

Designing professional business cards

1.Introduction

1.1 Overview

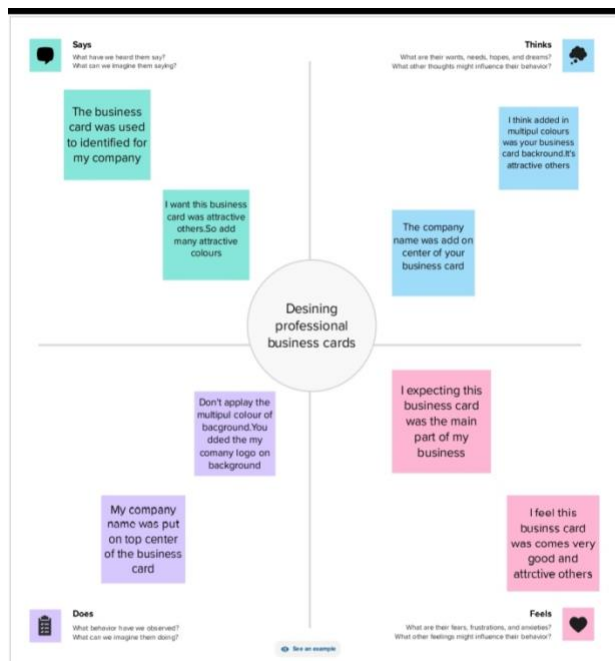
A business card typically includes the giver's name, company or business affiliation (usually with a logo) and contact information such as street addresses, telephone number, fax number, e-mail addresses and website. Before the advent of electronic communication, business cards also included telex details.

1.2 Purpose

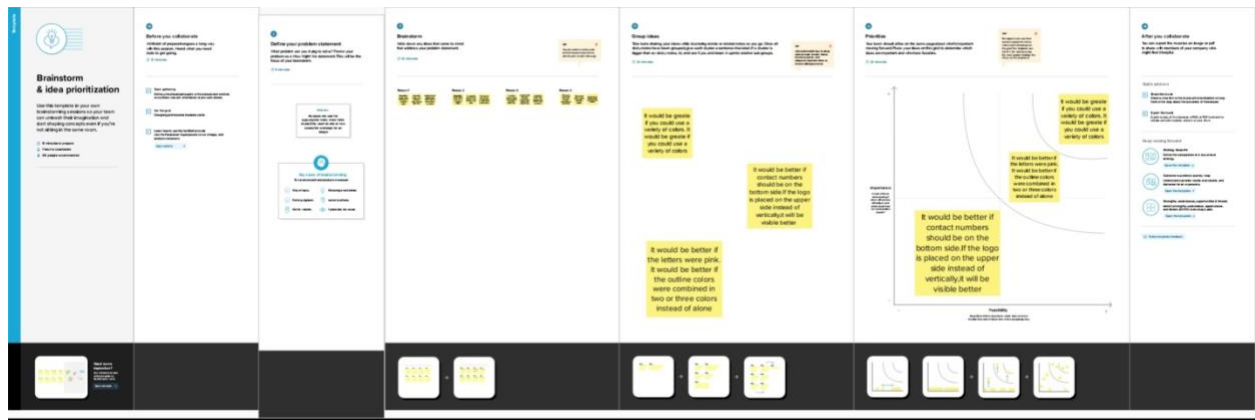
Business cards usually contain key contact details of a company. But marketers have turned these modern cards into an effective tool to drive customers. The cards are today a way to make a quick first impression on the recipients

2. Problem Definition and Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



3.Result

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4. Advantages & Disadvantages

4.1 Advantages

- * Brand identity marketing. Business cards represent your brand.
- *Demonstrates professionalism and Readiness. Always remembers that image is everything.
- *More quickly than passing Digital information
- *Certain clients don't own devices.
- *Essential in international business.

4.2 Disadvantages

- *The cost to design and print. Creating a design that stands out and gets you noticed often requires help from a professional graphic designer.
- *They need to be kept up-to-date.
- *They have limited information.

5. Applications

- * Business cards provide a wide range of contact information all in one place. That way, customers can choose their preferred method to research or contact your business.
- * No matter how much you promote your business, you can't force people to care. Consumers decide whether they want to listen and learn more.
- * Business cards can be multifunctional. Adding more value to the design increases brand recognition and helps you stand out from competitors.

6. Conclusion

Business cards will continue to evolve over time, but the reason for their existence will stay the same. Business cards are the only formal way of getting to know a stranger.

7. Future scope

- * The best designers get more exposure through Canva.
- * This application of Canva will be used more in the future.
- * Cnva is sure to be the best business card creator in the future.