

# BUSINESS CARD

## 1. INTRODUCTION

### 1.1 Overview

#### PROJECT DESCRIPTION

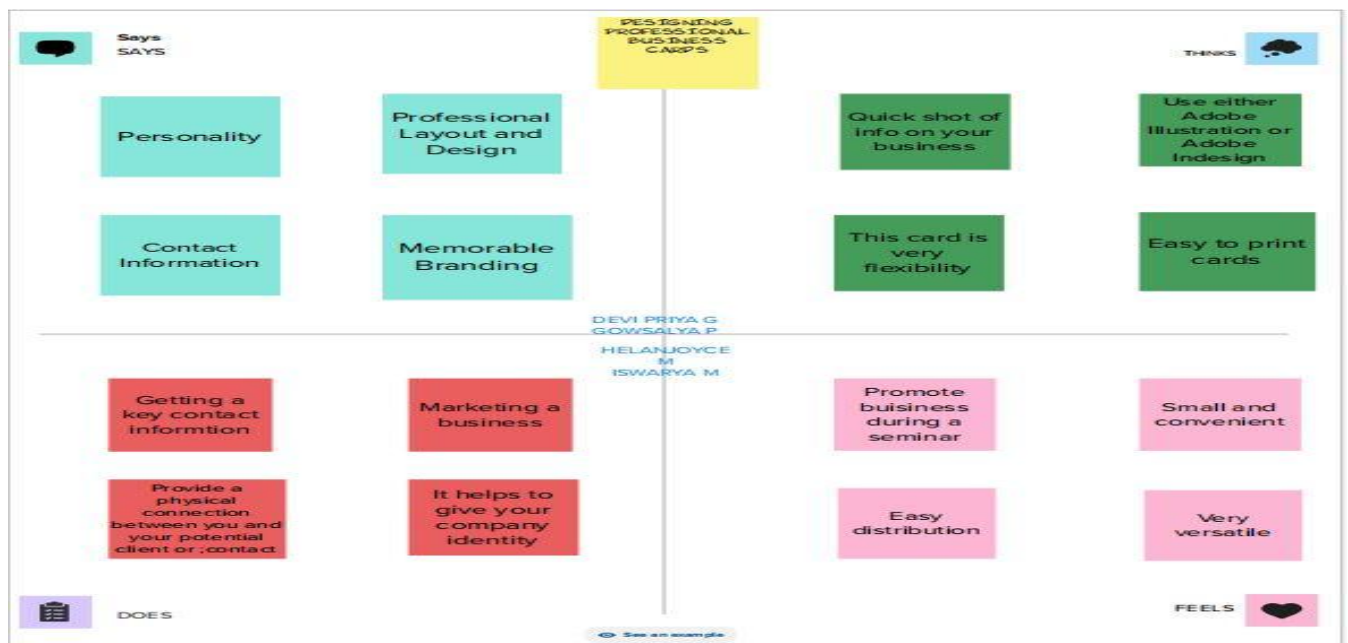
Business cards are cards bearing business information about a company or individual. They are shared during formal introductions as a convenience and a memory aid. A Business card typically includes the giver's name ,company or business affiliation(usually with a logo) and contact information such as street addresses,telephone number,fax number, e-mail addresses and website.

### 1.2 Purpose

It says a lot about you and how they can get in touch with you such as name of your business card, your logo,and your tagline. It is one of the most cost-effective forms of marketing out there .It will be much easier for satisfied customers to spread the word to their friends if they can press one of your cards into their hands.

