

Name:
Class:
Date:

Guidelines For Business Card

Your business card may include any of the following items. Choose the options that make the most sense for your character for the job or qualities that you are emphasizing on the business card.

- Name of individual
- Name of business or organization
- Address
- Phone number
- E-mail address
- Web page address
- Job title of individual
- Description of business or organization
- Logo
- Image(s)- including purely decorative elements
- List of services or products

Name of Protagonist:

Who would the protagonist give the card to, and what would the recipient be likely to do with the card? You should be thinking about the audience and the purpose for the card here.

Images, Color, and Graphics:

What pictures or images can you look for that will relate to the protagonist? What graphics will help someone reading the business card you design be more interested in the book? What colors best suit the character? If the character had a logo, what would it look like?



Characteristics:

What are the words and ideas to relate to the protagonist? What jobs does the protagonist have? Should the card be formal or informal? Why? Fancy? Why?

Products and Services:

What products and services is the protagonist best suited for? Does the protagonist perform a particular job in the book? What talents might you highlight on the card?