Design Memo

To: Dr. Karen Kuralt
From: Sunny Singh
Date: July 1, 2018
Subject: Business Card (Document Design Portfolio, Project #4)

Introduction and Purpose:

This document is a business card. Business cards are typically used to exchange contact information in a professional setting. They are considered an extension of your brand or company that you represent. These cards are exchanged with clients/business partners and during networking events. They can also be used as a means for someone to contact you if you are in a rush. It's easier and faster to provide someone with your contact information via business cars than by verbally or physically writing it down for them.

Users/Readers

Business cards are typically geared towards adults whom you want to start communicating with professionally. You will typically meet these adults in a meeting at your company or at a networking opportunity. The business card needs to designed to reflect your brand whether it be law, medical, creative, or any other field. This will help get the message to your reader that you mean business. In order to make this document successful, you have to design it in such a way that it reflects who you are and what you do.

Design Constraints

The biggest design constraint was the size of the document. I was limited to the standard size of 3.5 x 2 inches. The other limitation was text. There's only so much you can fit on a card. That is why you have to only put down the essentials.

Design Rationale

The final design consisted of colors that I use in different documents associated with the business that the business card represents. Content-wise, it only had the items that a potential client would need such as my contact information and my portfolio website. Design wise, I picked this one because it matches the colors that I used throughout the documents related to my freelance business. The layout is clean and easy to follow. The way that the information is presented tells the readers that this

person is a designer. The combination of typeface, colors and the adequate white space make this a successful design.

Design Evolution

I wanted to design 3 business cards. All in a unique manner. The first one was designed to portray me as a designer. The random dots and the balanced black and white achieved that. The second design I wanted to make it obvious that I was a web developer, so I added a computer vector graphic. This was my safe design because it was blue and the layout was simple. For the final design, I wanted to have something that was a bit memorable and iconic which represented me. So I went with a black and yellow theme with bold typeface. The black and yellow theme is creative yet professional looking. The yellow also happens to complement my first name. This card also visually goes well with other documents that represent the business.

Design Assessment

Working on this project helped me realize that I need to do something about my brand. I need to make a clear distinction between my portfolio and my freelance business. If I had more time, I would try out different colors and layout. A logo wouldn't be out of reach either.