

Project 7 – Business Card

Marketing your team to the public

Goal

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. In this project, you will create a business card for yourself as the owner of your team. Since you will be talking to and meeting with a lot of people in the community, you will need something to give them so they will remember you and your new team, as well as your contact information.

Tactics

- Business cards present a lot of information in a small space. Experiment with different card layouts on paper before creating on the computer.
- After the team logo, your name should be the largest piece of information on the card.
- Use a maximum of one or two fonts on your business card.

Instructions

Set up your document using the page setup instructions below:

1. Using the rectangle tool in Publisher, draw a rectangle that measures 3.5 inches wide by 2 inches tall, giving it a 1 pt. border. Place the rectangle in the center of the page. Place the content of your business card within this rectangle.
2. Your business card must contain the following information:
 - Team Name and Logo
 - Your Name and Title (owner)
 - Address
 - City, State, and ZIP
 - Phone Number (with area code)
 - Fax Number (with area code)
 - E-mail Address (team or personal)
 - Team Web Site Address
3. In the bordered frame, include the above information.
4. Format the size and placement of the text and other elements on the business card so that they are in proportion with each other and project a professional image.
5. Carefully proofread your work for design, format, spelling, and grammar.
6. Print a copy of the document.