

Creating A Professional-Looking Business Card in CorelDRAW®

Welcome to this tutorial using CorelDRAW. In this tutorial, you will learn how to quickly and easily design a professional-looking Business card.



What you will Learn

- How to set up a page
- How to create a professional-look business card
- How to add guidelines on a page
- How to design business card
- How to print business card



Setting up your page

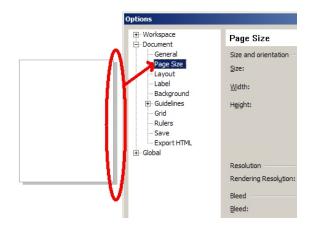
Although there is no universal standard size for Business Cards, each country has its own norms. In North America, it is 3.5 inches by 2 inches. In Europe, it is 85 mm by 55 mm. This tutorial will use the European Standard. After launching CorelDRAW, we're going to need to set page size; to set up the page size, you can either:

1. Use the Interactive Property bar.



2. Or, you can go to the page setup window by double-clicking on the shadow of the page.

Make sure you have the units set to millimeters; enter 85 as width and 55 as height.



Creating a professional-look business card

When creating a business card, keep these rules in mind:

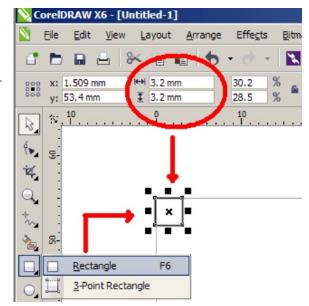
- 1. Cleaner is better;
 - a. Maintain white space; clutter can hide important details.
 - b. Have a 3.5-millimeter area around the perimeter of the card.
 - c. Do not use a border or frame. This will make the card look unprofessional if it is not cut precisely after printing.
- 2. Look for repeating elements throughout the card. You can repeat colors, shapes, typefaces, or textures on your card.
- 3. Make sure text and images are aligned. Left, Right, or Center aligned are all acceptable, as long as you are consistent.
- 4. Use a single typeface family and type size.
- 5. Use some color to draw the viewer's attention. But not too much, which will make the card look cluttered.



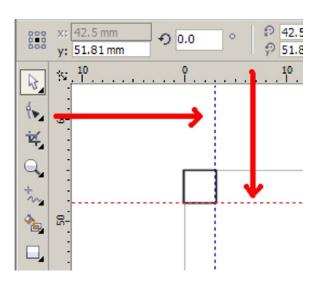
Adding guidelines

Guidelines will help ensure that you leave an even space around the perimeter. The easiest way to do this is to draw an object that you can use when placing guidelines. Let's create a border of 3.2 mm:

- 1. Click on the **Rectangle tool** and draw a square that is **3.2** by **3.2** millimeters.
- 2. Position the square at the top-left corner of the page.

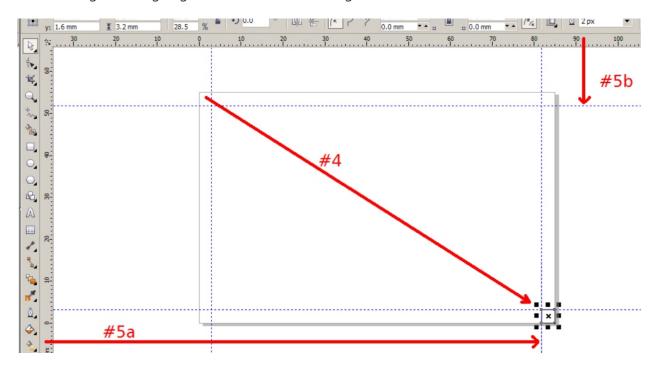


3. Then drag out a top and left guideline.



Corel® **DISCOVERY CENTER**

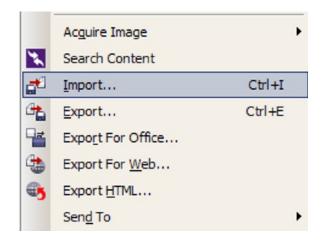
- 4. Move the square to the bottom right of the page.
- 5. Drag out a right guideline and a bottom guideline.



6. Now delete the square object.

Designing your business card

- 1. We'll going to start by importing a graphic image; to do this:
 - a. Select the File menu ▶ Import
 Then browse to the location
 where your image is stored.
 - b. Click on the mouse button to place image.





- 2. Add the text to the business card:
 - a. Using **Artistic text** tool, click at the top of the card, and type in the company name: "Grasshopper".
 - b. Change the font typeface to **Stencil** font.
 - c. Type "Lawn Care" and set its typeface to Staccato 222: .
 - d. Resize and position where you want the image to be located.
 - e. Finally, type in the slogan and contact information:
 - i. We give You Mow Free Time
 - ii. Josh Panoch 123Main St. Greely, ON K1G 2L4 613-555-1212
- 3. Now to align the text. The contact information should be right justified, and aligned with the lawn care text.
 - a. Select the contact information text, hold **Shift** and select the lawn care text.
 - b. Tap the letter **R** to align the texts to the right.
 - c. Select the contact information, hold **Shift**, and select the slogan.
 - d. Tap **B** to align the bottom of the texts.
- 4. Resize and position the grasshopper image to your preference.
- 5. Finally, color the word "Grasshopper" using the same Pantone green in the grasshopper image.
 - a. Select the Color Eyedropper tool.
 - b. Click on a green area in the grasshopper image.
 - c. Click on the text. This will color the text with green.



Lawn Care

Josh Panoch 123Main St. Greely, ON

K1G 2L4

GRASSHOPPER

"We Give You Mow Free Time" 613-555-1212



You may notice that the left edge of the image falls off the card. This is called a "bleed." It occurs when there is a text or graphic element that goes right to the edge of the printed piece. When creating a bleed, it is preferable to make sure that the element is over the edge by at least 3.2 mm or 1/8 of an inch.

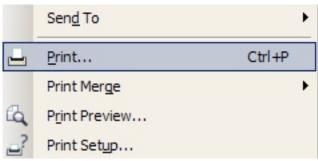


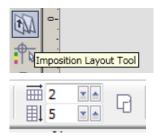
The business card is complete, next is to print multiple copies.

Printing your business card

Many new users at this point will duplicate the design, say ten times, and then lay them out on a page, we will demonstrate how to do this in the Print facility.

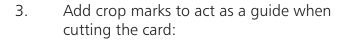
- 1. We are going to use the Imposition tool. Imposition is the process of arranging pages correctly prior to the printing so that they fold in the correct order. This document is only a single page, but we can use the imposition tool to lay out multiple copies on a single output.
 - a. Go to File menu ▶ Print.
 - b. If you are prompted to set paper orientation then answer **No**.
 - c. Click the **Print Preview** button.
 - d. In the toolbox, select the **Imposition Tool**.
 - e. In the Interactive property bar, set the number of copies horizontally and vertically.





Corel® **DISCOVERY CENTER**

- 2. Because we have some bleed in the design we need to create some space between the cards so that you can properly cut them out of the printed sheet.
 - a. Click on the pair of scissors.
 - b. In the Interactive property bar, type the value of 5 mm.
 - c. Click on the **Pick tool** to see the final layout.



- a. Go to Settings ▶ Prepress.
- b. Select **crop/fold marks** and click **OK**.
- 4. **Print** the page.



Ctrl+M

3.0 mm

Prepress...



If you enjoyed this tutorial, be sure to check out the other tutorials that are available in the Discovery Center. If you have any ideas for additional tutorials or projects that you would like to see in the future, e-mail <u>Discovery.Center@corel.com</u>.