David Cruz
CS 485-3
Physical Computing

Hello Journal

Annotations and Reflection:

After completing the two design processes of my business cards I can see the advantages of the 10 and 10 design method. The first business card I designed had no structure in its design process. All I did was jot down ideas and sketch what came to mind, looking back not much changed between my designs. However after using the 10 and 10 method I noticed the flow of the design process, how different the first design was from the last. My first design was a more minimalistic design of my first business card where I cut down on the amount of text and moved my basketball logo around. My final design is completely different and more creative, influenced by my classmates' cards, but it did retain the minimalism when it comes to text.

Like I said before my first design in the 10 and 10 method was based on my first business card with less text. This holds for cards 1-3, where I played around with text and logo placement and sizing but no new concepts were introduced. At card 4 I introduced a new concept, making my card a basketball court. This concept remained in cards 4-10 and was inspired by a classmate making his card a chessboard. Moving forward the layout of the card as a basketball court remained the same, I was now focused on text placement and logo sizing. In the end sketching different variations helped me decide on a final design and keep the text to a minimum.
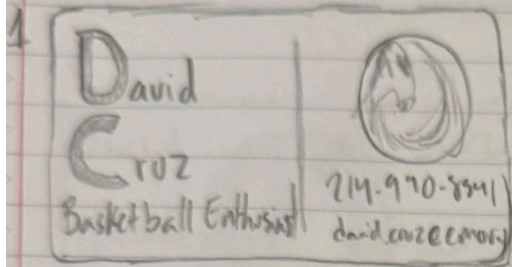
The funnel approach focuses on narrowing down the design process as we move forward. Deciding on big issues or components first and going from there, simplifying the process the further on we move. My 10 and 10 method, I think, reflects that. I began with no specific layout and solved that by introducing the basketball court layout to my card. After that I tackled the logo sizing problem and in the end was only left with text placement and sizing which was a lot easier after I had decided on the other big components of my card. I think my 10 by 10 method is a small variation of the funnel approach and shows how well these 2 methods work together.

Business Card CS485-3

Ideas:
Basketball
Dallas Mavericks - Logo

1

David
Cruz
Basketball Enthusiast

214-970-8341
david.cruz@emory

First letters of name cut
Everything else etched

2.

David Cruz
Basketball Enthusiast
Computer Science

Emory University
214 970 8341
david.cruz@emory.edu
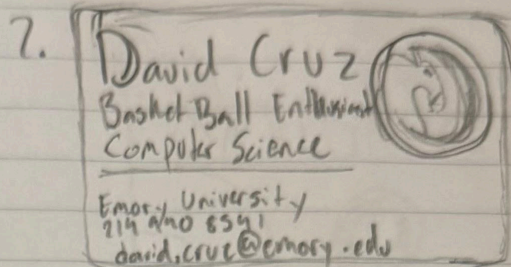
All text cut, logo etched

Business Card #2   10 and 10 Method

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214-940
david.cruz@...

David Cruz
214-... | da...

David   Cruz
214...   dav...
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DAVID   CRUZ
da...

DAVID
CRUZ

DAVID
CRUZ
214-9408...
da...
0...

DAVID
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214940854   david.cruz.ae...

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