Business Card Justification:

The purpose of the business card itself was to present the business that it represented in a trendy and modern way. The website that the card represents is a clothing resale site, but it’s only for Influencers (bloggers, YouTubers, Instagram models etc.) to have a chance to sell their clothing to their followers at a discounted price. Even though it’s essentially a glorified online garage sale, I wanted to create an image for the company that is chic and professional, as well as being feminine since the majority of influencers on these sites are women.

The audience for the business card would be the influencers mentioned above. The business card would be given out to influencers in order to give them a contact at the company should they have any issues with their online closet. The business cards are also something that would be given to potential investors or other companies who might want to host a collaboration with Seek the Chic.

The business card was designed for the final project in Document Design – ENGL-385. We were encouraged to create our own projects and I decided to make this business document for a company I was in the process of starting the summer before Senior year.

I spent a lot of time researching color combinations through mood boards on Pinterest. I eventually narrowed it down to Pink, Copper, & Black so it could exemplify a clean but modern and luxurious brand which was the goal. After I picked out the color scheme I spent a lot of time researching the perfect pink. It was a lot more difficult than I imagined. Some pinks were too “flesh” colored, some were too bubble-gum-pink. I finally found the perfect pink and took samples with the eye dropped tool to ensure that the color was consistent and correct. I purchased the rights to a copper foil package on Creative Market to add the copper detailing along with the marble effects. I took a lot of time picking out the right fonts. I wanted a font that would be able to double as a logo, but I knew that I wanted a sans serif for the other information that would be included on the document. I purchased the two font packages from Creative Market. After I figured out all the colors/effects/fonts I complied them in Adobe Illustrator into the document that you see.

The feedback that I received from this document in the ENGL-385 was very positive and I received high marks from Professor Julie Watts on this project as well. I showed friends and family the document after the project was over and they all said that the document looked professional and that they achieved the look that I was going for with the brand.

This artifact shows that I am able to correctly gauge audience concerns and attitudes by designing a document that appeals to my target market. The business card applies visual communication strategies in the same way as I created mood boards designed towards my target market, also knowing and understanding mass communication concepts by knowing that this document has the possibility to be in the hands of hundreds of different people, investors, and influencers across the world.