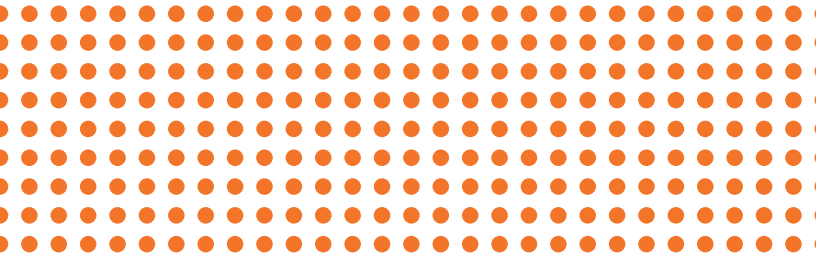


The Business of Printing

MICA's guide to printing promotional leave behinds

Joseph Meyerhoff Center for Career Development





Introduction

Why having a Business Card is important:

- Shows you are serious about yourself as an artist or designer
- Gives you visual identity & brand
- Can attach to resume or correspondence
- Established & expected form of communication
- Quick and easy networking tool
- Your connection to future opportunities



Inspiration

It is important to look at inspiration while creating your business cards, and here are a few places to look:

For Print Only

<http://www.underconsideration.com/fpo/archives/project-type/business-cards/>

Lovely Stationery

<http://lovelystationery.com/>

CardNerd

<http://www.cardnerd.com/>

Cardonizer

<http://www.cardonizer.com/>

Stock Logos

<http://stocklogos.com/topic/ultimate-creative-business-cards-collection>



Artist Card

Reasons to Have an Artist Card:

- To promote an upcoming exhibition
- Placed at strategic locations to attract viewers
- Used as a take-away at the opening
- Shares your artwork in a small portable format



Business Card

What to include:

1. Name
2. Company/ Studio Name
3. Speciality (what you do)
4. Website
5. Tagline*
6. Contact Information*

Email Address: professional email 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

*optional



Printing: Digital vs. Offset

Offset

Pros: Good for larger runs, quantities over 500 or more. Larger format can print large sheets of paper. Specialized colors and techniques. A higher quality of printing.

Cons: More costly for setup, materials, and printing, which causes it to take longer for printing. Full Color, Front and Back, and Custom Design may influence price.

Digital

Pros: Great for smaller runs, quantities under 500. It is cheaper and faster due to less set up and maintenance time.

Cons: Has a limited print size, usually 18" x 12." Colors may be off due to not being able to select pantone/PMS colors. It is a lower quality of printing.

Options

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

Key

Price \$

Quality ✓

User experience 😊

Double sided 

Rounded Corners 

Speed Delivery ⌚

Free Shipping 

Green Option 

123Print

www.123print.com

\$\$\$\$\$



Baltimore's Printer

www.vistaprint.com

\$\$\$\$\$



*Can be picked up for free at 83 East Main Street, Westminster, Maryland (about 45 mins driving)

48 Hour Print

www.48hourprint.com

\$\$\$\$\$



GotPrint

gotprint.net

\$\$\$\$\$



4by6

www.4by6.com

\$\$



Modern Postcard

www.modernpostcard.com

\$\$



Moo

us.moo.com

\$\$\$



UPrinting

www.uprinting.com

\$\$\$\$\$



Overnight Prints

www.overnightprints.com

\$\$\$\$\$



Vista Print

www.vistaprint.com

\$\$\$\$\$



PsPrint

www.psprint.com

\$\$\$\$



Other Leave Behinds

You are not just limited to business cards to give out to people. If you are really trying to make an impression and you have done your homework, make something custom for the employer that displays your strengths as well as how those strengths can be valuable to the company/client/gallery.



Chocolate Resume
Jessica Y. Wen

Career Fair Give Away
Chris Hurley



Cassette Tape - self promo item
Amelie Au



Extra Tips

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 in Career Development to see options.

Resources

<http://business-card-printing-review.toptenreviews.com/>

Great for your own personal research to compare many of the top printers.