

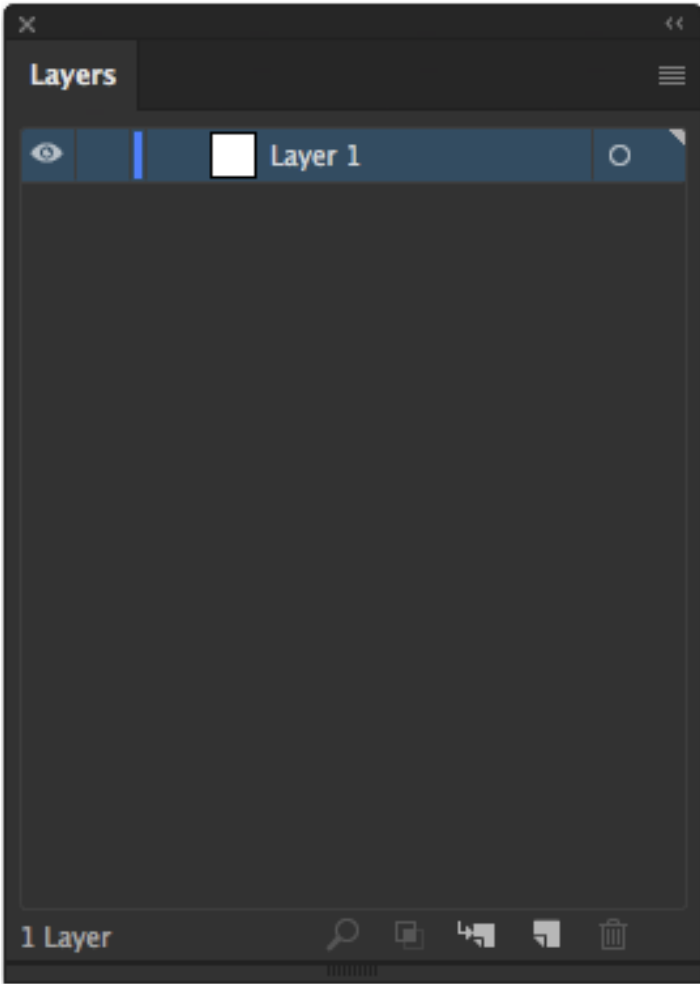
Illustrator - Working With Layers - Business Cards - Design theory 1

Using layers can be a very helpful tool to better organize your work flow in Illustrator. Using them we can work more efficiently work with our drawings, we can lock layers to prevent them from being edited or moved by accident whilst concentrating focus on parts of the illustration we want to edit. There are a lot of designers that don't use layers, and you may not always need to use them in every instance. However, this tool is a crucial one to know how to use in the instance that you want to, or need to use it.

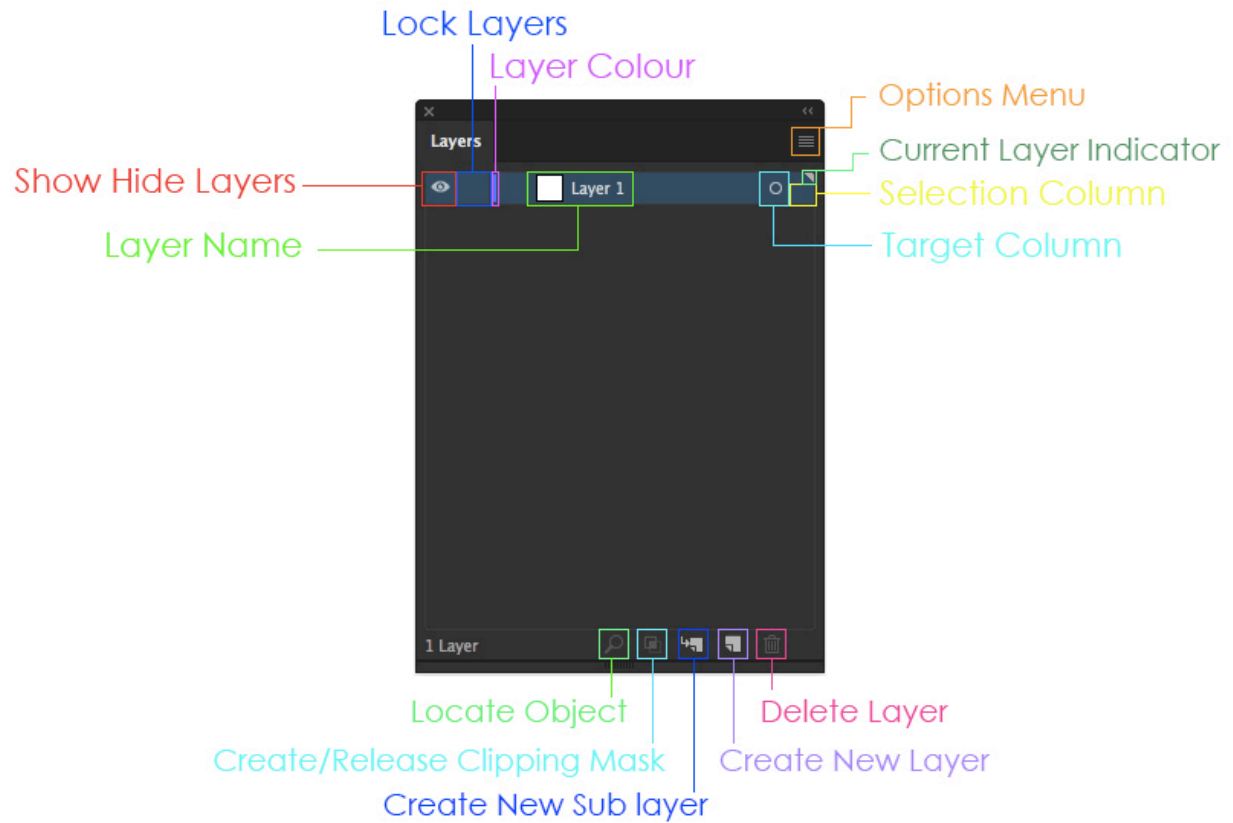
Understanding the layers panel

There are many features of the layers panel. Lets go through them.

