

**Instructor: Krishna M. Sadasivam**

**Portfolio Preparation FV4101**

**Task: Develop a rough draft of your business card.**

- 1) Based on the class critique, narrow down your brand identities to your top 3.
- 2) **Create** at least *three* different business card designs. Your business cards should include your name, title, and contact information (e-mail address and website)

**NOTE:** Business cards are 3.5" x 2" full bleed. Use the template provided in class, or download one from any online business card printing company (**overnightprints.com** has PSD templates you can freely download.)

- 3) **Upload** your business card designs to your Process Blog

The Grading Rubric is on the next page. Please take a look to see how your work will be assessed.

*Questions? Want early feedback?* E-mail me at [krishna.at.ait@gmail.com](mailto:krishna.at.ait@gmail.com) or Twitter me at **krishna\_ait**

**Total Possible Points: 80**

**Please note: Late Projects WILL NOT be accepted.**

## Business Card Rubric:

Visual Appeal 20 points	An <b>exceptional</b> visually appealing business card. Excellent use of space and strong color choices enhance the appeal.	A visually appealing business card. Minor compositional / color choice issues in card layout	Business card has average appeal. Nothing particularly wrong, but nothing particularly outstanding either.	The business card lacks visual appeal and/or major compositional issues with card.	Not turned in.
Readability 20 points	Excellent contrast between text and background. Font choices complement the aesthetics of the design and are at an easy to read type size.	Good contrast between text and background. Font choices complement the aesthetics of the design and are at an easy to read type size.	Readability issues with the font choice or color contrast between text and background.	Readability issues with BOTH the font choice AND color contrast between text and background.	Not turned in.
Technical Specifications 20 points	includes an appropriate name, title, one or more graphics, and email / web contact info. All information is within safe edge for printing. More than 3 designs shown.	includes an appropriate name, title, one or more graphics, and email / web contact info. All information is within safe edge for printing. 3 designs shown.	Information is outside of safe edge and /or missing title, contact information OR Less than 3 designs shown	Incomplete and/ or minimal effort in designing card.	Not turned in.
Professionalism 20 points	All technical specifications (project parameters) followed. <b>More</b> than 3 business card designs are shown. Business card contains all pertinent information. Uploaded to Process Blog.	Business card missing one or two minor parameters for the business card. Uploaded to Process Blog. 3 business card designs are shown.	Misspellings in business card and/or not Uploaded to Process Blog. Less than 3 business card designs shown.	Did not follow technical specifications at all.	Not turned in.

**Total Points Possible: /80**