

**Proj 3 - Business Card**      **Due:** \_\_\_\_\_

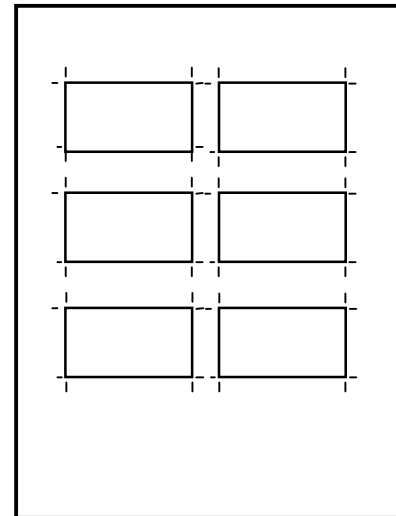
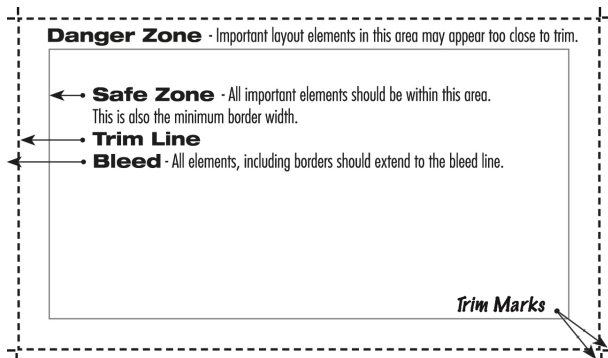
For this project you will create personal business cards.

You will demonstrate creative and technical abilities in designing and ordering your business card using correct color mode and layout.

Your business cards will be 2" x 3.5" and take into consideration the following:

- **Bleed:** 1/16" (.0625 of an inch) will be trimmed off each side of your product
- **Borders:** Borders should be .25" thick from the bleed edge (3/16" or .1875" from trim). 3/16" is minimum border recommended.
- **Safe Area:**
  - Elements too close to or over the trim edge may trim into or leave a visible leak.
  - Borders thinner than 3/16" from bleed edge may appear uneven when trimmed.
  - Images bordering the trim edge may cause a leak on final cards. Images should "bleed" off the page.
- **Images:** CMYK @ 355ppi

Below is one example of a possible layout:



**Each card must include” – Your personal logo, your name, phone number, address and email. Additional information may be used, such as the business name, business title, website, etc.**

**Cards must be in black & white, and may have one spot color. NO GRADIENTS!**

**For the critique you will turn in – one (1) photo quality print with 6 business card variations (see above).**

From the critique you will pick the most successful card and place an online order for your cards.

Web Sites of interest:

Modernpostcard.com, gotprint.net, vistaprint.com (with vistaprint, free card, but pay S&H)

Upload your own design - <http://www.vistaprint.com/gallery/IAEAwgUBAAAAAAA=/premium-business-cards/using-your-photos-logos.aspx>

Business Cards Do's and Don'ts : <http://www.printingforless.com/Business-Card-Design.html>

Preparing Files: [http://gotprint.net/g/showStaticPage.do?page=preparing\\_files.html](http://gotprint.net/g/showStaticPage.do?page=preparing_files.html)

Basic Layout Info: <http://www.modernpostcard.com/products/business-card>

Templates: <http://www.modernpostcard.com/products/business-card>  
[http://gotprint.net/g/showStaticPage.do?page=download\\_templates.html](http://gotprint.net/g/showStaticPage.do?page=download_templates.html)  
[http://www.vistaprint.com/contact-card.aspx?xnav=LeftItem&xnid=LeftNav149\\_146\\_131](http://www.vistaprint.com/contact-card.aspx?xnav=LeftItem&xnid=LeftNav149_146_131)