

Business Cards

Congrats! You've made it as an Advanced Photographer. All good photographers have a website, social media handle and/or business card that they can give to others to gain potential clients. Whether you're a sports photographers, portrait photographer, or just exploring, it is always good to be able to support and promote your business.

Let's look at 3 ways Photographers can set themselves apart from others below:

- **(Don't) or "DO be a Simp" aka Simple**-When you have a simple non overwhelming website or instagram page, your viewers will understand what you are all about. Stick to easily readable text with neutral colors mainly and a pop of color to grab attention.
- **Sleek**-As a photographer, your ultimate goal is to get PAID. To do this your page, business card, or social media has to be SLEEK meaning the more unorganized, silly, hard to see or read, or just plain ridiculous your images, the less people will take you seriously. To be sleek, think about how you dress everyday for school vs. how you'd dress for prom or ball. Which person would you hire?!
- **Stands Out**-There are so many amateauer photographers in the world, how will you stand out? A funny pun about cameras or pictures? An interesting logo or handle? A special discount for people who use your hashtag? Think outside the box.

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Business Card Requirements

After researching business card designs on google, choose from one of the following files on Classroom, both files are sized correctly for the assignment. Incorporate the S's: Simple, Sleek, Stands Out.

Requirement 1: Your Name or Fake Company Name

- Under your name include city & state
- Optional-include social media handles or your website if you'd like

Requirement 2: Your Signature or a Small Logo

- This could be your own signature scanned into the computer
- Or it could be a small icon such as a camera or another type of logo
- Make it personal a draw something unique

Requirement 3: Incorporating a shape or background design

- Most good business cards are not just plain, they include a lightly colored shape(s) or design
- Use opacity to fake this aspect of your card to make it look less vibrant so your details show

**These will be printed professionally by one of the local printers in town. Please keep in mind when designing that we will be creating at least 15-25 business cards for each of you to keep.*