

# BUSINESS CARDS

## Overview:

Professionals and creatives of all types use business cards to distribute their contact information. It is an invaluable tool for networking, as well as a key component of any portfolio.

A business card should display:

- Your name
- Your phone number  
*Use the number you check most frequently and would be comfortable receiving business calls on.*
- Your email address  
*You should have a simple, professional email address that is easy to remember and use. You may want to create an email address separate from your personal email that is specifically for professional purposes.*

A business card can also display:

- A website address  
*If you have a portfolio website, be sure to list the address on your card.*
- A mailing address  
*If you are planning to conduct business through the postal system, consider including your mailing address.*
- A logo/image  
*If you have a design or image that is relevant to your work, it can be a nice addition to a business card design.*

## Business Card Days:

This service is open to juniors, seniors, graduate students and alumni up to six months after the date of their graduation.

The Portfolio Center offers *Business Card Day* three times per semester. These sessions are appointment based. You will meet with a designer and walk out of your appointment with a business card design in your hand. The Portfolio Center is unable to print your design. However, we will provide you with a list of printing resources. You should expect to pay around \$30 for 100 cards.

Students should plan to have:

- Contact information ready to go
- All images you plan to include in JPEG or TIFF format and brought in on a CD, DVD or jump drive
- A clear idea for colors, fonts and themes you would like reflected in your presentation
- Any fonts you would like to use that would not normally be in Adobe Illustrator you should plan to bring with you on a CD, DVD or jump drive
- A CD, DVD or jump drive to save your design

Please check our website often for Business Card Day updates.