Interior Design II Objective 3.02 Date \_\_\_\_\_\_\_\_\_\_ Period \_\_\_\_\_ Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Card Planning Sheet

1. Why would the person need a business card?
2. To whom would they give the business card?
3. What talents, services, or job need to be highlighted about the business?
4. What words and/or ideas are related to the business?
5. Should the card be fancy, formal, informal, fun…? One-sided or two-sided?
6. What logo, colors, and font style would help describe the business and make others more interested?
7. Which other elements of a business card will be needed to best “sell” the services of the business? Check all that apply.

* Name of individual
* Name of business or organization
* Address
* Phone number
* E-mail address
* Web page address
* Job title of individual
* Tagline or description of business or organization
* Image(s)—including purely decorative elements
* List of services or products
* Other?

1. On the back of this page, draw a rough draft of your business card. Be sure your card includes an ORIGINAL logo.