

## Designing business cards

The business card is the smallest layout in a \_\_\_\_\_ system.

Typical business cards follow old \_\_\_\_\_ that really don't show much style or design thought.

There are a number of things that can be done to avoid cards that are boring and ordinary.

It is okay to have empty \_\_\_\_\_.

It is okay not to \_\_\_\_\_ the layout.

It is okay not to use all \_\_\_\_\_.

It is okay to use type smaller than \_\_\_\_\_ point.

It is okay to use one large \_\_\_\_\_ instead of two little ones stuck in the corners.

It is okay to use a typeface other than \_\_\_\_\_ or \_\_\_\_\_.

It really doesn't take much to change an \_\_\_\_\_ looking card into one that looks more \_\_\_\_\_ designed.

The combination of centered, flush left, and flush right all in the space of a little card creates a mess; there's a lack of \_\_\_\_\_ and \_\_\_\_\_.

To work effectively, a \_\_\_\_\_ alignment needs nice type and a pleasant amount of white space.

Avoid setting all the type too large. Try to \_\_\_\_\_ the sizes whenever possible.

Size variation in type helps set off the title as the \_\_\_\_\_ point.

One \_\_\_\_\_ is better than two.

The point is to really think about how the card will reflect the nature of the \_\_\_\_\_.

What is the mood and style the card should convey? Once you understand the message, apply an \_\_\_\_\_ that expresses that mood.

Choose the most \_\_\_\_\_ typefaces.

Vary the type sizes to establish a \_\_\_\_\_ point.

Use \_\_\_\_\_ to help organize the look.

Avoid the \_\_\_\_\_.

The standard size of a U.S. business card is \_\_\_\_\_ x \_\_\_\_\_.

\_\_\_\_\_ business cards are becoming more popular.

When a background image, pattern, or texture extend to the edge, this is called \_\_\_\_\_ the image.

\_\_\_\_\_ may also be allowed to bleed off the edge of a card.

Type must stay within a designated area with a \_\_\_\_\_ around the edge of the card.

Here is a trick that the pros use to quickly organize a business card layout

Start by dividing the rectangle into two uneven areas. The area on the left is a square 2"x2". That is where you can put a graphic or logo or other image.

Some call this \_\_\_\_\_ design.

Most of the time, it will look better if the type is set flush \_\_\_\_\_ to establish an invisible line that maintains good \_\_\_\_\_.

The bottom card uses the design principles of \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ to help organize all the information on the right.

When the square shape on the left is maintained by the invisible line established by the text alignment on the right, the design concept of \_\_\_\_\_ is being used.

Another successful variation on the “invisible square” is the \_\_\_\_\_.