PROJECT #18

Create and Design a Business Card

OBJECTIVE:

To create a business card

PROJECT OVERVIEW:

It has often been said that the business card is the most widely used and accepted mini-document in the world. Business cards identify job titles and contact information for the recipient. In this project, you will project yourself into the future and use your desktop publishing software to create a business card that identifies your job title and place of business.

GET TO KNOW WHAT YOU'RE DESIGNING:

A business card is a small printed card usually containing a person's name, business affiliation, job title, address, telephone and fax numbers, and e-mail/Web site addresses. The purpose of a business card is to announce one's identity, presence, and the intention to conduct business. The business card is "handshake" you leave behind after meeting someone in the professional world.

STRATEGIES AND DESIGN TIPS TO FOLLOW:

1. Business cards present a lot of information in a small space, so plan the design carefully.

2. Use a bold typestyle to highlight the most important information, such as your name, on the business card.

3. Use only one, easy-to-read, classic font, such as Times New Roman or Arial. A business card is not the type of document to experiment with novelty fonts.

4. Try using lines and borders to give the card a balanced appearance.

5. Obtain some actual business cards to serve as a guide as you design your own.

6. Carefully read through all parts included in this project. Before beginning any work on your computer, use a blank sheet of paper to sketch the layout and design of the document you will be creating.

INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.

2. Save the file as **"Business Card"** to the "Publish It!" folder.

3. Set up your document using the "Page Setup Instructions" provided on the next page.

4. Complete the "Content and Design Steps to Follow" provided below.

5. Proofread your work carefully for accuracy, design, and format.

6. Resave the file.

7. Print a copy of the document. Refer to the "Suggested Printing and Finishing Instructions" provided below.

CONTENT AND DESIGN STEPS TO FOLLOW:

1. Choose a real or fictitious business that you will represent and determine your job title in that business.

2. Include the following on your business card:

   - A company logo or graphic image that depicts the type of business you are representing
   - The company name (if not used in the logo)
   - Your name
   - Your job title
   - The address, city, state, zip code, telephone and fax numbers, e-mail and Web site addresses of the business

3. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.

4. Go to Step 5 in the "Instructions" provided above.

SUGGESTED PRINTING AND FINISHING INSTRUCTIONS:

1. Print the document on cardstock or colored paper.

2. Use scissors to trim around the border of the business card.

Project #18: Create and Design a Business Card *(continued)*

PAGE SETUP INSTRUCTIONS:

# of pages:	1
Dimensions:	8.5 x 11 inches
Margins:	.25 inches on all sides
Orientation:	Portrait
Other:	Using the rectangle tool, draw a rectangle that measures 3.5 inches wide by 2 inches high, giving it a 1 pt. border. Position the rectangle in the center of the page. Place the contents of your business card within this rectangle.

8.5"

3.5"

Place the contents of your
business card here

2"

11"