

What You Will Learn

1. Business cards are typically 3.5 x 2 inches.

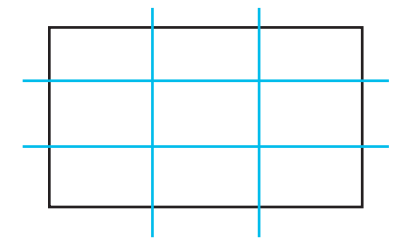
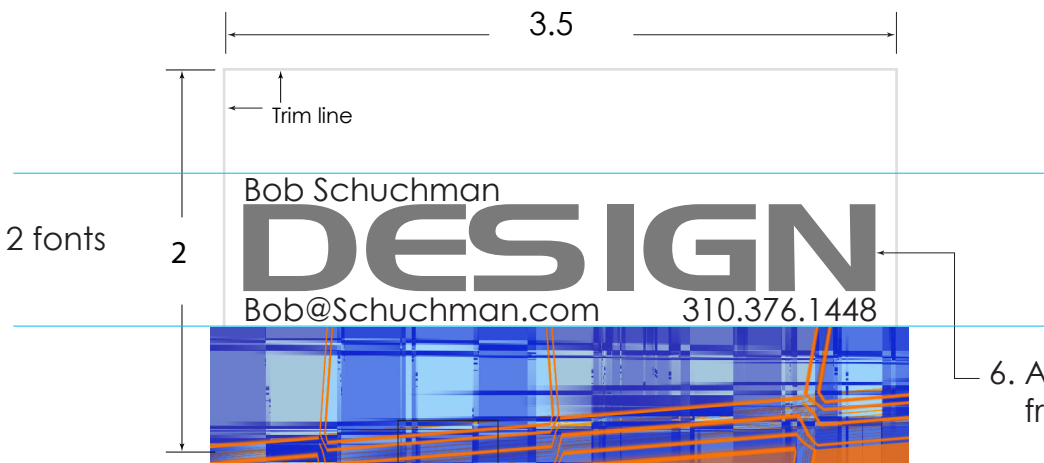
2. Don't use more than 2 fonts on a business card.

3. Any graphic that you want to print to the edge of the card, must extend 1/8 over the "trim line".

4. Color is a very complex issue. It's best to develop a "Color Scheme" to help organize the color. This card uses a "Complimentary" color scheme.

5. Hierarchies help you organize your message. In other words, what is most important should be emphasized.

7. The "Rule of Thirds" is a powerful tool to use when composing an image or photograph.



6. All text should be 1/8 inch from the "trim line".