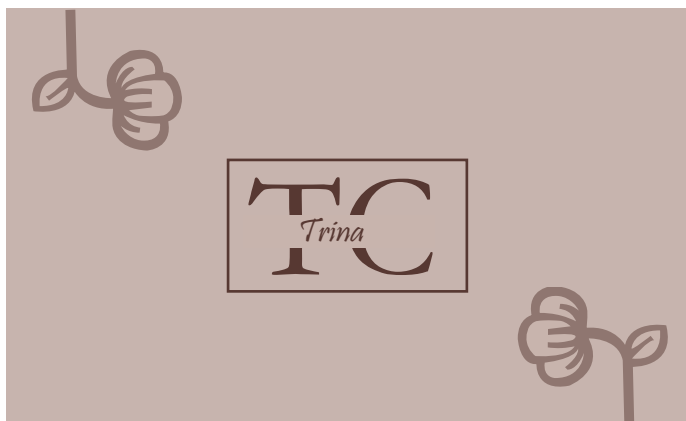


Concept Sketches



Front



Back



Front



Back



Front



Back

Final Artwork and Rationale



Front



Back

RATIONALE

For the front of my name card, I chose a minimalistic design focusing on my logo "TC" and my name "Trina." This simplicity ensures a clean and professional appearance, adhering to the design principle of simplicity. The beige background contrasts nicely with the white and dark brown elements, applying the principle of contrast to make the logo and my name stand out effectively.

On the back, I organized the information clearly, placing my name and title at the top, followed by my contact details and address. This clear hierarchy guides the reader's eye smoothly through the information, utilizing the principle of hierarchy. I added a floral design on the right to bring an aesthetic touch without overwhelming the contact details, maintaining a balance between functionality and visual appeal, which follows the principle of balance. The consistent color palette on both sides creates a cohesive look, adhering to the principle of consistency.