

Business cards are commonly used around the world to exchange information about professional identities at the beginning of a professional relationship. Clever university students also make business cards in order to build relationships with people they want to know professionally, such as talented peers they want to befriend long term or potential employers who may want them for jobs or internships.

Business cards are small technical documents that use the same technical writing principles that all technical documents use: 1) a communication purpose, 2) consideration of reader backgrounds and expectations, 3) selection of required content, 4) selection of required document design and formatting, and 5) selection of the most appropriate method and timing for delivery. Expert technical writers know that everything in a document communicates (e.g., content, language, visuals, formatting, empty space, font styles and sizes, boldface, italics, capitalization, color, orientation, indentation), so they select the content and design that works best for their communicative goal.

## Examples of how font size, placement, boldness, and capitalization communicate



## Possible Business Card Content for Students

1. Student name
2. Major (and minor) / or Specialization / Expected date of graduation (if it is firmly decided)
3. Affiliation (Name of laboratory, Department, School, University)
4. Email address / Website address, if you have one (e.g., LinkedIn) / Business phone
5. QR code to a your private professional webpage or blog, if you have one

**Note:** When people you meet request your personal phone or postal address, write it by hand on the back of your business card to preserve your privacy.

## Networking Advice for Students

Remember that strong professional relationships require mutual interests and value for both persons in a relationship. Therefore, one of your goals during your university career is to develop some exceptionally impressive skills, knowledge, personality traits, and experience that will make people want to know you in order to enjoy some professional value and happiness from their relationship with you. An impressive business card alone cannot build and sustain good professional friendships.

## For Design Ideas

To view some of the design options that are possible, I recommend going online to Google Images and typing in "best business cards" or "creative business cards" to see some interesting examples.