

GitHub Link (for Viewing): <https://marcus-cheema.github.io/CS-485/Hello-Journal.pdf>

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CS 485-3

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## Hello Journal

### **1st Business Card (Design Process):**

- Looked at the requirements for the assignment, and filled out a card based on the minimum requirements (Name, Description, and Contact Information).
- Made the card purple because I liked the color
- Made the hole for the utility of having the card as a keychain.
- Large font for the FName, LName

### **2nd Business Card (Design Process):**

- Saw my classmates using the laser cutter for Shading, and wanted to implement shading as well. Squares, Circles, Border, etc.
- Make my hole used for a different purpose -> Classmates cut holes with designs, or for emphasis (underlining).
- Change the font for certain attributes (don't only use Arial)
- Use a lighter color for the paper (NOT purple), because it was hard to see attributes in my first business card.
- Implement some fun images! Icons, designs, pokemon, smiley faces, etc.. However, the image cannot detract from the contact info.
  - Images can supplement the contact information! Use LinkedIn icon, GitHub icon, IG, etc.

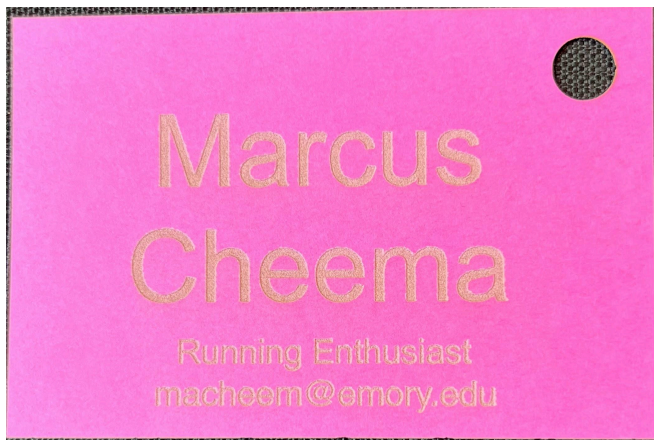
### **Changes between the First Business Card and the Second Business Card?**

In the 1st card, I liked the idea of using a large font for my name. In the second, I still used a large font, but changed the font style because it looked nicer. In the first card, because I made it purple, the information was difficult to see in certain lighting. I made sure that there was visual clarity by making the second card white, and decided that clarity was more important than aesthetic. In the first card, I only included my email for contact information. I wanted to make the second card have more options, so I included my GitHub, Mobile Phone Number, and LinkedIn, along with their respective icons. In the first card, I liked the idea of a hole for usage in a keychain, but I also liked the idea of an underline, or using a hole to separate information. Therefore, I used my hole to underline my name and separate it from my title and contact information. Lastly, I felt that the white card needed some more contrast, and so I included laser engravings on the corners to fulfill that necessity. This was particularly challenging, as I had to adjust the laser speed and power so as to not burn through the business card itself.

### **Does the design funnel approach adequately describe my process?**

I think that my process was largely based on the design funnel. I knew that I wanted to implement shading, images, and new font styles in my second card, but I was not sure exactly how to approach it. Only when I began scribble sketching did these ideas come to more specific fruition. I realized that the images could be incorporated to supplement my contact information, and that the shading did not need to cover the entire card as it would compromise clarity. Also, for my title, “Data Analyst,” I knew that I wanted the text to be far apart, but was not sure how to implement it. I ended up using a different font and including spaces in between characters to achieve the final result. Lastly, the nitty-gritty details for shading the outside of the card was only possible after attempting to make the first model. Seeing my first model fail allowed me to try again and achieve the result that I wanted.

#### First Business Card:



#### Second Business Card:

