

Project #: P-2

## Desktop Publishing Specialist



Project Title  
**Business Card**

**New Skill:**

- Designing a business card



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Lawn Enforcement

College Concierge

Squeaky Clean

Lettuce-Do-Lunch

Jazz My Wheels

**Desktop Publishing Specialist**  
**Project #: P-2**

<b>Customer Name:</b> Lawn Enforcement
<b>Assigned to:</b> You, the Desktop Publishing Specialist
<b>Project Title:</b> Business Card
<b>Date:</b> (current date, 20xx)

**Note:** Prior to beginning this project, review the Company Overview provided on page 18.

**Project Description**

Lawn Enforcement wants to grow its business by obtaining landscaping and lawn maintenance contracts with several businesses. They have hired new sales representatives to go out and meet with business owners, management companies, and corporate executives. The sales people need something to give to potential customers so that they will remember them and have their contact information.

**Your Job**

As the Desktop Publishing Specialist, you will design a professional business card that will help project Lawn Enforcement's image. It should contain the person's name, business, job title, address, telephone number, fax number, and e-mail/Web site address.

**Tips and Strategies**

1. Business cards present a lot of information in a small space. It is important to use the space carefully and highlight the most important information, such as the company name and logo, the employee's name, and contact information.
2. Keep plenty of white space to maximize readability.
3. Gather examples of real business cards to give you ideas for designing your own.
4. The overall look of your business card should match the style and design of the Lawn Enforcement logo.
5. Use a maximum of one or two fonts on your business card.

### Tips and Strategies (Continued)

6. Download the “Document Planning Form” from the [www.theofficespecialist.com](http://www.theofficespecialist.com) Web site to plan the layout and design of your business card on paper first.

### Instructions to the Desktop Publishing Specialist

1. In this project, you will be provided the content to include. The layout, design, and fonts for this document will be left for you to decide.
2. Using Microsoft Publisher or an equivalent desktop publishing software, create a new document.
3. Save the document as **Project P-2 Business Card** in the “DTP Projects” folder within the “Lawn Enforcement Projects” folder.
4. Follow the Business Card Page Setup Instructions provided on page 326.
5. Include the following information on the business card:
  - The Lawn Enforcement logo (from the “Logos” folder)
  - The company’s Web site address:  
[www.lawnenforcement-inc.com](http://www.lawnenforcement-inc.com)
  - An employee’s name:  
Joe Lawnshop
  - The employee’s title:  
Sales Representative
  - Contact information for Lawn Enforcement:  
15875 Maple Leaf Lane  
Pasadena, CA 91030  
Phone: 714-555-3250  
Fax: 714-555-1917
  - Additional graphic images and/or a border (for example, a grass graphic along the border of the card)
6. Format the size and placement of the text and other elements on the business card so that they are in proportion with one another and project a professional image.
7. Carefully proofread your work for accuracy, format, spelling, and grammar.
8. Resave the document.
9. Print a copy of the document if required by your instructor.

**Business Card Page Setup Instructions:**

# of Pages:	1
Dimensions:	8.5 x 11 inches
Margins:	1 inch on all sides
Orientation:	Portrait
Optional Materials:	Cardstock paper
Other:	Using the rectangle tool in your desktop publishing software, draw a rectangle that measures 3.5 inches wide by 2 inches high. Place the rectangle in the center of the page. Place the contents of the business card within this rectangle.