At first glance when we open the Layers Panel: [Window>Layers](#). We will see this:

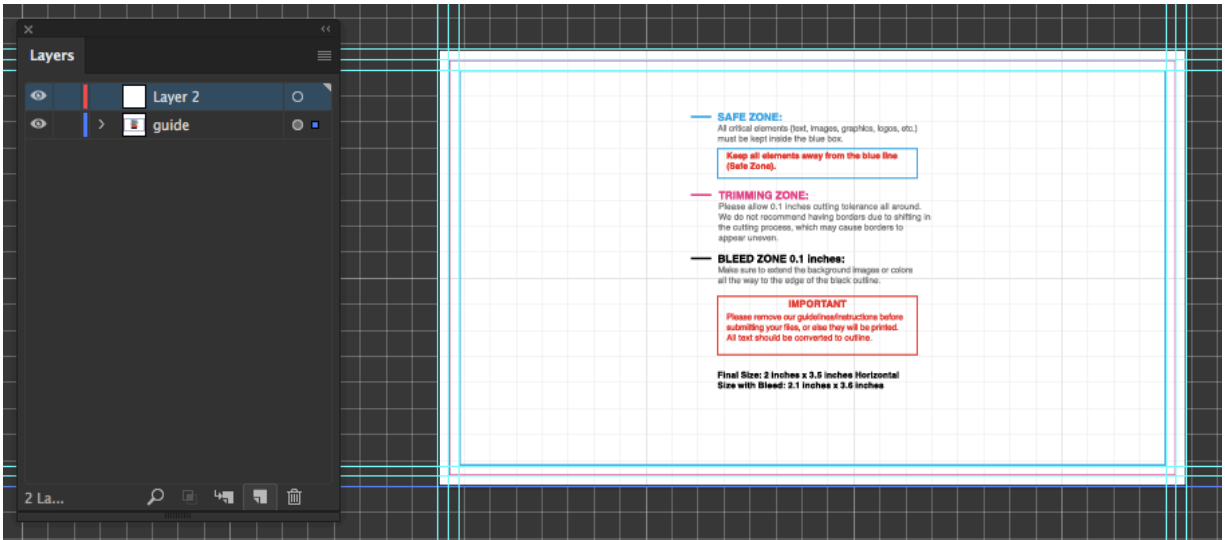


Lets take a look at the things we can do here:



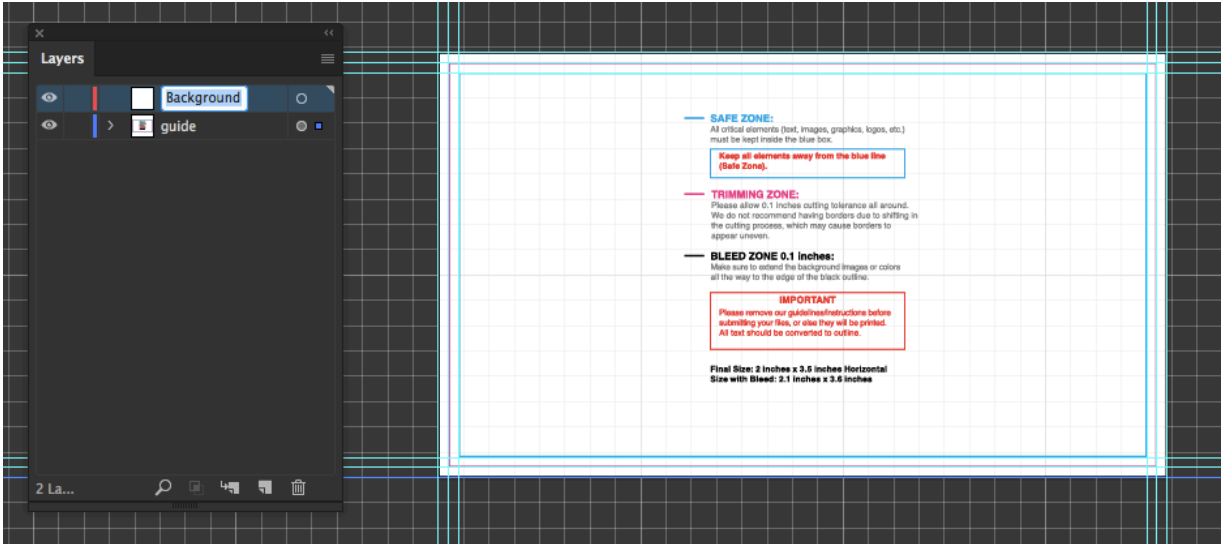
Lets create a new layer.

We can click on the create new layer button and the new layer will appear above the first one...



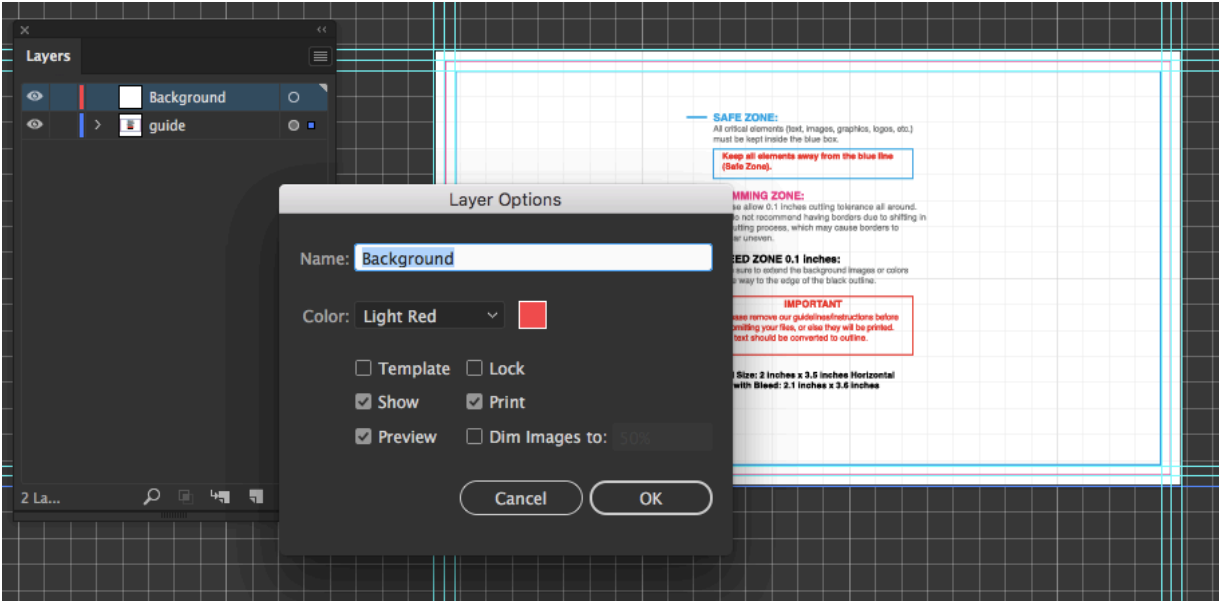
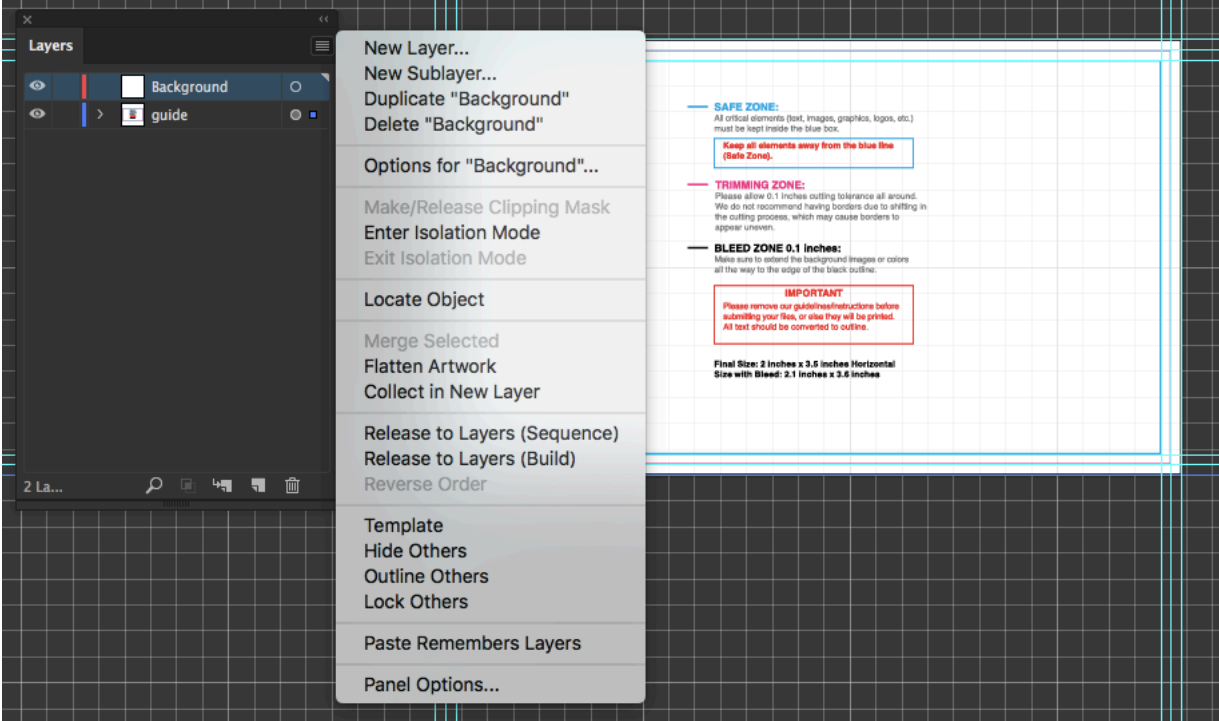
The highlighted layer with the small triangle arrow in the top right corner indicates the layer is selected.

