

Creating a Digital Business Card

Learning Objective

Apply the principles of typography and color theory to create a professional, clear, and visually appealing digital business card.

Instructions

1. Information to Include

Your digital business card must contain the following elements:

- Full name
- Job title or professional role
- Professional email address
- Phone number (real or fictional)
- Link to a portfolio, website, or LinkedIn profile (fictional is acceptable)
- Personal logo (if you have one)

2. Typographic Choices

Make thoughtful decisions regarding:

- Font families used (maximum of 2)
- Text hierarchy (size, weight, style)
- On-screen readability (recommended minimum size: 8 pt)
- Alignment and spacing between elements

3. Use of Color

Apply color theory to:

- Create visual harmony
- Reflect your personality or professional field
- Maintain good contrast for readability
- Avoid difficult or inaccessible color combinations (e.g., red on green)

4. Graphic Design Requirements

Design your digital business card in **landscape format, 8.5 cm x 5.5 cm**.

Recommended tools: Canva, Figma, Illustrator, PowerPoint, etc.

Export the card in **PNG or JPEG** format with high resolution.

5. Justification of Choices

Write a short explanation (maximum 1 page) outlining your typographic and color choices:

- Why did you choose these fonts?
- What do these colors communicate?
- How do these choices support your professional image?

Deliverables

- Image file of the business card (**PNG or JPEG**)
- A **1–2 page PDF or PowerPoint** explaining your typographic and color choices