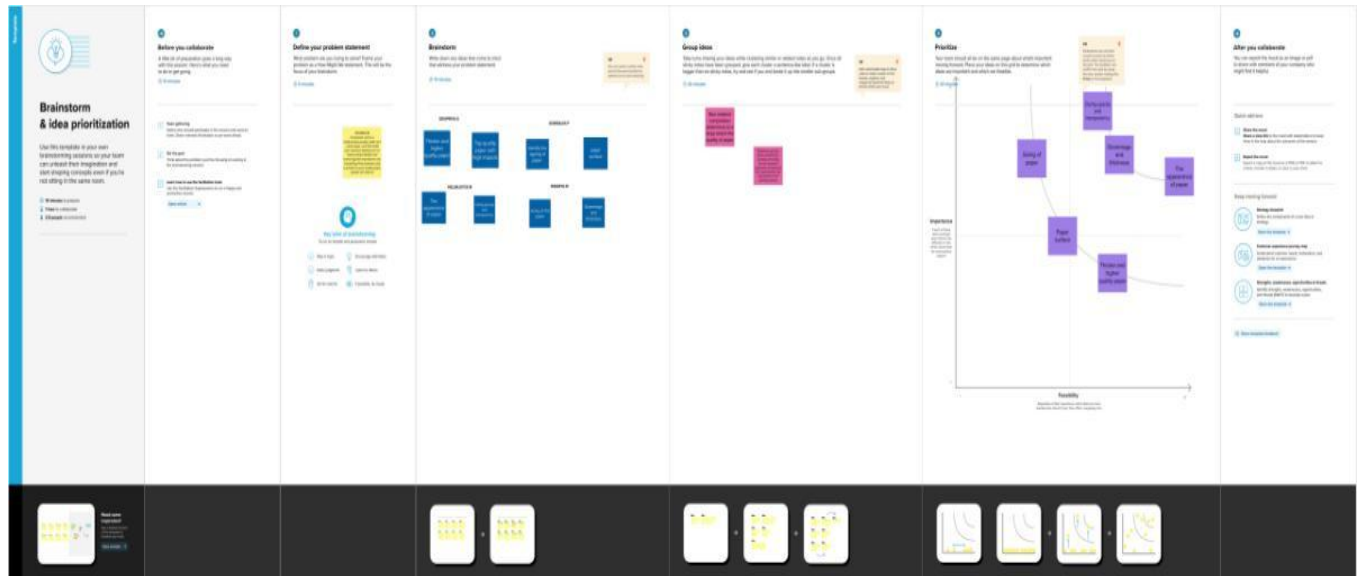
## 2. Problem Definition & Design thinking

