

**FV4101 Portfolio Preparation**  
**Instructor: Krishna M. Sadasivam**

**Preliminary Business Card design:**

- 1) Your business card should include your name, title, and contact information (e-mail address and website)
- 2) Incorporate your final personal identity (logo) into your card design.

**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) Develop at least 5 separate drafts of your business card. Upload them to your Process Blog.
- 4) Have an instructor, professional designer or department head complete the Graphic Design Survey based on your strongest design.

**The Grading Rubric for this project is on the next page.**

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 are easy to read, but there may be minor typography issues.	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.	includes an appropriate name, title, one or more graphics, one or more graphics, and email / web contact info. All information is within safe edge for printing.	Information is outside of safe edge and /or missing title, contact information OR there is a misspelling on the card.	Incomplete and/ or minimal effort in designing card.	Not turned in.
Professionalism 20 points	<b>More</b> than 5 business card designs are shown. Designs reflect careful thought and planning. Uploaded to Process Blog.	5 business card designs are shown. Uploaded to Process Blog.	Less than 5 business card designs shown. Uploaded to Process Blog.	Design not uploaded to process blog, but shown in class.	Not turned in.

**Total Points Possible: 80**