

Alternative Identities

Alternative business cards

Make a “business card” — must include your name, descriptor, and a mode of contact (phone, email, URL). Optional: geographic location (does not need to be street address), any additional information you wish to include.

Name:

What people call you

Descriptor:

What you have to offer the world, what are your skills? Graphic designer, photographer, DJ, ice cream sundae master?

Be as serious or as casual as you like — but think of what you can use the card for in the future. (Who is the audience for your card?)

Will it match your resume and become part of your identity suite, or will it be something else?

We will print the cards together as a class on the Vandercook (date TBD on paper order coming in).

Formal constraints:

- Type only
- White stock
- One color (can be any color, but you need to decide as a group)
- Quantity: I hope for 50 minimum/person, more if I can buy more paper...
- Size: standard biz card size 3.5” x 2”

Come to class Thursday with 10 (or more) alternative business card designs

Printed and trimmed

Crop marks in InDesign:

File > Export > Adobe PDF (print) > Marks and Bleeds > Check “crop marks”

If you have something bleeding off the edge of your card, make sure it extends beyond the page real estate in InDesign, and that under Marks and Bleeds in your PDF setting you set the “bleeds” to something .125” is fine, and print with bleed marks as well as crop marks.