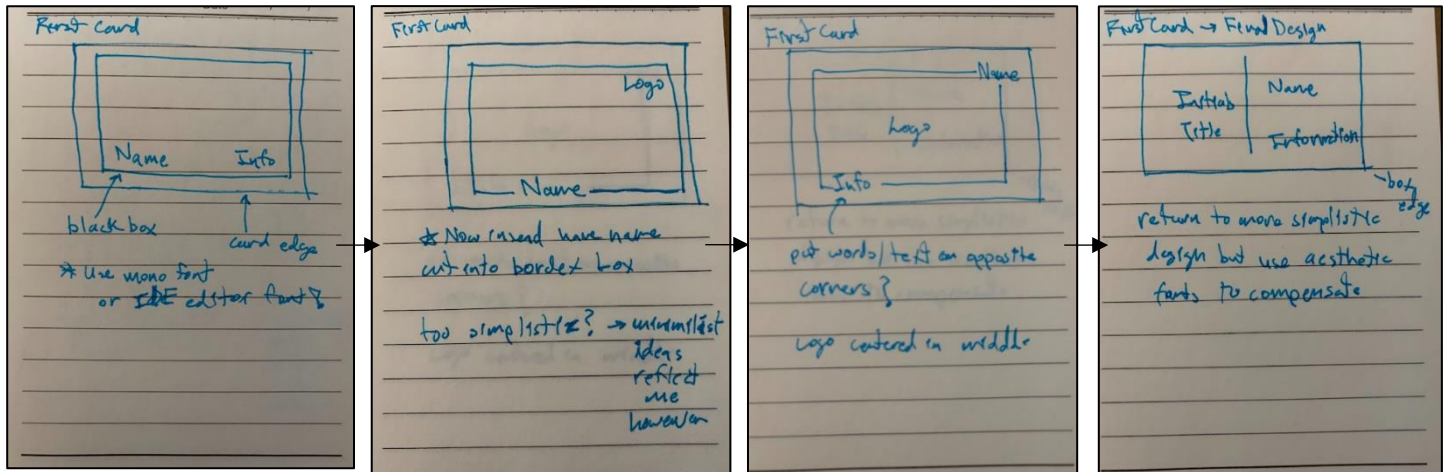# Hello Journal

My First Business Card and related Design Processes:

→ **First Design**: My initial concept focused on creating a card with a thick, rectangular border to draw attention and emphasize symmetry. The plan was to incorporate my name and information along the edges of the border, using a monospaced or code editor font to give it a technical look.

→ **Second Iteration**: I explored simplifying the design by having the name cut into the border box itself and considering whether this minimalist approach was too plain. The goal was a clean, straightforward look that still represented my style: minimalist yet professional.

→ **Third Iteration**: I experimented with positioning text elements like the name and information in opposite corners of the card, with the logo centered. This concept aimed to create a balanced layout with strategic spacing, but ultimately, I found it cluttered and deviating from the simplicity I desired.

→ **Fourth Iteration (Final Design)**: I returned to a more simplistic layout, opting for a single vertical line dividing the card into two sections. On the left, my initials (as my logo) take center, while the right side neatly displays my name and contact information. To enhance the aesthetic appeal, I used a font seen among top-tier firms and used smooth engraving to give the card a professional finish. This final version met my personal criteria for simplicity, elegance, and clear professionalism.

10 for 10 and Second Business Card:

→ **Minimalist Design**: A simple, clean layout with just the essentials—name, title, and contact details—on a plain white background.

→ **Bold Color Splash**: A bright, bold splash of color on one side of the card to catch attention, with the text in white for contrast.

→ **Vertical Layout**: A vertically oriented card that stands out from the traditional horizontal layout, with information stacked neatly.

→ **Textured Material**: Use textured paper or card stock to give a tactile feel, adding a sense of luxury or uniqueness.

→ **Die-Cut Shape**: A card cut into a unique shape, like a circle or a custom shape related to your profession, making it memorable.

→ **QR Code Focused**: Including a QR code that links to your website, portfolio, or LinkedIn profile, with minimal text around it.

→ **Embossed Details**: Embossing your name or logo to create a raised texture, adding a subtle yet impactful design element.

→ **Geometric Patterns**: Incorporating geometric shapes or patterns as a background to give the card a modern and structured look.

→ **Monochrome Palette**: Using a black and white or single-color palette for a sleek and professional appearance.

→ **Circular Cutout**: A standard-shaped card with a small circular cutout, like in the image, to add a unique design element without overwhelming the overall simplicity.

Hello Journal

My First Business Card and related Design Processes:
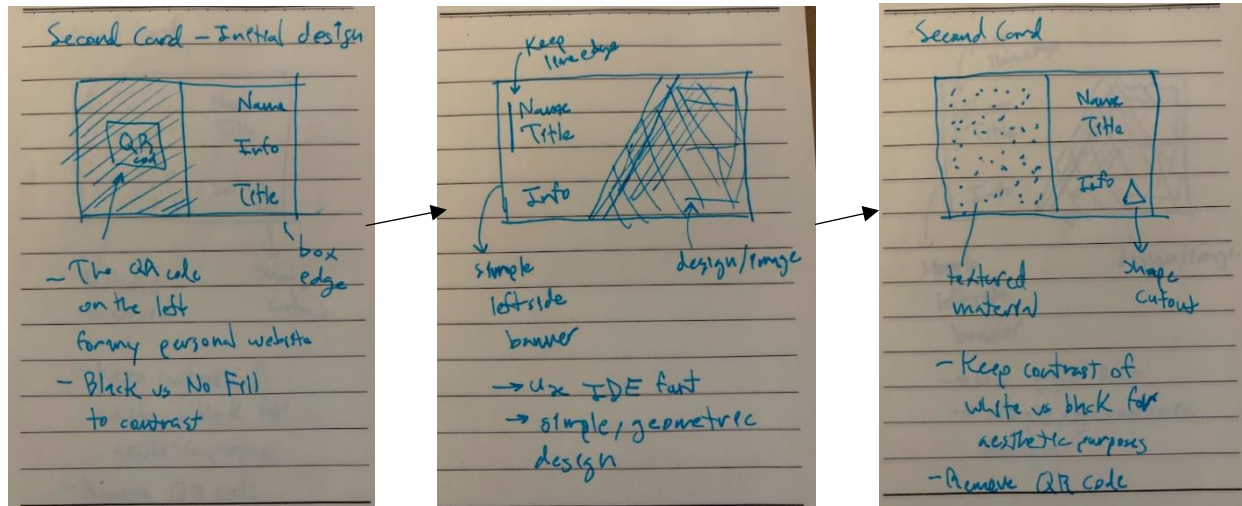
→ **First Design**: The initial concept featured a rectangular box on the left for personal branding, with a focus on a high contrast black vs. no-fill design.

→ **Second Iteration**: Simplified the layout by keeping text elements on the left side with a simple banner and a diagonal design on the right for a clean, geometric look.

→ **Third Iteration**: Introduced textured material on the left with a contrasting black and white palette and added a small shape cutout to enhance the aesthetic.

→ **Fourth Iteration (Final Design):** Settled on a dual-tone split with a circular cutout on the left for visual interest, and neatly organized the name and contact details on the right for a minimalist and professional finish. I used a code editor font due to personal stylistic choices and am pleased with this design as its reflects a more casual aesthetic.