Unit 1.02 - Design a Business Card and Letterhead

**Directions:** As a young entrepreneur, you have decided to open the business of your dreams. In this activity, you will design a business card and letterhead for your new business.

1. Collect Information:
   1. Who is your target audience?
   2. What is the name of your company?
   3. What colors will you use for your company?
   4. What logo will represent your company?
   5. What is the address, phone number(s), website, and email address for your company? (You may use fictitious information for this part of the assignment.)
2. Brainstorm:
   1. Using the internet, look up samples of business card and letterhead layouts. Make notes of design elements or principles that catch your eye.
   2. Browse through the templates and make notes of the designs that catch your eye.
   3. Based on your ideas, sketch a sample business card. The sketch must be approved by your teacher before digital design begins.
3. Experiment:
   1. Using desktop publishing software, select a business card template or design your business card from scratch.
   2. Design coordinating letterhead for your new company.
   3. Save the files as **BusinessCard** and **Letterhead.**
4. Proofread:
   1. Check the spelling and grammar in the publication.
   2. Have another classmate proofread your designs.
5. Revise: Preview the publication and print one copy. At least one peer must review your work and give you feedback. Revise your business card and letterhead based on peer feedback.

Unit 1.02 Design an Advertisement and Flyer for a Business

Directions: In this activity, you will assume the role of a graphic designer. You have been hired to design an advertisement and flyer for the grand-opening of your fellow classmate’s new business. In consideration of the Systems Approach to design, complete the following steps:

1. Collect Information:
   1. Interview the business owner to gather information about their new company, the target audience, and design goals. You may use the 1.02 Design Project Client Questionnaire, if desired.
   2. Determine the technical requirements for the design project:
      1. The advertisement will be placed in the local newspaper. The allotted ad space is 6” in height and 5” in width. The advertisement will be printed in black and white.
      2. The flyer size will be 8 ½” x 11” and will be printed in color.
2. Work with the business owner to develop a plan. Agree on deadlines and make sure you are clear about your client’s goals.
3. Brainstorm:
   1. Research newspaper ads, magazine ads, and flyer examples for inspiration.
   2. Research competitive or similar company designs.
   3. Sketch ideas. Sketches must be approved by the teacher.
4. Experiment: Using desktop publishing software, develop designs for a newspaper ad and flyer to be shared with your client.
5. Proofread: Have a fellow classmate proofread your work. Make corrections based on their feedback.
6. Revise: Meet with your client and share your designs. Revise the design based on their feedback.