### 2.1 Empathy Map

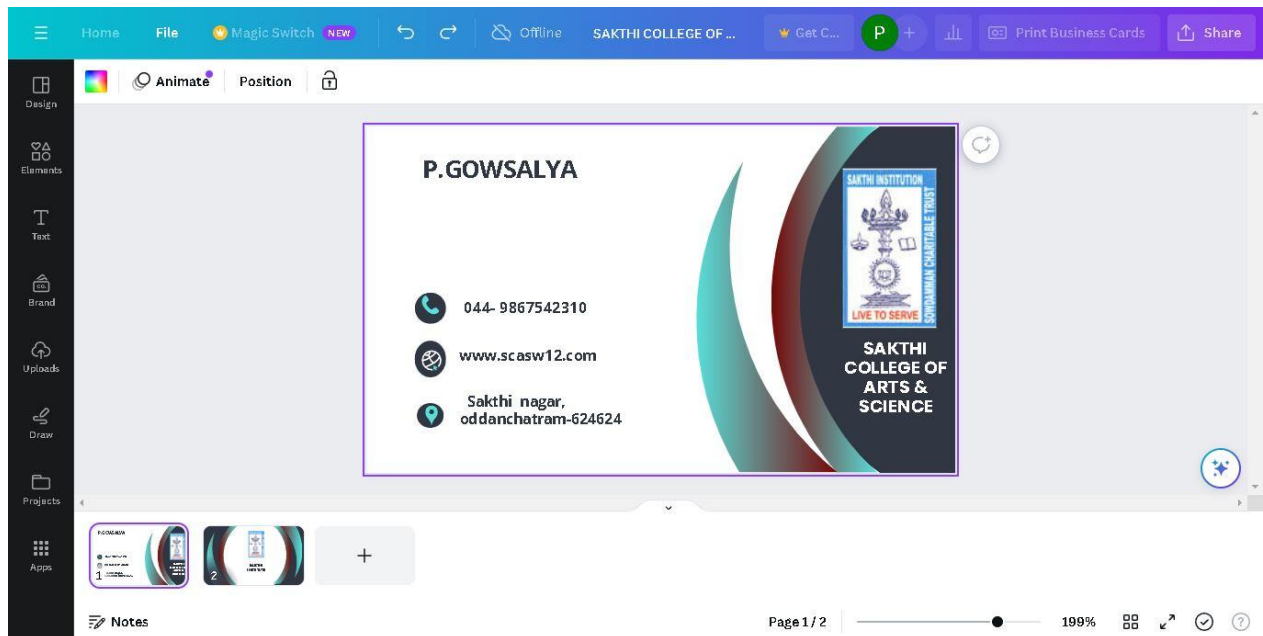


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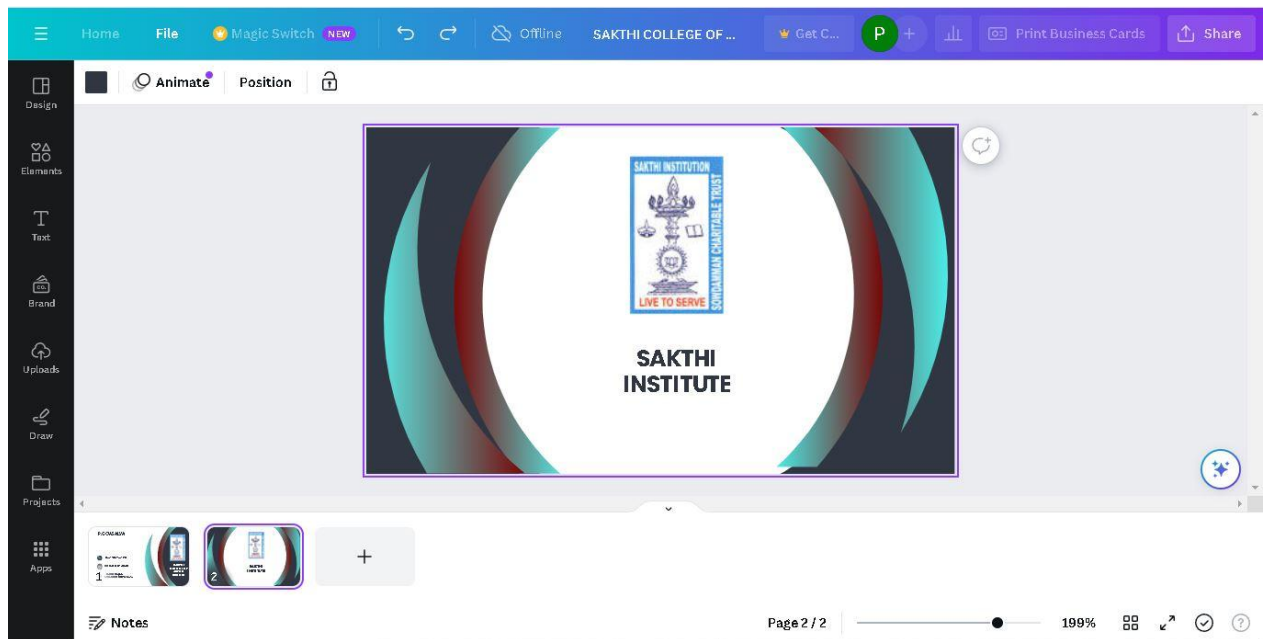
## 2.2 Ideation & brainstorming Map



## 3. RESULT



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## 4. ADVANTAGES & DISADVANTAGES

### 4.1 ADVANTAGES

- They give a personal touch
- More room for creativity
- They make a quick first impression

### 4.2 DISADVANTAGES

- The cost to design and print
- They need to be kept up-to-date
- They have limited information

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## 5. APPLICATIONS

- ✓ For A Entrepreneur or freelancer,It will help market your services and stay in touch with clients
- ✓ For A Student , It can build your network for your career.
- ✓ For Artist, It will take your work beyond the art gallery walls and establish yourself as an artist by utilizing business cards.
- ✓ For A Business owner ,It show your commitment to your customers with high - quality business cards

## 6.CONCLUSION

Through this business card project, I was learned the Canva Tool and also it make to think critically on problem designing and to solve my problems. This projects helped my knowledge to upskill on business card, which used for various professional and personal work.

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