Analyzing business cards

Name: _____ Date: _____

Business card: _____

Layout

Describe the layout of the business card. What caught your eye?

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What information does the business card contain? Is it too much or too little information? How does the designer meet the challenge of including important information?

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Colors and graphics

Describe the colors used on the business card. Do they work well together? Is there a high contrast ratio between text and background?

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Does the color scheme add to the purpose or tone of the business card? What tone do these colors convey?

Describe the logo on the business card. Is it big enough to understand? How do the colors of the logo work with the other colors on the business card?

What other decorative elements does the business card contain? Are the elements properly aligned?

Typography

Describe the font(s) used for each element of the business card, such as for the person's name and contact information. Is the type large enough to read? How does the card use typography to distinguish among different elements?

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How consistent are fonts and font sizes?

Can you see what kind of typographical formatting has been applied (tracking, leading, baseline shift, and so on)?

Tone

Who is this business card aimed at? What message does the design convey about the cardholder's professional identity? Does the content have a clear hierarchy and is certain information emphasized?

From looking at the card, what do you think is this person's job? What are some words you would use to describe this job?

How does the graphic design (balance, emphasis, color, tone, and so on) communicate the content?

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