

Business Cards

How do people advertise their businesses? One way is to pass out business cards so other people can contact a person at the business in the future. What sort of information might you see on a business card? Business cards usually have the business's name, address, telephone number, and fax number as well as an employee's name, position, and e-mail address.



Plan It

Design business cards for a business of somebody you know, or if you and your partner have ideas for your own business, you can make cards for yourselves. Look at the following example:



Business Card Example

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Business Card Full Page Example

Think about the following questions, and discuss your ideas together. You might want to write your ideas on a sheet of paper and draw a sketch of your business card design.

- Who would you and your partner like to design a business card for? Or do the two of you have an idea for your own new business?
- What is the name of the business? What does the business do?
- What information would you include on the business card? What information would be most important for someone receiving the card?
- What sort of picture might you put on the business card?

Remember to use the rubric as a guide as you plan, do, review, and share.

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For help on how to do certain skills, look at the following groups in the *Help Guide*:

- **Graphics Group 5:** Using the Drawing Tools
- **Graphics Group 6:** Changing the Look of Lines and Shapes
- **Graphics Group 7:** Adding Words to Your Drawings
- **Graphics Group 8:** Working with Objects in Your Drawings
- **Graphics Group 9:** Adding Special Effects
- **Word Processing Group 5:** Adding Pictures to Your Pages

 **Do It**

1. Launch the word processing software, and open a new, blank document.
2. Draw a rectangle that is about the same size as a business card.
3. Change the border's width, style, and color.
4. Make an artful title, such as a WordArt or a Fontworks title, with the name of the business. Resize and move the artful title as needed.

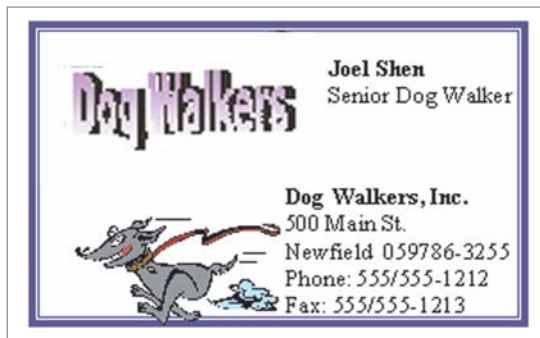
Challenge: Change the artful title's shape and color. (See the Business Card Challenge Example at the end of this section.)

5. Make a text box in an empty space in the rectangle. Type the name of the person you are making the business cards for, and on the next line, type the person's position in the business. Or if you prefer, you and your partner can type your names and the positions you would hold in your own business.
6. Make another text box, and type the business's contact information, including the address, telephone number, and perhaps an e-mail address.
7. Change the look of the words as needed.
8. Add a picture that shows something important about the business. Change the picture's text wrapping, and move and resize it as needed.
9. Select and group all of the objects in the business card. Then, copy and paste the business card as many times as you need to fill the page. Move the copies of the business card around so they are neatly aligned and evenly spaced apart. You may need to draw a picture using the drawing tools and then group the objects together when using some word processing applications.

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Challenge: You might want to ungroup the business cards and change the look of the artful title, borders, or words. You can even use different pictures. (See the Business Card Challenge Example.)

10. Save your work as directed.



Business Card Challenge Example



Business Card Full Page Challenge Example

 **Review It**

Look over your business cards. Make sure each has the following elements:

- Artful title with the name of the business
- Name of the person or people the card is for as well as the person's position in the business
- Contact information, including an address, telephone number, and perhaps an e-mail address
- Picture that shows something important about the business
- Colorful border around the outside of the business card

If any elements are missing, add them now. If you want, make other changes, as well. Remember to save your work when you are finished.

 **Share It**

Be prepared to discuss your answers to the following questions:

- What new skill did you learn today to make the business cards? For what other project might you use the skill?
- What was your favorite part of making the business cards? Why?
- What other technologies might you use to advertise a business?