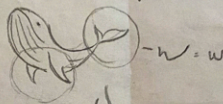


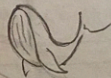
Yy Vv Ww (using initials)

# BUSINESS CARD v1

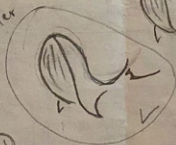
Design  
07/04/2024



lv = v

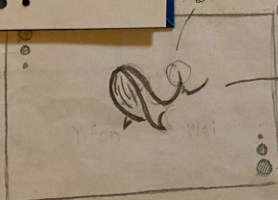
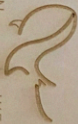


flops  
on the stomach  
needs to be lighter



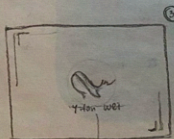
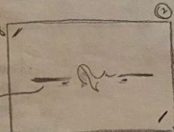
slather  
at the end

YIFAN  
VALENTINE  
WEI  
yifanwei2003w@163.com  
+86 14708151307

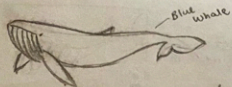


Center  
(Label is etched  
/engraved)  
baseline

cut through  
Bubble, fit w/ theme  
-the



Yifan Wei  
Name

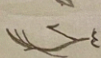


Yy Vv Ww  
(using initials)

# BUSINESS CARD v1

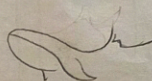
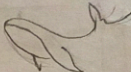
Design

09/04/2024



w = w

v = v

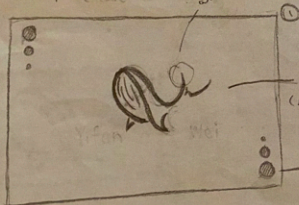


Frips  
on the stomach  
needs to be lighter



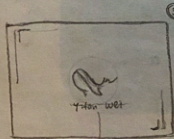
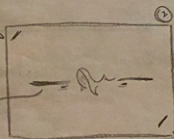
Back of the card

shape  
of the end



Center  
(Label is etched)  
engrave?  
outline

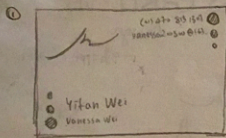
cut through  
Bubble, fit w/ theme  
the



Yifan Wei

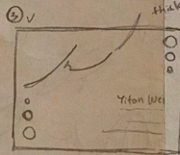
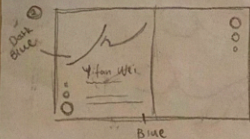
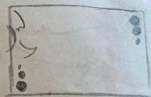
Name

# Front of the card

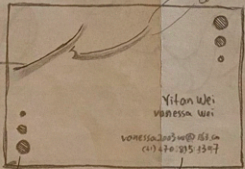


Yifan Wei  
Yifan (Vanessa) Wei  
Yifan Wei  
(Vanessa wei)

(+1) 470 815 1307  
vanessa2003w@163.com



thicker but  
lighter  
preferably printed



Shaper at the end  
of the tail  
preferably light white  
fit the figure "white"  
+ light enough to not being like  
is "taking space"

## FONT SIZE DEMONSTRATION

largest — Yifan Wei  
smallest — vanessa wei  
medium — vanessa2003w@163.com  
obviously smaller than the first line

to the left

Can try with larger  
space b/t letters if the  
card is other colors than  
white

Yifan Wei  
eg. vanessa Wei

3D →  
↓  
2D but looks like  
↓  
using perspective



Horizontal



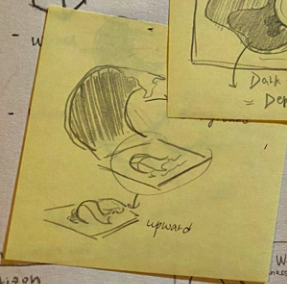


3D

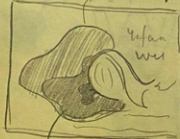
→ Reassemble / manually adjust  
- Easy

↓  
2D but looks like 3D

↓  
using perspectives  
(vanishing point)



Alternative: multi-layer



Dark → light  
= Depth (Ocean)

2D

New Set up (word)

ERS instead of lines?

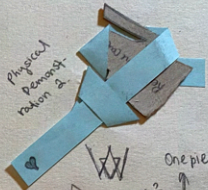
Too messy

Follow the direction of the lines

vanessa wei  
vanessa2003w@163.com

YIFAN WEI  
vanessa2003w@163.com  
4708151307

Version 2



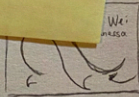
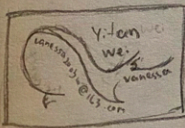
One piece!!!

Strips on Belly

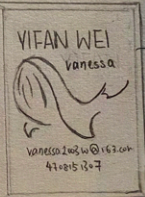
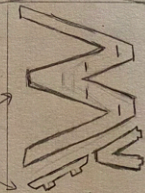
Physical demonstration 1.



Horizon



Switch Plane



cardboard doesn't work well w/ insert

3D → Reassemble / manually adjust

- Easel

↓  
2D but looks like 3D

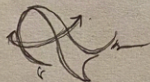
↓  
using perspectives  
(vanishing point)



- waves



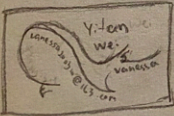
- whale



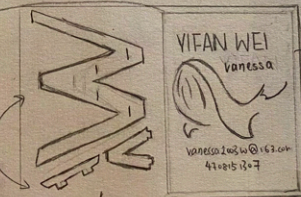
(Word side) Hard to read

Information Side

• Horizon



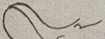
Switch Page



Cardboard doesn't work well w/ insert

2D

New set up (word)



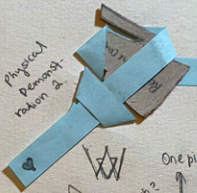
Letters instead of lines?  
Too messy

Follow the direction of the lines

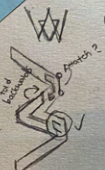
Vanessa Wei  
vanessa203w@163.com  
4702151307

YIFAN WEI  
yifan203w@163.com  
4702151307

Version 2



Physical demonstration 2

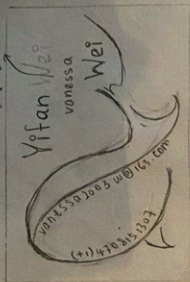


Strips on Back

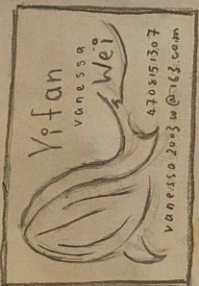
Physical demonstration 1.



Sketch of a person



②



①



3-2

5-2



4-2

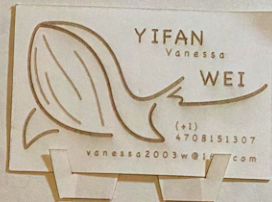
6-2

Dividers :

- Bubbles

- Short lines

- fully framed V



I used the basic font for the first design, but changed to a chalkboard in the second just to lighten the overall feeling. When I was laser cutting the first design, I noticed that it's hard to recognize the words if they are small, so I redesigned the positions of the elements. So everything (words) can be larger. For the second design, I dropped the initial idea of only going for 2D designs, and tried to add some 3D elements. I was inspired by my hobby - drawing/painting, and decided to add an easel / stand to the card. I do find the design funnel approach helpful. Since it helped me to explore possibilities instead of focusing on a specific idea & stuck too long. Instead of though, I mostly followed the design funnel approach, I went a bit further for each idea to explore it a bit before I went to expand parallel ideas.