We can edit the name of the layer by double-clicking on the label. Lets double click the "layer 2" and rename it.



We can also change options for the layer. If we click

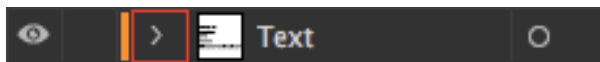
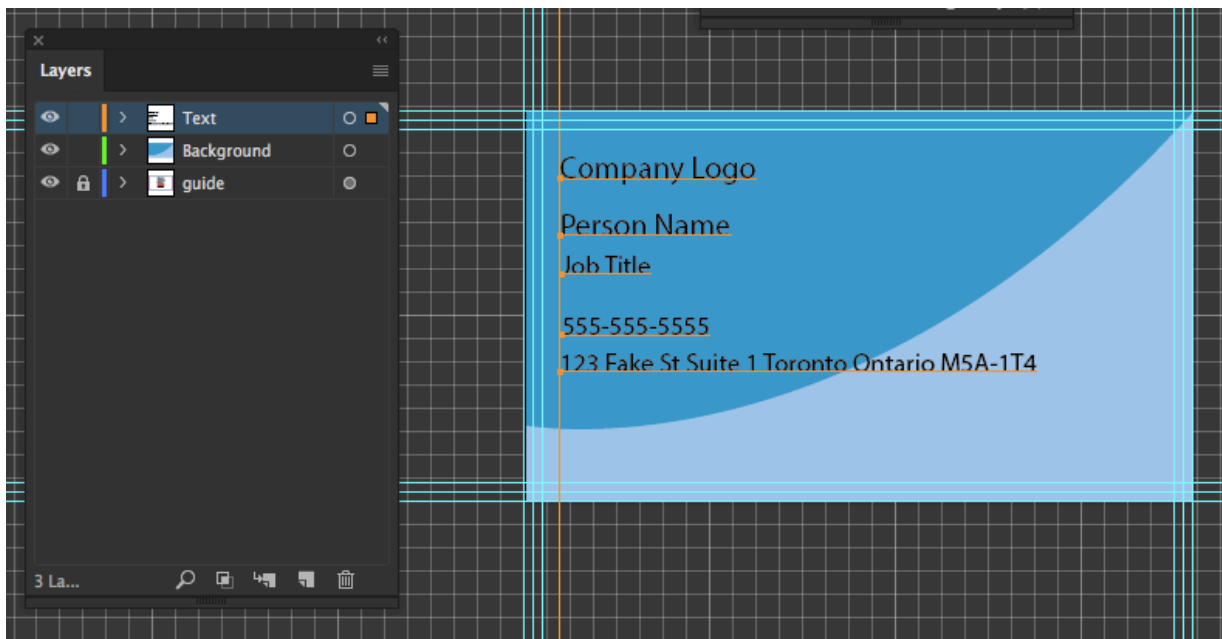
the options menu>Options for "(layer name)" we will get a pop up.



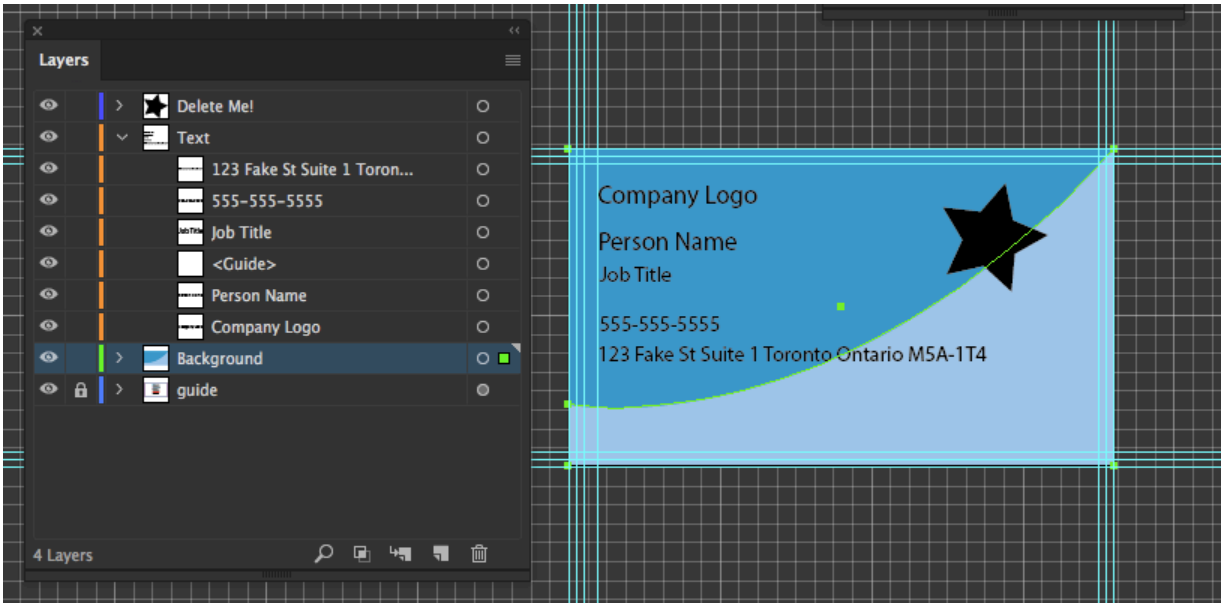
Note the Layer's name and the corresponding layer

