1. Business cards

Intro

During the start of defining our studio and identity, we discussed possible products we could create, one of them being business cards. I took responsibility for this task, and, with the help of some initial materials gathered by a teammate, I started designing business cards. To get inspiration, I did some quick research and looked at different examples before producing my first drafts.
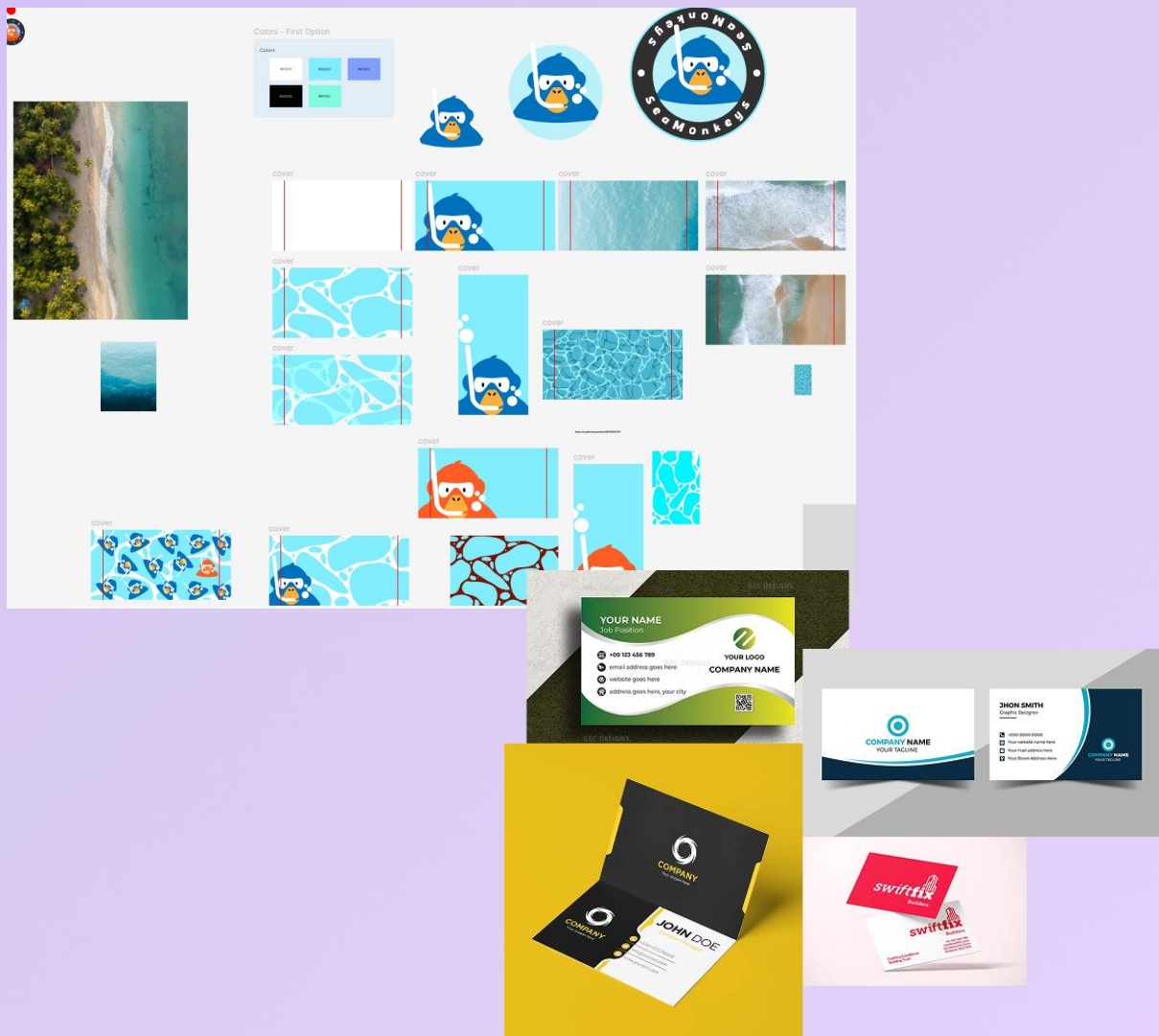
Process

At first, I experimented with a 50/50 ratio: 50% artwork and 50% information/text. I tried out different variations and color combinations while constantly asking for peer feedback. The orange color for the monkey stood out the most because it gave the best contrast, so I decided to keep that direction. Some feedback also suggested making more design variations while keeping the 50/50 balance in mind.

Feedback

The general feedback was positive, and people said the cards were already usable. However, it was suggested to add the logo or replace the monkey graphic with the actual logo. Another idea that came up was to use one side of the card only for information and the other side for artwork or graphics. This gave me new ideas for how the business cards could look.

Results

Based on the feedback, I updated the cards. On the front, I kept some artwork but added the important information and a small, noticeable logo, still following the 50/50 concept. On the back, I decided to go fully with artwork. These changes made the design more balanced and professional, while keeping the playful identity of our studio. Peer feedback on this version was very positive.
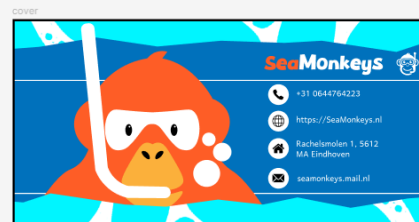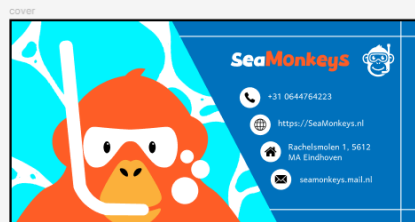
Reflection

Working on the business cards showed me how important it is to go through different iterations before settling on a final design. At first, I was focused on splitting the card 50/50 between artwork and information, but feedback pushed me to explore other approaches, like having one side fully dedicated to visuals and the other to text. This process taught me not to stick too much to one idea and to stay open to experimenting. Adding the logo and adjusting the balance made the cards feel more professional while keeping the playful look we wanted.

Final

Feedback on the last version of the business cards indicated that I should make the back of the card symmetrical with the front to also keep consistency across the iterations.

Figma Link:

https://www.figma.com/design/2tkhKCI1iwbE9dsVZcgUOz/Sea-Monkeys?node-id=107-9&p=f&t=dYK37uNvxRQ1M7JC-0