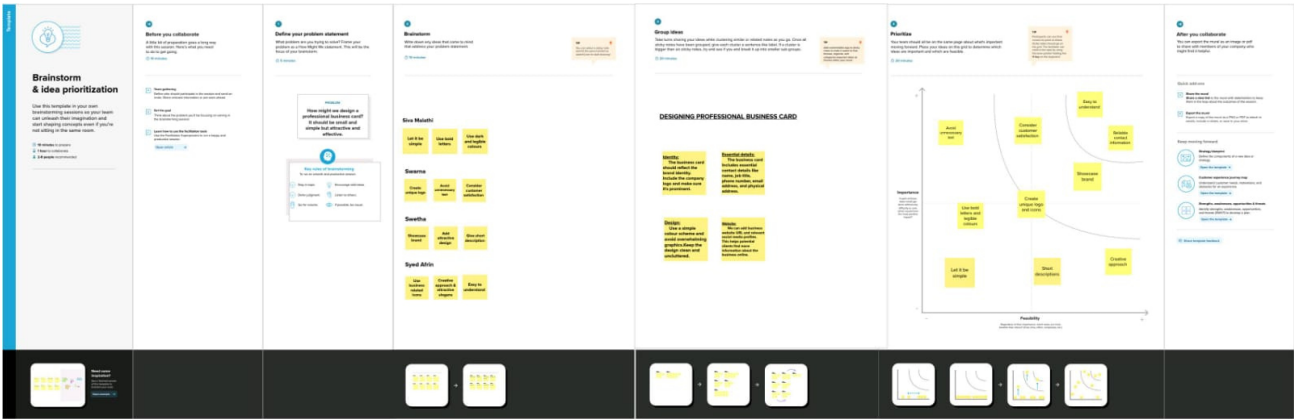
- Contact Information
- To create professional impression
- Small and convenient
- Brand identity
- Business card serves as a networking tool
- Affordable

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy map



2.2 Ideation & Brainstorming Map



3. RESULT

Business card



4. ADVANTAGES & DISADVANTAGES

4.1 Advantages

- **User-Friendly:** Canva is simple to use and accessible for users with various design skill levels.
- **Templates:** Canva provides a wide range of pre-designed templates.
- **Customization:** Users can easily customize templates by adding text, images, icons, and more.
- **Collaboration:** Canva allows for collaborative design projects
- **Accessibility:** The mobile app makes it easy to design on-the-go.

4.2 Disadvantages

- **Limited Features:** The mobile app may not offer all the features available.
- **Cost:** While Canva offers a free version, there are also some premium features and elements behind a paywall.
- **Offline Access:** The mobile app requires an internet connection.
- **Design Expertise:** Canva is beginner-friendly, but it may not be suitable for professional designers who require more advanced design tools.
- Alignment concerns.

5. APPLICATIONS

1. We created a canva account.
2. Then we decided our business and design type.
3. We searched business card templates.
4. We chose a suitable colour theme.
5. Added text.
6. Used different fonts, editing elements and icons.
7. We created our business card.
8. Finally we downloaded our design.

6. CONCLUSION

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