

BUSINESS & ARTIST CARDS

how to play your cards right

WHY HAVING BUSINESS AND ARTIST CARDS IS IMPORTANT

Having a business card will show you are serious about yourself as a designer and give you a visual identity and brand. You can attach your resume and correspondence while engaging in an established and expected form of communication. Using this quick and easy networking tool could be your connection to future opportunities.

Similarly, artist cards may help a practicing artist promote their upcoming exhibitions and share their art in a small and portable format. They can be placed in strategic locations to guide or attract viewers, as well be be used as a take-away at the opening of an exhibition.

BUSINESS CARDS SHOULD INCLUDE

Full Name

Company Name/Specialty

Website

Tagline (Optional)

Contact Information:

- Your Professional e-mail address
- Your phone number (preferably a work phone number)
- Physical Address (preferably your studio/storefront or business location)

ARTIST CARDS SHOULD INCLUDE

Image – usually occupies one side of the card

Exhibition/Event Information

Date Range of the Exhibition

Exhibition Reception Date and Time:

- Gallery/Space Name
- Gallery/Space Address
- Gallery/Space Phone Number (if applicable)

Artist Website

Artist Contact Information (optional)

Jane Mica
Graphic Designer

janeportfolio.com
jmica@gmail.com
(410) 345-1234

Jane Mica
Oil Painter

janestudio.com
(410) 345-9876

RAVE Gallery
Time and Space Exhibition
10/15–12/15

543 Rockvine Ave
Harper, MD 11101

[Featured Artwork on the
opposite side of the card]

* Printed examples from students, alumni, and other businesses and artists are available at the Career Development office to browse at your leisure.

TIPS FOR SUCCESSFUL DESIGNS

- Create a type hierarchy
- Check out designs and find others you like/dislike and learn from your peers
- Enlist the honest opinion of your friends
- You don't have to live with your design forever... smaller print quantities allow for you to change your brand as often as you like
- Research postal regulations if you plan to mail your cards – size matters!
- Print your card out actual size and cut it out to look at design, as the screen size and proportions can be misleading!

PRINTING OPTIONS

This key will help guide you through the list of printers based on your criteria of values. Pricing may vary.

Price	\$
Quality	✓
User experience	😊
Double sided	■ □
Rounded corners	▒
Speed delivery	🕒
Free shipping	📦
Green options	🌿

123Print
www.123print.com



48 Hour Print
www.48hourprint.com



Modern Postcard
www.modernpostcard.com



Moo
us.moo.com



Printing: Digital VS Offset

Offset

- + Good for larger runs of 500 or more
- + Larger format can print larger sizes
- + Specialized colors and techniques
- + Higher quality of printing
- Costly setup and materials
- Takes longer to print
- Price fluctuates with more customization

Digital

- + Great for smaller runs under 500
- + Cheaper and faster, less maintenance
- Limited print size, usually 18" x 12"
- No Pantone/PMS, so colors may be off
- Lower quality prints

4by6
www.4by6.com



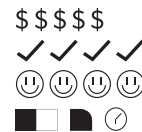
Baltimore's Printer
www.baltimoresprinter.com



GotPrint
www.gotprint.net



Overnight Prints
www.overnightprints.com



PsPrint
www.PsPrint.com



UPrinting
www.uprinting.com



OTHER LEAVE BEHINDS

You are not limited to business cards. If you are really trying to make an impression and you have done your homework, try making something custom for the employer.

It can display your strengths as well as how those strengths can be valuable to the company, client, or gallery.



Chocolate Resume

Jessica Y. Wen

Career Fair Give Away

Chris Hurley



Cassette Tape - self promo item

Amelie Au

EXTRA TIPS

- All print companies have FREE samples and coupon codes. Don't ever pay full price and not know what you are getting!
- Many offer "green" options with recycled paper, but paper quality can be lower.
- If you care about color matching, ask to have a proof mailed to you before purchasing!
- Print early to avoid rush shipping fees
- Never pay full price. Many online print shops will have coupons via email if you sign up (you can always delete it afterwards)
- The more you print, the cheaper it gets
- Get samples or check out the samples at Career Development office to see options.

CARD PRINTING WEBSITES

www.moo.com

www.4by6.com

www.vistaprint.com

www.uprinting.com

www.overnightprints.com

www.48hourprint.com

www.gotprint.com

www.modernpostcard.com

www.tasteofink.com

www.jukeboxprint.com (earth friendly)

design.staples.com

officedepot.com

local.fedex.com

theupsstore.com

greenprint.com

psprint.com

botanicalpaperworks.com

barefootpress.com

minutemanpress.com

WEBSITES FOR INSPIRATION

www.cardnizer.com

www.newlabelmedia.com

www.lovelystationary.com

www.cardnerd.com