colour. If you wish to change it, you can do so here. Also note, changing the layers colour will also reflect in the colour of the selection of objects on that layer in the art board.

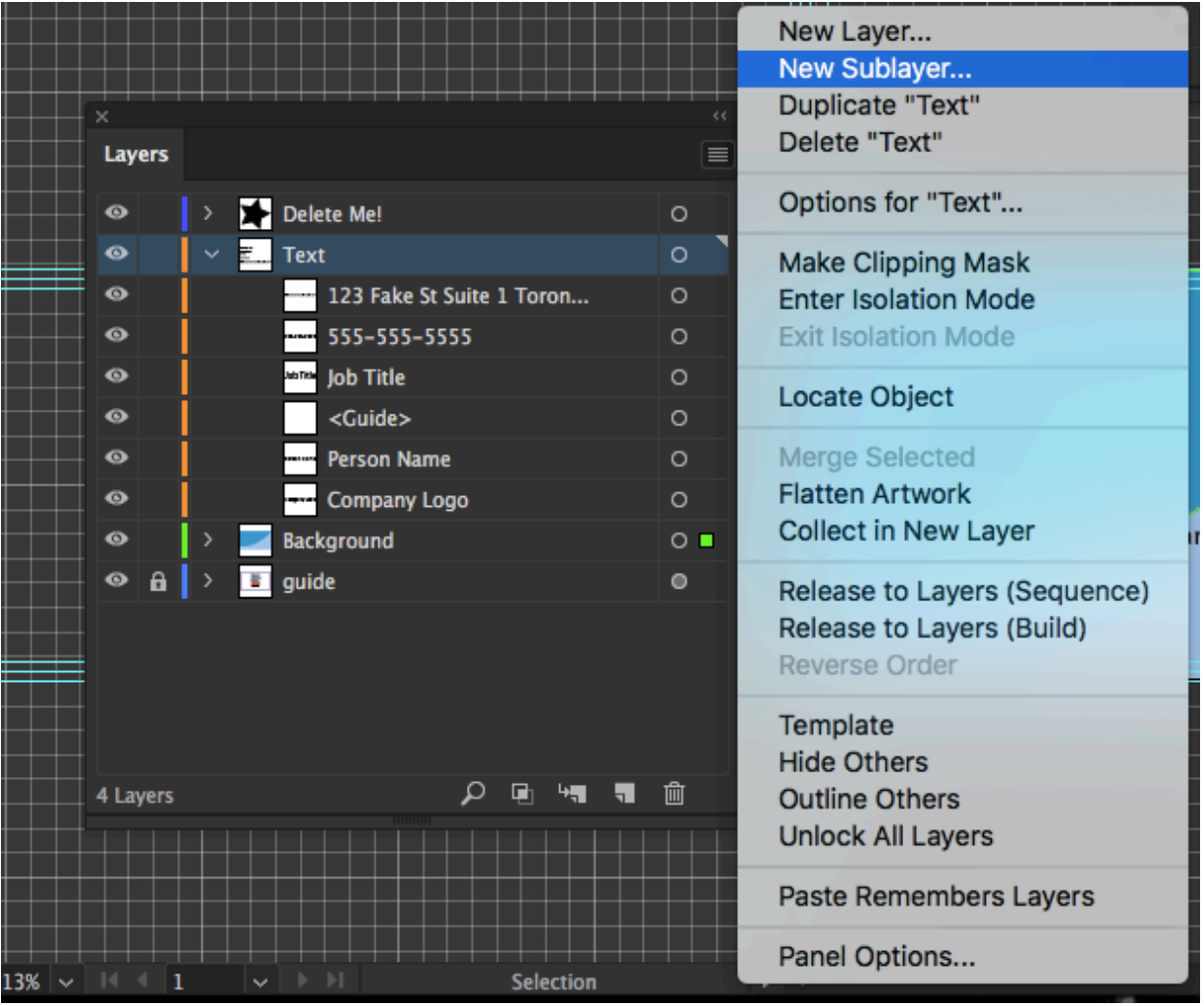
We can select all items within a layer by clicking on the **Target Column**.

