ADOBE ILLUSTRATOR
Business Card
INSTRUCTIONS

TO START...

- Download any icons you will like to include in the document and place in a folder on your desktop (or any other known location)

  You may use royalty free websites such as pixabay.com

- Click to start Adobe Illustrator
- Open up a new document by going to File > New
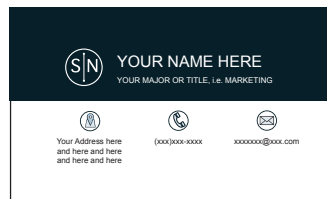- A New Document box will appear

  - Name your document (Preset Details) "[your name] Business Card"
  - Change the width and height to 3in X 2.5in
  - Add a 0.125in Bleed
  - Change Color Mode to CMYK

  - Click 'Create'
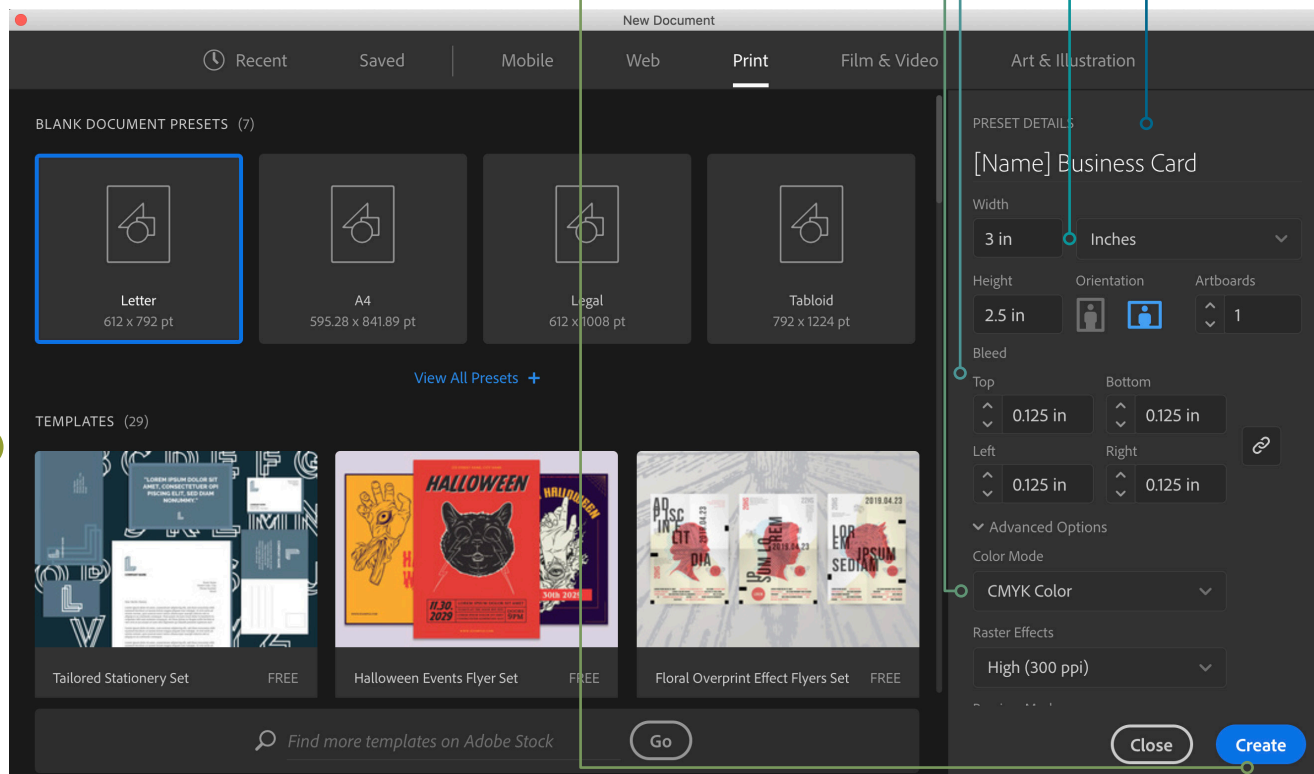
- Your document will now open up to a blank page

FIRST LASTNAME
Marketing & Communications

(xxx)xxx-xxxx   XXXx@gmail.com   xxxxxxx.com

FINAL PRODUCT

SN YOUR NAME HERE
YOUR MAJOR OR TITLE, i.e. MARKETING

Your Address here and here and here and here and here

(xxx)xxx-xxxx

xxxxxxx@xxx.com

FIRST LASTNAME
Marketing & Communications

(xxx)xxx-xxxx   XXXx@gmail.com   xxxxxxx.com

[Other examples]

SN
SEPIDEH NIA

Sepideh Nia
Marketing & Communications Specialist

(xxx)xxx-xxxx
xxxxxxxxx@gmail.com
www.xxxxxxx.com

Front   Back

New Document

Recent   Saved   Mobile   Web   **Print**   Film & Video   Art & Illustration

BLANK DOCUMENT PRESETS (7)

| Letter 612 x 792 pt | A4 595.28 x 841.89 pt | Legal 612 x 1008 pt | Tabloid 792 x 1224 pt |

