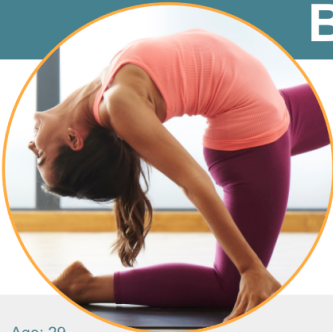


BUSINESS CARD CHALLENGE

DESIGN BRIEF

CLIENT



Bernadette Bendy

Age: 29
Gender: Female
Marital Status: Married
Family: 1 child
Household Income: 80,000
Education: B.S. from Iowa State University
Location: Lincolnshire, IL
Occupation: Yoga Instructor

Personality

Introvert ☐ Extrovert

Analytical ☐ Creative

Conservative ☐ Liberal

Passive ☐ Active

Bio

Bernadette was born in Bountiful, Utah and moved to Illinois when she was 20 years old. She has been married for 5 years and has a 2 year old son. Her passion is health and fitness and her greatest desire is to help others to live a healthy and strong life for as many years as possible. She has been a yoga instructor for 6 years at Yoga Works studio in Highland Park, IL. She loves to water ski and snow ski and has recently learned to overcome her fear of heights by learning to rock climb.

Interests

- Healthy eating
- Running and working out
- Spending quality time with family

Requested Design Features

- Social Media Profile Information
- Unique Design
- Simple, calming design
- 2-Sided Business Card
- Consistency within the design (especially front to back)

Frustrations with Current Business Card

- Disorganized
- Cluttered
- Pixelated and Distorted Images
- Poor Typography

CLIENT

Information for Business Card

- **Company:** Yoga Works
- **Studio Address:**
53 Stretch Lane
Highland Park, IL 60035
- **Phone:** 847.555.2415
- **Website:** yogaworks.com
- **Job Title:** Yoga Instructor
- **Email:** bendy@yogaworks.com
- **Facebook:** facebook.com/bendyyogaworks
- **Twitter:** @bendyyogaworks
- **Instagram:** @bendyyogaworks

Logo Variations



Company Font

- Helvetica Neue

PROBLEM STATEMENT

Bernadette Bendy recognizes the power of networking to grow her business. A personalized business card can serve as a quick and professional way to exchange contact information with potential new clients. Knowing that a business card may be the first impression of her brand, she would like a design that portrays her personality and brand.

DESIGN STATEMENT

Bernadette Bendy has hired you to design and print 500 (10) two sided business cards.

CONSTRAINTS

The business cards must adhere to the following constraints:

1. Size: 3.5" x 2"
2. Two sided design
3. Must include the following information:
 - a. Company Logo with fonts (goo.gl/9J6hzl)
 - b. Company Name
 - c. Client Name
 - d. Client Job Title
 - e. Contact Information (choice of how much and which contact information to use)
4. No Bleed or Full Bleed On Back Only
5. Minimum 1/8" margin
6. Printed on 110# cardstock with the Xerox 550

PART 2 - PERSONAL BUSINESS CARDS

In the interest of balancing real world projects with the chance to create personal usable projects, you will only use one of the 10 "spots" for Bernadette Bendy's business cards. The other nine will be your own business card design.

Your personal business cards must adhere to the following constraints:

- Size: 3.5" x 2"
- Two sided design
- Must include the following information:
 - Personal Logo
 - Your Name
 - Your Job Title
 - Contact Information (choice of how much and which contact information to use)
- No Bleed or Full Bleed On Back Only
- Minimum 1/8" margin
- Printed on 110# cardstock with the Xerox 550

DELIVERABLES

The following will be submitted for evaluation:

- Three rough sketches for Bernadette Bendy's business card design
- Hard proof of Bernadette Bendy's business card design
- 10-up layout - two sided print (duplex) demonstrating front to back registration (1 spot for Bernadette Bendy's design, 9 spots for your personal business card)
- Finished business cards on 110# cardstock
 - 10 - Bernadette Bendy business cards
 - 90 - Personal business cards

DUE DATE

January 24, 2017