

Business Card Zine

(for Megan Lotts)

Megan Lotts

Abstract

As an academic art librarian with tenure, I spend a fair amount of time writing and presenting my research at conferences around the world. Because of this I have a fairly large collection of physical business cards people have given me which fill up almost an entire desk drawer in my campus office. Many of the people whom these cards represent I will likely never see again. Yet at the time we met I felt compelled to take their card either because of interest in their research or work. Or simply because they gave it to me.

Around 2021 I began thinking about all the expensive business cards the university I work for purchases and how many I personally have given away. I also wondered how many drawers or waste bins my card had made it into. This is when I started thinking about creating a zine that told my academic story. One that I could update and print as needed which prevents me from throwing away a box of unused business cards because of a new phone number or change in organizational logo.

My micro portfolio, otherwise known as a Business Card Zine is a 1 page 8.5" by 11" piece of paper printed on one side. Sometimes I print the zine in color and add a golden seal for added flair. Yet other times when I'm creating hundreds to give away at a conference presentation I might print in black and white.

Often when I give my zine to people, they are mesmerized about how it was made with just one piece of paper. Yet others are fascinated by the content and the fact that they learned quite a bit about my research, who I am, and what I am about.

Zines can be a quick low-cost way to share your story, or in my case encourage people to read my research and books.