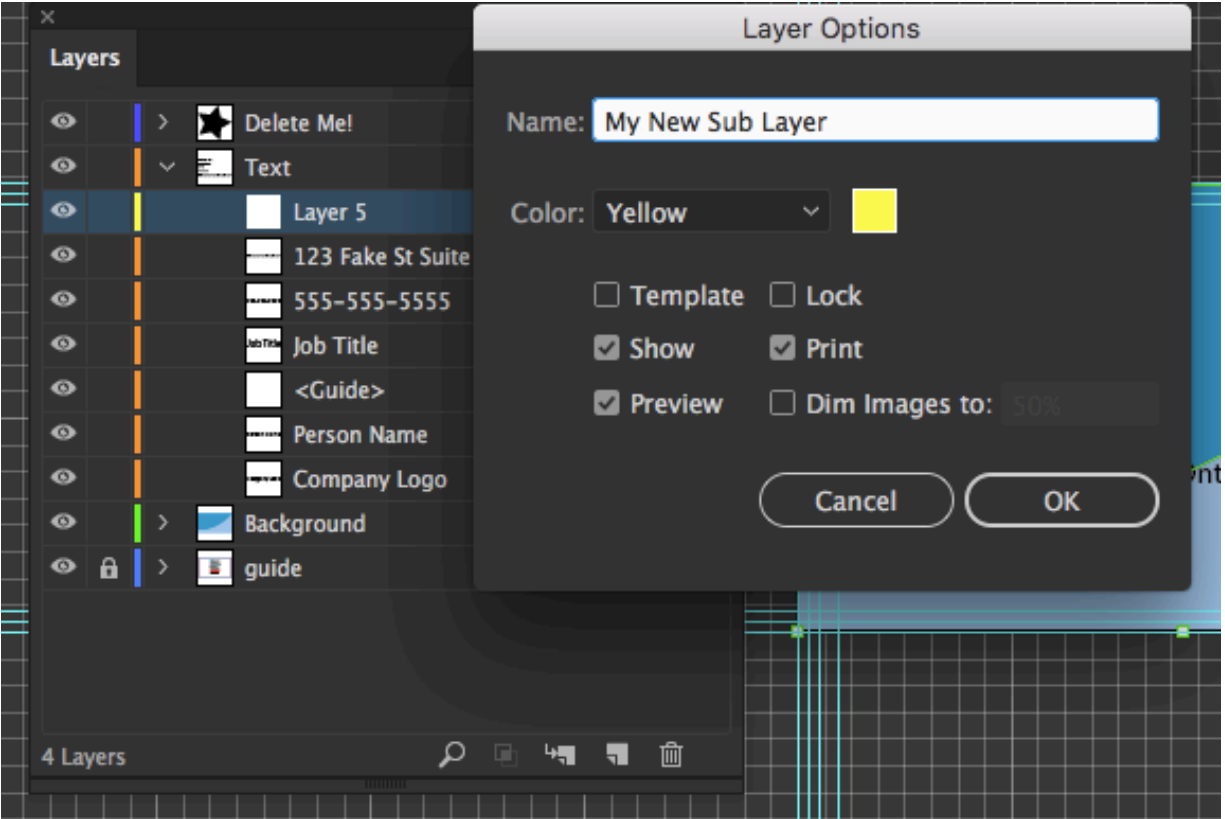


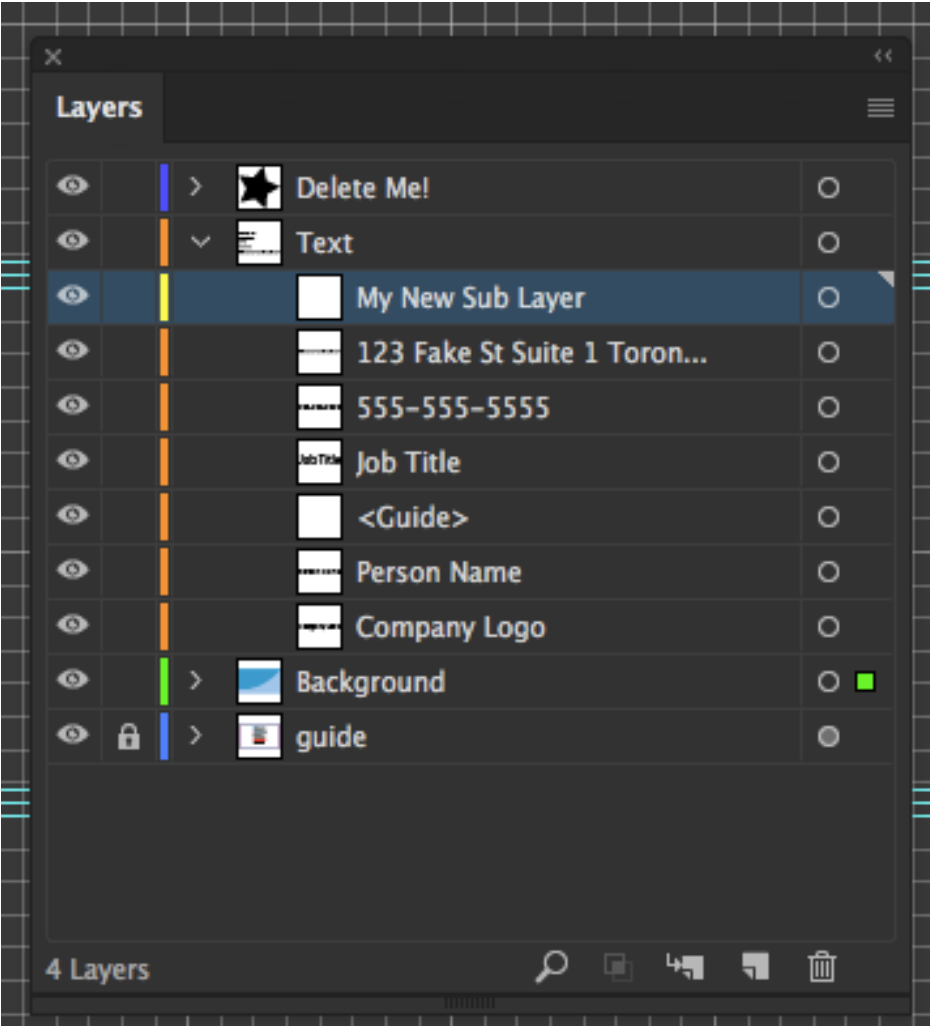
Note the right facing arrow, Click this to see all the items within the layer.



This is the sub section. If we create a new sub layer, this is where the sub layer will go:

