KEITH EDWARDS, MD

BUSINESS CARDS FOR

KEITH EDWARDS, MD
SEMESTER ROAD MAP
MILESTONES & DELIVERABLE DUE DATES

Project Definition

#1
- Project Brief

Conceputal Plans

#3
- Wireframes (w/ Copy)
- Sketches (Marks, Symbols, Icons, etc)
- Type Studies
- Color Studies

Round 1 Designs

#5
- Low (4)
- MID (4)
- High (4)

Round 2 Designs

#7
- Low (2)
- MID (2)
- High (2)

Round 3 Designs

#11
- Low (1)
- MID (1)
- High (1)

1st Round Draft

#13
- V1 Test Print
- Process Photos V1 (ie. Cleaned Sketches, PSD Mock-ups, etc.)
- Recliented V1 (2)

2nd Round Draft

#15
- V2 Test Print
- Process Photos V2 (ie. Cleaned Sketches, Mockups, etc.)
- Recliented V2 (2)

Final Version

#16
- Final (Printed)
- Final Portfolio Photos w/ Process & Mockups
- Recliented Portfolio w/ Process & Mockups
Business Cards for Dr. Edwards

Brief Description
Dr. Keith Edwards, MD is a pediatric hematologist oncologist at Lorem Ipsum Medical Center. He is in need of a simple, universal business cards.

Primary Objective
Simple Business cards that can be used for both clients and professionals within his field (ie. colleagues, to hand out at meetings with new people, to give to people he meets at talks, conferences, etc.)

Project Deliverables
1 business card design (ready for print)

Target Audience
Patients of all ages, professionals from both within Lorem Ipsum Medical Center and outside (ie. from the medical field, hospitals, DOE, etc)

Assets needed
Copy for the business cards. No identity/logo/branding exists.

Existing look and feel
No client style already exists. Client wants something "Simple, classic, & minimalistic."

Existing examples that the client likes:
CONCEPTUAL PLANS

WIREFRAMES

Client is open to potential copy changes/suggestions (ie. abbreviated titles, no mailing address, no fax, etc)

Client is open to potential mark/banding (must be minimalist/simple)

Keith Edwards, MD
Pediatric Hematologist Oncologist

Lorem Ipsum Medical Center
1 Dolor Road
Sit Amet, CO 12345

PHONE: (800) 123-4567
FAX: (800) 123-4567

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Keith Edwards, MD
PEDIATRIC HEMATOLOGIST ONCOLOGIST

Museo Slab
Gotham

Dr. Keith Edwards
PEDIATRIC HEMATOLOGIST ONCOLOGIST

Rockwell
Gotham

Keith Edwards, MD
PEDIATRIC HEMATOLOGIST ONCOLOGIST

Museo Slab
Honey Script

KEITH EDWARDS, MD
PEDIATRIC HEMATOLOGIST ONCOLOGIST

Museo Slab (ALL CAPS)
Museo Slab

KEITH EDWARDS, MD
PEDIATRIC HEMATOLOGIST ONCOLOGIST

Gotham
Gotham

KEITH EDWARDS, MD
PEDIATRIC HEMATOLOGIST ONCOLOGIST

Museo Slab
Honey Script

KEITH EDWARDS, MD
Pediatric Hematologist Oncologist

Honey Script
Gotham
SKETCHES
LOGO & ICONS

LOW RISK

#1
Stethoscope Vertical

#2
Stethoscope “U”

#3
Thick “KE” in a Circle

HIGH RISK

#4
Thin “KE” in a Circle

#5
“E” in a Circle

#6
Abstracted “E” as 3 Blocks

ICONS

#7
Directional “K” with a 3-Blocked “E”

#8
Directional “KE” Abstracted

#9
Directional “KE” Abstracted with Arrow
SKETCHES
LOGO & ICONS

LOW RISK

#10
2 figures side-by-side

#11
2 figures in front one each other

#12
2 figures in front one each other w/ negative space

HIGH RISK

#13
Brain (front)

#14
Brain (side)

#15
Head with Brain (side)

ICONS

#16
Phones (one with separated receiver)

#17
Fax Machines (one w/ phone icon)

#18
Fax: Phone + Paper
SYMBOLES
LOGO & ICONS

LOW RISK
Stethoscope “U”

MD RISK
“E” in a black circle

“E” in a white circle

“E” in a white circle

DR. KEITH EDWARDS
PEDIATRIC HEMATOLOGIST ONCOLOGIST

#1 #2 #3
#4 #5 #6
#7 #8 #9

HIGH RISK
Directional “K” with a 3-Blocked “E”

Directional “KE” Abstracted

Directional “KE” Abstracted with Arrow

Keith Edwards, MD
PEDIATRIC HEMATOLOGIST ONCOLOGIST

LOW RISK

MD RISK

HIGH RISK

Student: John Doe
Client: Dr. Keith Edwards, MD
SYMBOLS
LOGO & ICONS

Student: John Doe
Client: Dr. Keith Edwards, MD

LOW RISK

#10
Stacked Abstracted E (3)

#11
Stacked Abstracted E3 w/ Type

#12
Adult with Child

MD RISK

#13
Adult w/ Child Encircled

#14
Adult with Child w/ Type

#15
Phone Icon

HIGH RISK

#16
Phone icon Encircled

#17
Fax icon Encircled

#18
Fax icon
#1: LOW RISK

Keith Edwards, MD

#2: LOW RISK

Keith Edwards, MD

#3: LOW RISK

Keith Edwards, MD

#4: LOW RISK

Keith Edwards, MD

#5: MID RISK

Keith Edwards, MD

#6: MID RISK

Keith Edwards, MD

#7: MID RISK

Keith Edwards, MD

#8: MID RISK

Keith Edwards, MD

#9: HIGH RISK

Keith Edwards, MD

#10: HIGH RISK

Keith Edwards, MD

#11: HIGH RISK

Keith Edwards, MD

#12: HIGH RISK

Keith Edwards, MD
#1: LOW RISK

Keith Edwards, MD
PEDIATRIC HEMATOLOGIST ONCOLOGIST

#3: MID RISK

KEITH EDWARDS, MD
PEDIATRIC HEMATOLOGIST ONCOLOGIST

#4: HIGH RISK

KEITH EDWARDS, MD
PEDIATRIC HEMATOLOGIST ONCOLOGIST