Assignment: Business Cards

Business Card Project:
As you begin the process consider what you really want your card to say about you and your business. Is this for informational purposes? Do you want to generate business with the card? Is it a mini portfolio? Do you want your card to stand out from the rest? Always have your card with you, you never know when an opportunity will present itself!

What should be on a business card?
•Your name
•Phone number
•Email
(address?)
•WEBSITE
•What you do (Title) -yes or no?
•Links to social Media (maybe?, depends on the type of photography you specialize in)

-Keep it Simple
-Most Business cards are 3.5" x 2"
Options:
-rounded corners
-square
-small cards
-Horizontal or Vertical cards?

-Don't make your logo to large or the Print too small
-Keep the type simple, easy to read
-Color -go for contrast, dark and light.
-Back of the card blank or info?
-Resist clutter
-Go for QUALITY printing!

Top 10 mistakes:

http://www.businessknowhow.com/marketing/business-card.htm

Tips:
http://14clicks.com/business-card-essential-elements/
http://www.hongkiat.com/blog/business-card-design-tips/
http://digital-photography-school.com/photography-business-cards-branding/

Examples:
http://www.pinterest.com/explore/photographer-business-cards/
http://content.photojojo.com/tips/12-awesome-photography-business-card-ideas/

http://www.designyourway.net/drb/creative-photography-business-cards-31-examples/
http://www.designmaz.net/best-business-card-photographer/
http://photographyblogger.net/25-inspiring-business-card-designs-for-photographers/
http://www.hongkiat.com/blog/minimalistic-business-card-designs/

Where to have them produced:
Moo.com http://www.moo.com/share/c895qg   10% discount on your first order
http://www.vistaprint.com
http://www.plasticprinters.com/
http://www.plasticprinters.com/clearplasticcards/
http://thikit.com/

Reviews of business card printing services -2014
http://business-card-printing-review.toptenreviews.com/
http://lifehacker.com/5973319/five-best-business-card-printing-sites
http://www.printaholic.com/our-reviews/business-cards/

Turn in:
• 6 mock ups, printed (inkjet printer to scale)
-Go to the website of the printer you will be using and get the printer specifications and template info.
• Digital files for the 6 mock ups•
• Finished, professionally printed card *-Turn in 5 cards, I will be keeping these.*