View All Presets +

TEMPLATES (29)

| Tailored Stationery Set FREE | Halloween Events Flyer Set FREE | Floral Overprint Effect Flyers Set FREE |

Find more templates on Adobe Stock   Go

PRESET DETAILS

[Name] Business Card

Width
3 in   Inches

Height   Orientation   Artboards
2.5 in   1

Bleed
Top   Bottom
0.125 in   0.125 in

Left   Right
0.125 in   0.125 in

Advanced Options

Color Mode
CMYK Color

Raster Effects
High (300 ppi)

Close   Create

Your Name

- **Go to the left hand Tool Bar and select the Type tool.**
  - If you don't see the left hand tool bar (pictures to the left) go up to WINDOW > TOOLS > DEFAULT

- **Draw a text box in roughly the top center of your page and type your first and last name**
  - You can edit your font type and size by going to WINDOW > TYPE > CHARACTER
  - *You may see the character panel on the top of your workspace while you're in the Text Tool

- **Center your text in the box**
  - Go to your Selection Tool
  - Click on the text box and move the sides so that the box spans the entire width of the page
  - Go to WINDOW > TYPE > PARAGRAPH to get your Paragraph tool.
  - Select the 'Align Center' option.
  - *You may see the paragraph panel on the top of your workspace while you're in the Text Tool

- **Create another (centered) text box underneath your name with your major/job title**
  - *Typically, this subhead will be a smaller and thinner font than your header (name)

- **To change the color of your text, highlight your text and then use one of the options below:**

  FIRST LASTNAME
  Marketing & Communications

  Option 1: Go to WINDOW > COLOR to bring up the color guide. Go through the various color sections

  Option 2: Go to the bottom of your left side tool bar and double click the fill color (There are two options: Fill (Solid Color) and Stroke (The outline color of your shape).

  Option 3: Go to the top tool bar and click the Swatches drop-down for either your fill or stroke color (You may add new swatches to the list.)

Shapes (Square)

- **Click and hold the Rectangle Tool so that it gives you shape options**

- **Select the Rectangle Tool**

- **Click and drag to create a rectangle shape that goes to your top, left, and right bleeds**

- **Your rectangle will cover your name and title, to move it back: use the selection tool, right click on your rectangle, select arrange > send to back. (You may also use the layer panel for this)**

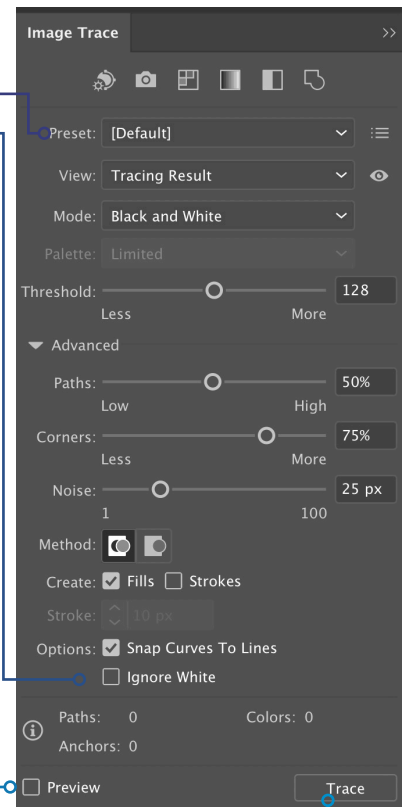 **FIRST LASTNAME**
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Icons

- To place your previously downloaded VECTOR icons on to the page

  - FILE > PLACE
  - Locate your image and open

- Go to your SELECTION tool and shrink the image while holding the Shift key on your keyboard to resize.

- If your icon is not a vector - and has a background OR if you'd like to manipulate it further, drag it on to your Illustrator Artboard