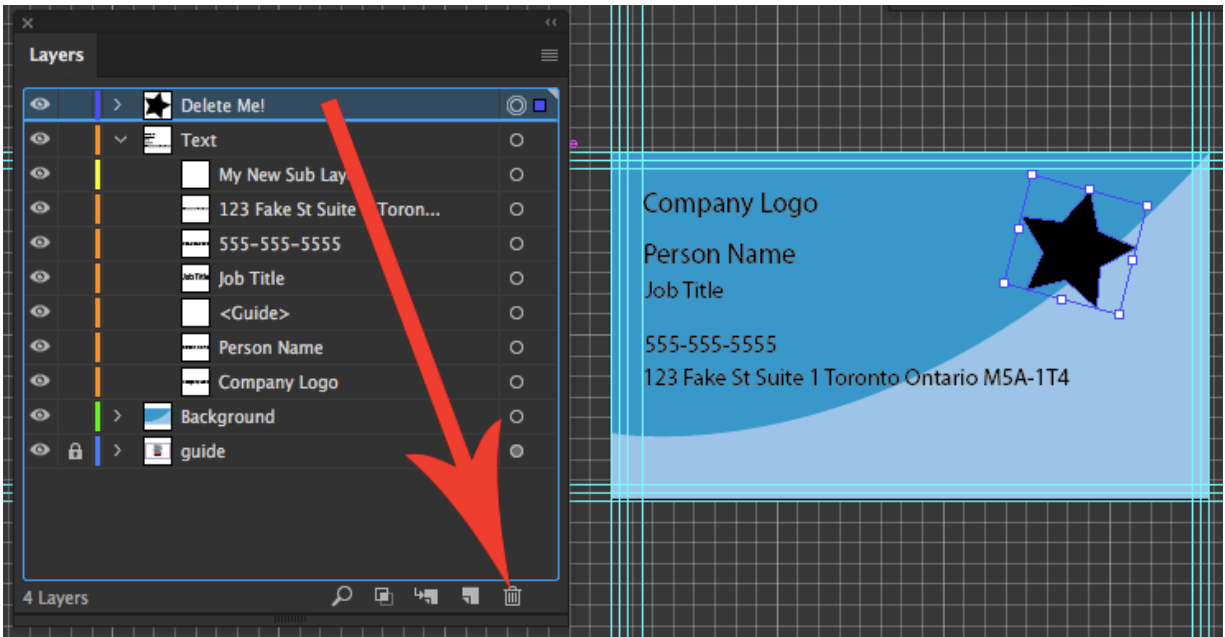




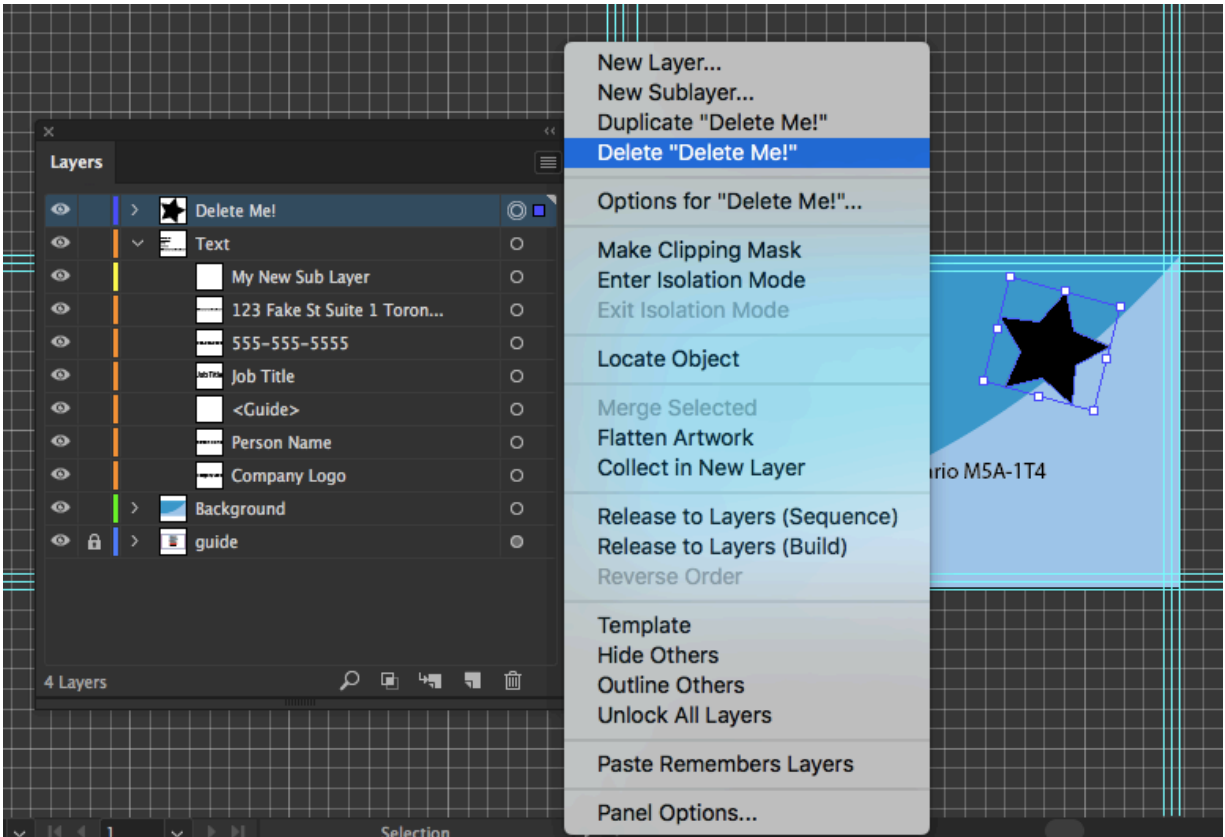


Lets Delete a layer

We can simply click and drag the layer to the trash bin in the layers panel.



We can alternatively use the options menu to delete a layer as well.



Business Card Design

Designing a business card off the top, we can start off with creation of the doc. Seeing as the business card is print, we will use:

CMYK Format

3.5X2 Inch

1 Artboard (for a 1 sided card)

2 Artboards (for a 2 sided card)

Optional - Bleed set to 0.125 Inch on all

(We can change the orientation if we want vertical business cards)

