

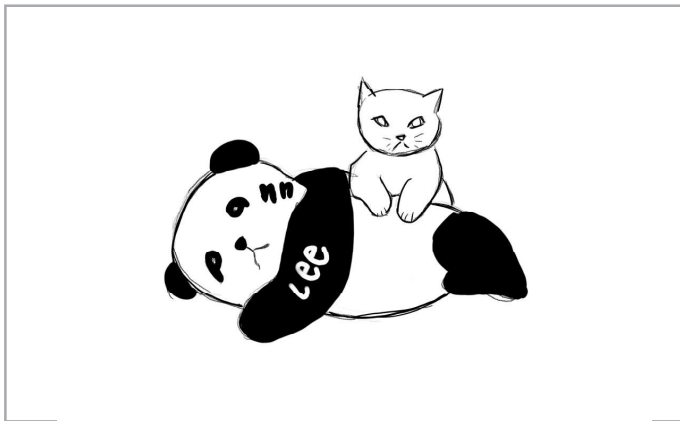
Concept Sketches



Front



Back



Front



Back



Front



Back

Final Artwork and Rationale



Front



Back

RATIONALE

The design achieves balance through asymmetry, with a panda illustration on one side counterbalanced by text and contact information on the other. Color contrast between the muted gray background and black text ensures clear distinction, while the panda contrasts with the formal typography, adding visual interest. The panda illustration serves as the focal point, drawing attention to the card. A limited color palette and consistent sans-serif typography create unity and cohesion, while ample white space enhances readability and gives the design a clean, airy feel. Consistent alignment of text and elements contributes to an organized and professional appearance.