  - Go to Window > Image Trace
  - Select the image you want to Trace
  - In the Image Trace panel, select the preset you'd like
  - Check the Ignore White box
  - It would help if you Previewed the image to ensure that it's being traced properly
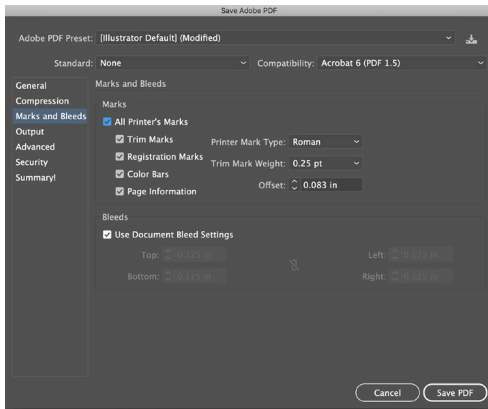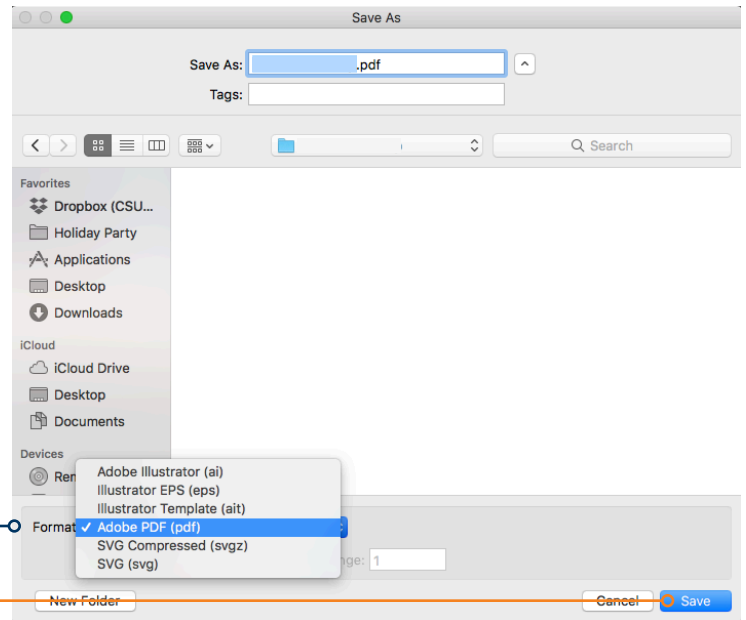 - Once you're ready, click Trace

Personal Information

- Go to your TYPE tool

- Create a small text box underneath the icon and type
  Font should be smaller and not as bold as the
  Header and SubHead

FIRST LASTNAME
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(xxx)xxx-xxxx   XXXx@gmail.com   xxxxxxx.com

Image Trace »

Preset: [Default]
View: Tracing Result
Mode: Black and White
Palette: Limited

Threshold: 128
Less   More

▼ Advanced

Paths: 50%
Low   High
Corners: 75%
Less   More
Noise: 25 px
1   100

Method:

Create: ☑ Fills ☐ Strokes
Stroke: 10 px
Options: ☑ Snap Curves To Lines
☐ Ignore White

Paths: 0   Colors: 0
Anchors: 0

☐ Preview   Trace

Saving your document

- **Save as an Illustrator file (.ai) or Adobe PDF (pdf)**
  If you wish to continue to work on your file, you may save your document as an Illustrator (.ai) or Adobe PDF (pdf) file. To send your final product in, you would save your document as an Adobe PDF, so that it's easily viewed.

- **To Save**
  - Go to File > Save (Save As)
  - Go to format and select the type of file you'd like to save as.
  - Click Save.
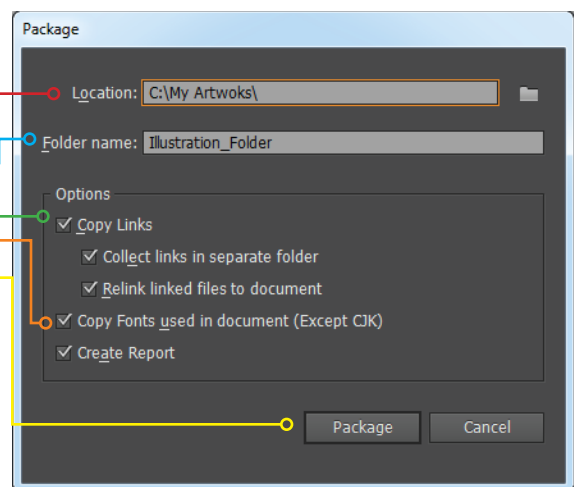
- **Marks and Bleeds**
  - Select Marks and Bleeds
  - Make sure boxes labeled "All Printer's Marks and Use Document Bleed Settings are checked.
  - Save PDF

Keep your document and assets organized by keeping all photos and Illustrator documents in one folder. This will ensure that all of the graphics you link (place) on to your page will still show when you decide to continue working on your page. One way to do that is to PACKAGE your document.

When you package a file, you create a folder that contains the Illustrator document, any necessary fonts, linked graphics, and a package report.

- **Packaging your document**

  - To package your document, go to File > Package
  - Specify the location to create the packaged folder
  - Name your folder
  - Make sure the you've checked 'Copy Links'
  - Make sure 'Copy Fonts used in document' is checked
  - Click Package
  - You may see a prompt telling you that "Restrictions apply to copying font software for use by a service provider…." Click OK
  - You will see a prompt saying your package was created successfully. You may view your package or click OK.

Once you send yourself the package you may work within that folder and save your document as you normally would (File > Save) All of the links and fonts will remain in that folder with your document.
If you add any new fonts or links (graphics) you can add the files to your packaged folder, i.e., if you add a new graphic, you may place it within your already-created packaged folder and link to your document from that location.
If it's easier, you may also repackage your document.