Design Principles for Business Card

I was able to incorporate the four design principles: contrast, repetition, alignment, and proximity into my business card. I used contrast with the logo, which acts as a left-handed border. The sunflowers are eye catching without being too distracting. To tie in the sunflowers I chose the font colors green and yellow to continue with colors that look well together from the color palette. By using similar colors, it shows repetition because you understand that they belong together. Alignment was used because the text on the business card is all right aligned which makes the document easier to read because it is in a straight line. I used proximity on my business card because I made my name stand out and then I grouped my contact information separately from my methods of social presence, (email and Facebook) so that it was easier to read.