

DESIGNING & PRINTING YOUR ARTIST CARDS

JOSEPH MEYERHOFF CENTER FOR CAREER DEVELOPMENT

BUSINESS CARD SHOULD INCLUDE:

- Full Name
- Company Name/Specialty
- Website
- “Tagline” (optional)
- Contact Information (optional)
 - Email Address – professional email addresses only
 - Phone Number – great when you have a dedicated work line, be leery of putting your personal cell number
 - Physical Address – good when you have a studio/storefront/business location

ARTIST CARD 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)

BUSINESS CARD WEBSITES FOR INSPIRATION:

www.cardonizer.com
www.reencoded.com
www.creativebits.org/cool_business_card_designs

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 (the screen can be misleading)

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PRINT WEBSITES:

www.moocom.com
www.4by6.com
www.VistaPrint.com
www.UPrinting.com
www.OvernightPrints.com
www.48hourprint.com
www.GotPrint.com
www.modernpostcard.com

*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, otherwise you might be sorry!

