

Film Portfolio Preparation  
Instructor: Krishna M. Sadasivam

### **Business Card Questionnaire**

1. Take your preliminary designs for your business card and incorporate the feedback you've been given by your peers, instructor and classmates.
2. This week, discuss your designs and concepts with a senior level **graphic design student, design professional, or graphic design instructor**. Your goals are to network and obtain additional feedback for your designs, to insure that you have not overlooked any potential problems.
3. Hand the questionnaire (furnished on the next page) to a senior-level graphic design student, design professional or graphic design instructor. Have him / her evaluate your work and complete this questionnaire, which will be due at the beginning of class next week.
5. Turn in your questionnaire.

**Total Possible Points: 40**

Business Card Questionnaire

**Name of Evaluator:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Name of Student:** \_\_\_\_\_

Business card:

\_\_\_\_\_ 1. On a scale of 1 to 5, with 5 being the best, how would you describe the effectiveness of color contrast on the business card.

\_\_\_\_\_ 2. On a scale of 1 to 5, with 5 being the best, how would rate the effectiveness of the typography on the business card.

\_\_\_\_\_ 3. Is the type easy to read? (Y or N)

\_\_\_\_\_ 4. Does the overall card design (typography, colors, logo) match the position the student is applying for?

5. List 3 strengths of this design:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

6. List 3 areas of improvement you would suggest for this design:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_