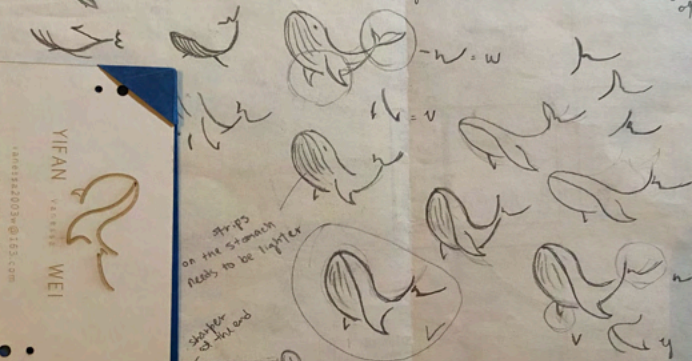


Yy Vv Ww (using initials)

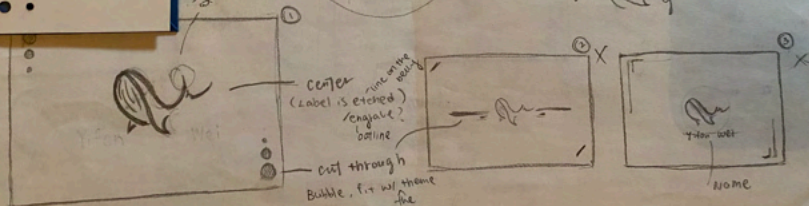
BUSINESS CARD v1

Design  
of 104 / 2024



trips  
on the stomach  
needs to be lighter

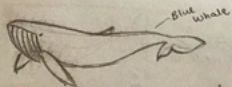
staples  
of the end



center (Label is etched)  
engage?  
outline

- cut through  
Bubble, f. + w/ theme  
fine

home



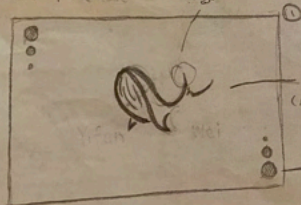
Yy Vv Ww  
(using initials)

# BUSINESS CARD v1

Design  
09/04/2024

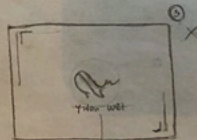
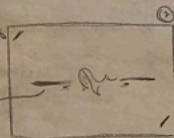


Back of the card



center  
(Label is etched)  
/ engrave?  
outline

cut through  
bubble, fit w/ theme  
file



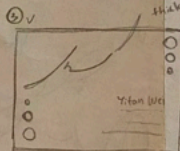
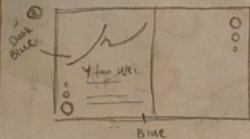
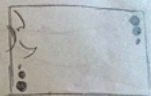
Yifan Wei  
Name

# Front of the card

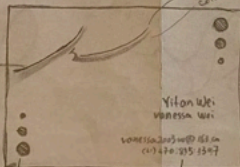


Yifan Wei  
Yifan (Vanessa) Wei  
Yifan Wei  
(Vanessa Wei)

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



Shaker and  
lighter  
preferably printed



## FONT SIZE DEMONSTRATION

largest — Yifan Wei  
smaller — Vanessa Wei  
smaller — vanessa2003w@163.com  
obviously smaller than the first line

to the left

Shaper at the end  
of details  
preferably label like  
fit the figure "whole"  
+ not enough to not feeling like  
is "taking space"

cut through

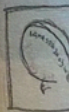
Can try with larger  
space w/ letters if the  
card is other colors than  
white

Yifan Wei  
eg. Vanessa Wei

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



In  
• Horizon

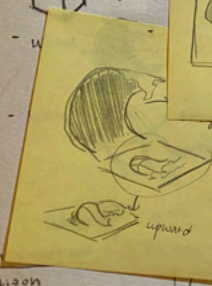


3D

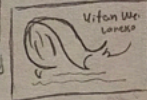
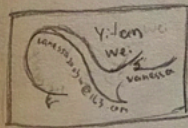
→ Reassemble / manually adjust  
- easier

↓  
2D but looks like 3D

↓  
using perspectives  
(vanishing point)



• Horizon



Switch  
plane



cardboard doesn't work well  
w/ insert

2D

New setup (word)

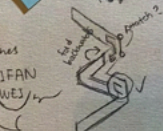
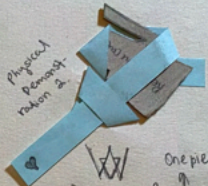
dots instead of lines?  
Too messy

Follow the direction of the lines

vanessa wei  
vanessa2084w@163.com  
4370851307

YIFAN  
WEI  
vanessa2084w@163.com  
4370851307

Version 2



Strips on Belly

Physical demonstration 1.





3D → Reassemble / manually adjust

- Base

↓  
2D but looks like 3D

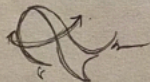
↓  
using perspectives  
(vanishing point)



- waves



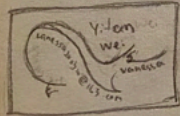
- whale



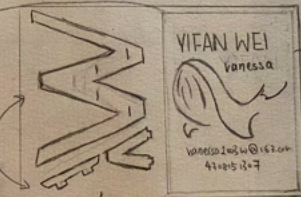
Words like Hard to read

Information Side

• Horizon



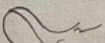
Quick  
Phase



Cardboard doesn't work well w/ insert

2D

New setup (word)



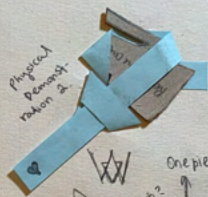
Letters instead of lines?  
Too heavy

Follow the direction of the lines

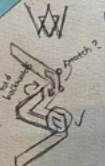
YIFAN WEI  
vanessa2024@163.com

YIFAN WEI  
vanessa2024@163.com  
470251307

Version 2



Physical demonstration 2



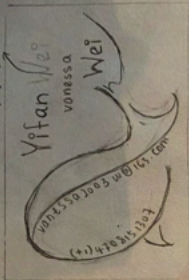
One piece!!!

Strips on Bells

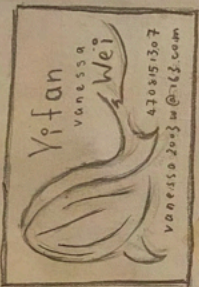
Physical demonstration 1.



Sketch of a person



②



①



3-2



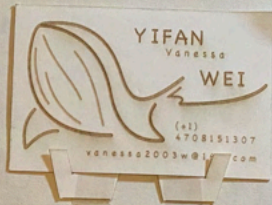
3-2

Dividers:

- Bubbles

- Short lines

- fully formed V



I used the basic font for the first design, but changed to chalkboard in the second just to break the overall feeling. When I was researching the first design, I noticed that it was 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.