PRESET DETAILS

My Business Card

Width

3.5

Inches



Height

2

Orientation



Artboards



2

Bleed

Top



0.125

Bottom



0.125

Left



0.125

Right



0.125



Color Mode

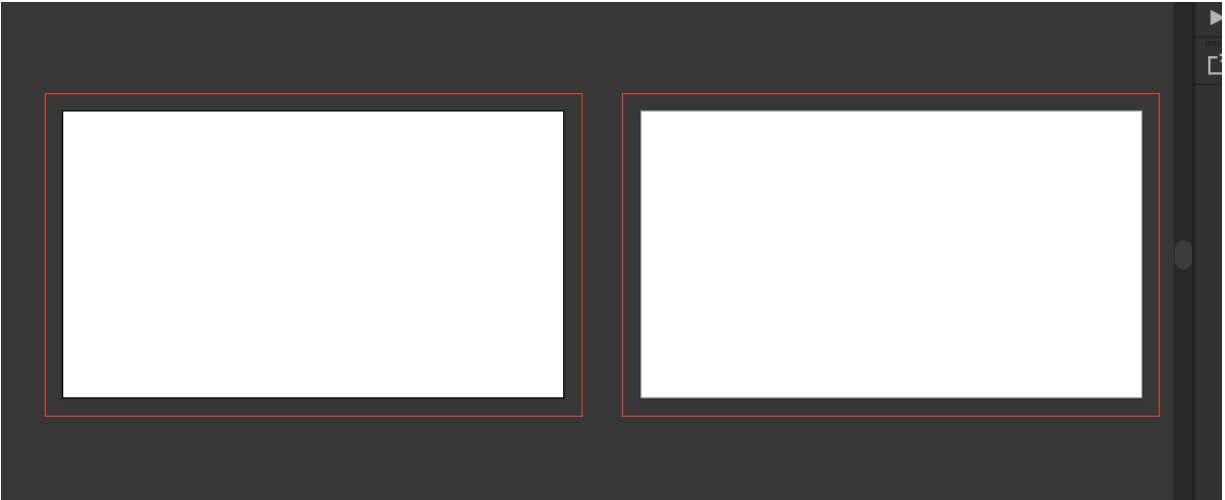
CMYK Color



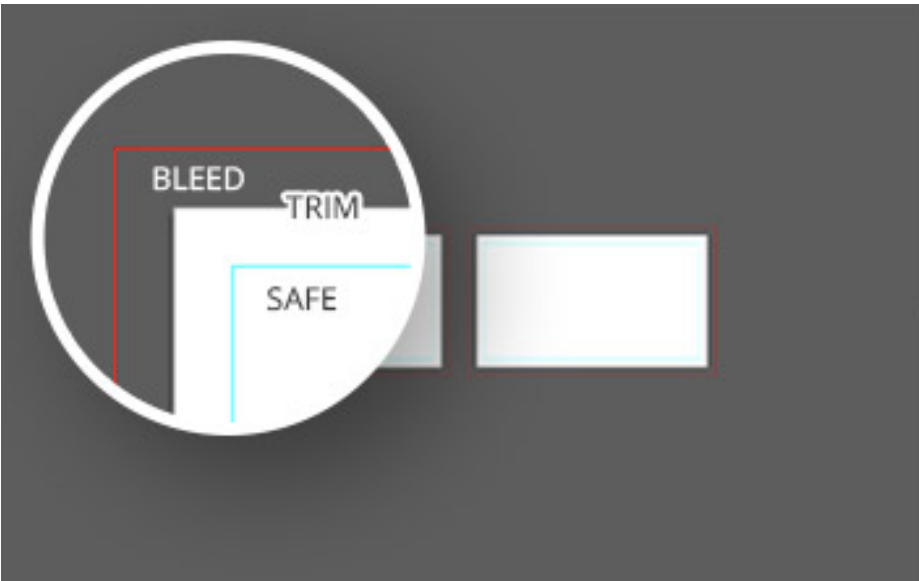
More Settings

Close

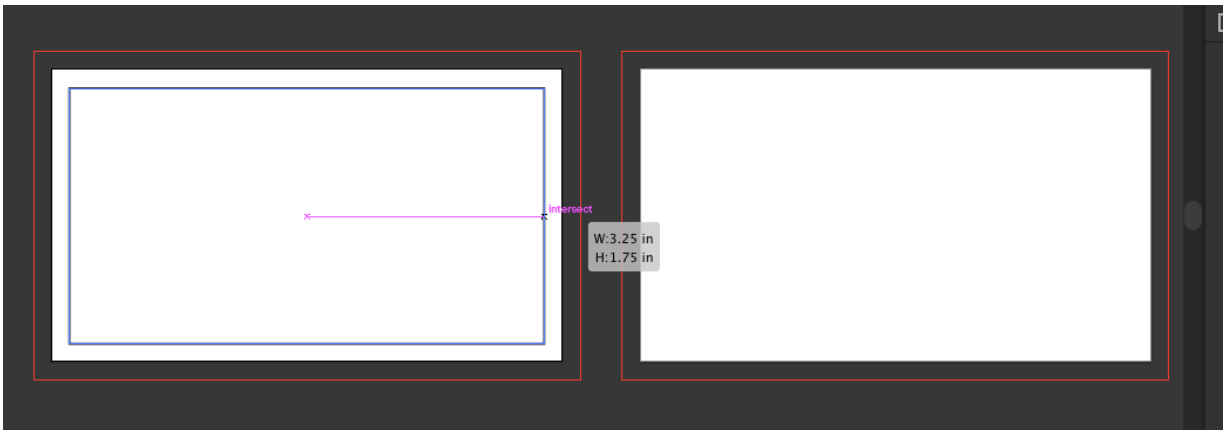
Create



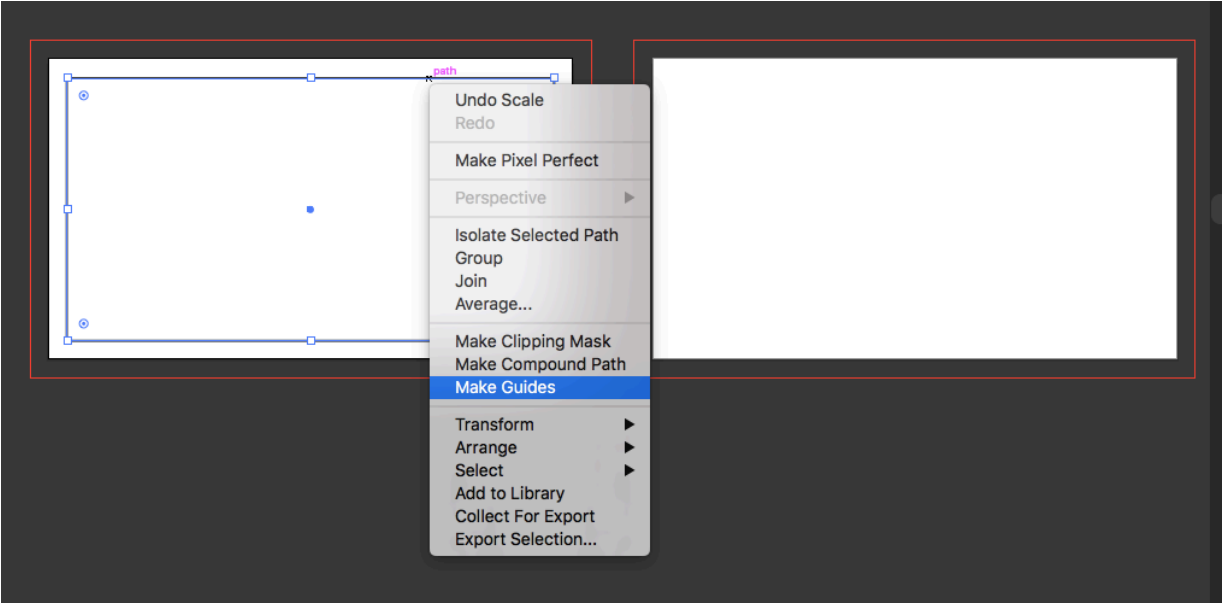
Now we have our template (almost) We have the bleed and trim, but we need a safe area. We can make one by making a rectangle 3.25X1.75 Inch and placing it in the centre of the card, than we can make it a guide.



