

InDesign business card for print – some practise

You designed this business card last year. Now I want the same content with a different design, and that you prepare this for offset printing based on print settings that you get from a portal.



Some practice to get back into your stride. This easy assignment has to be handed in.

A Plus Ltd is a small company involved in raising funds for environmentally pristine projects in developing countries. They want a new design for their business card, in either landscape or portrait format, and they want that you organise the printing of (initially) 200 copies. You need to have the same logo, same text, and *A Plus Ltd* wants a single image, a different one, on the verso side of the business card.

The business card size should be approximately the standard 85mm x 55mm, and printed on 300-350 g/m² paper. Or, you can propose an alternative format.

The logo and text is at goolcat.com/download/a-plus-business-card.zip. A Plus colour red is CMYK 0 100 100 0.

Printing will be at moo.com/uk/ (or if you prefer in French then moo.com/fr/), and look for a suitable business card specification to order online: find out how much this would cost including postage to Paris (so that you can tell the customer), and find out the required print settings, like bleed (or trim), colour profiles, etc. Remember to convert your image to the correct ICC profile in Photoshop.

Note that the Moo.com supplied InDesign template uses Margins instead of Bleed to designate the bleed zone, so then your actual visible business card is within the Trim zone. This is an alternative way to reach the same outcome. Note too that print specifications and instructions are included with the downloadable InDesign template, in a layer you can later delete.

So design the business card using InDesign and prepare the for-print PDF to the correct settings.

Place these three files in a directory called **Firstname_SURNAME**, then ZIP (compress) the directory and upload the resulting **Firstname_SURNAME.zip** file to the designated Microsoft Teams space:

- (1) InDesign file
- (2) JPG image with the correct profile
- (3) Explanation of your choices in the text file.

Aside: while business cards might be deemed obsolete, there is still a demand for them.