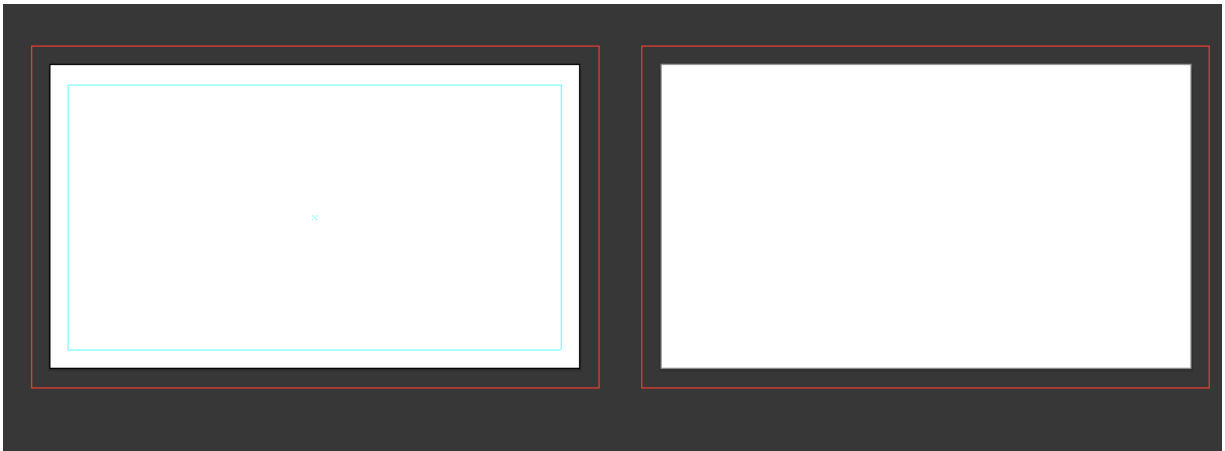
Create rectangle



Right click on the path of the rectangle and select "Make Guides"



Now we have bleed trim and safe areas.



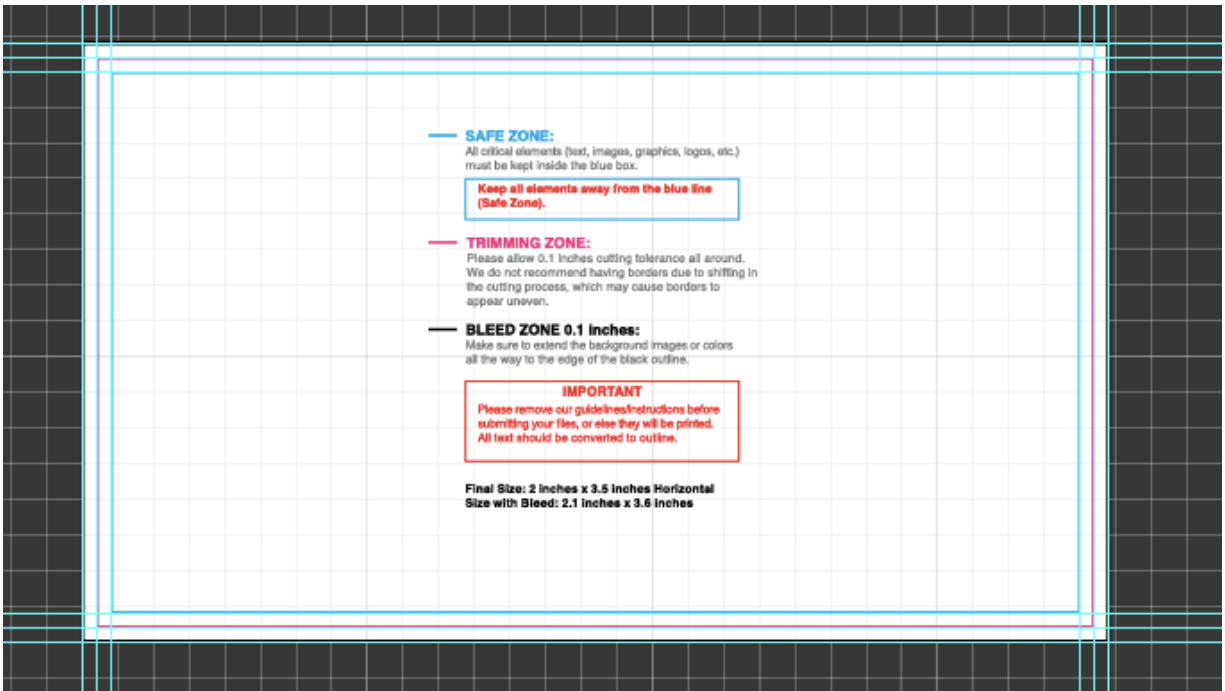
Background images will go all the way to the red line

The white line will be where the card will be cut

The cyan line is the safe area (all important information on the card must be within this area)

We could save this as a template and use it over and over as a starting point.

Alternatively, we can use a business card template which will achieve the same (with less effort) thus streamlining the process.



Design Theory

A standard business card will consist of a few things:

A logo

A tag line/slogan

A persons name

The listed person's job title

Contact Information

Website link (If applicable)

Social media

Whitespace

Sound design/creative

Remember, you don't have a ton of space to work with, with that being said you have to be mindful of placement and design. You must be able to display all the information needed within the card without it looking too cramped in. However, things like text also have to be big enough to read as well.

Company names should be around 12pt font size, 15 max (fonts will vary as some fonts are bigger than others)

Addresses should be around 7 or 8pt font size along with other text on the card. Depending on the font you may get away with up to 12pt font.

Your colour scheme will also vary. Variance will depend on the colour scheme of the company in question. Usually any given company will have select colours they use, many times these colours may stem from the logo they use. You will want the business card to reflect the colours the company in question regularly uses.

If there isn't a company yet than you will still want the colours to reflect the new logo and colour scheme that will be designed when done.

You want your colour choices to compliment each

other, not clash. Same with design. You want your design to look great and be effective in getting the point across, wether the design is more contemporary or modern, conceptual or minimalistic. Regardless of your design style or the design style that is needed we want it to look clean.





Getting a good eye for design is not always something that can be taught in the traditional sense per se. Its like having style, some have it, some don't. But everyone *can* develop it.

Here is an analogy: If you had only 2 choices, what car would you rather drive?

This?



Or this?



What business card would you rather give people to represent your company?

This?

JSE
John Smith Enterprises

(555) 555-1212

John Smith
President
John Smith Enterprises

123 Main Street, Suite 100
Los Angeles, CA 90004

<http://www.johnsmithenterprises.com>

john@johnsmithenterprises.com

this?

JimCo Marketing LLC
From Concept to Retail

www.JimCoMarketingLLC.com

Import Export
Prototyping Manufacturing
Wholesale/Retail Distribution

Cory Chapin 4406 Delmar Court
Anderson, Indiana 46013
(765) 617-2130 Cory@JimCoMarketingLLC.com

Or this?



The design of the card's design should also reflect what they company does in terms of its look and feel. What does the company do? What clientele do they do business with? Do they have a certain level of prestige? Is it more of a mom and pop place? Is it a trendy new start up? Some cards may require a more "traditional" look...



while some may have the creative freedom to be more outside of the box and heavy on design...



Lets look at some generic business card design examples:

https://duckduckgo.com/?q=business+card+ideas&atb=v88-6_g&iar=images&iax=images&ia=images