PROJECT PROPOSAL INFORMATION

Project Name: Staff or Business Partner Business Card Templates

Project Start & End Dates: Start Varies   **End** Varies

Project Description:

Students will follow the industry standard "Steps to Creating Camera-Ready Art" to design business cards for interested staff members or other interested community partners. See attached lesson plan.

Deliverables:

Students can take orders for the business card designs from interested parties. A pdf of a full page of business cards could be made available to the business partner that they could then print for use.

Project Duration Estimate: ☐ A few class periods   X A few weeks   ☐ A few months   ☐ One semester or more

Ideal Grade Level of Student:
High School

Ideal Group Size:
Typical High School Visual Arts class size

Resources Needed:
See attached lesson plan and Google order form for ideas.

NOTES

This take and bake project was submitted by Ronda Sternhagen, 5-12 Visual Arts Educator at Grundy Center High School. She can be contacted at rsternhagen@spartanpride.net for questions about this project.

T**his take and bake project could be ideal for business partners in this industry:** Limitless possibilities

This take and bake project could connect to standards in these areas: Visual Arts, Business, Language Arts, Oral Communications, Technology

Business Cards

Following the "Steps to Creating Camera-Ready Art," create 6 thumbnail sketches for a business card for your teacher below. **You will hand these in as part of your grade.** This business card will be used as a template for various other staff members who have expressed an interest in school business cards. The finished size of the card will be 2x3½". The text of the sample card could include:

Teacher's Name

Teaching Position

School Building Name

School Building Street Address

City, State ZIP

School Phone and Extension

School FAX

Email Address

Teacher's Website

Remember to use size variation of the text to make some information more dominant than others.


Obviously, you will not be able to write all of the information in the small spaces below, but indicate with squiggle lines where text will be and how large it might be in regard to the size of the card.

Select your strongest design, and create a rough sketch of it at full size below. **You will hand this in as part of your grade.**

Teacher's signature after completion of this step:

Now, create a comprehensive sketch below that includes color and much detail. **You will hand this in as part of your grade.**
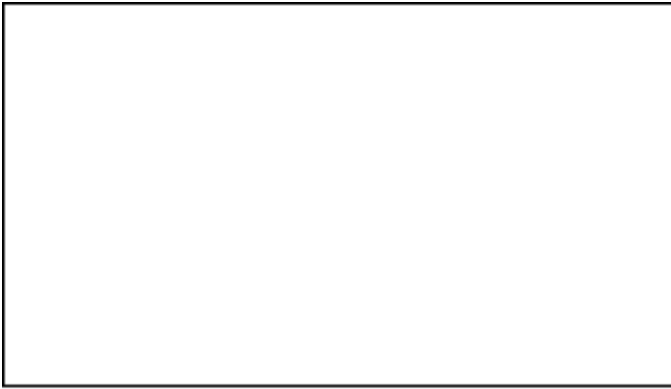
Teacher's signature after completion of this step:

Open a new document using editing software such as InDesign or Photoshop, or even online options like Pixlr Editor or Gravit Designer. Create some type of graphic for your card. You will want to have this be the same size as the card (2x3 ½").

Don't forget to save often to avoid lost information and hard work!

Once you have a graphic finished, you will need to create 10 cards on one 8-1/2x11" page. There is a Word template available that you can use to create a full page of your cards. Use Word to put the lettering on one of the cards then we can group all of your text boxes to copy and paste into the other nine cards.

Save your Word document very often as your last name-business card (i.e. Sternhagen-business card). This template will be used to solicit orders for business cards from staff members.

Business Cards Evaluation

Six thumbnail sketches are handed in.	☐0 ☐1 ☐2 ☐3 ☐4 ☐5 ☐6
Rough draft is complete and signed.	☐0 ☐1 ☐2 ☐3
Comprehensive sketch is complete and signed.	☐0 ☐1 ☐2 ☐3
Text of the card is exactly as ordered by the client—AKA the staff member.	☐0 ☐1 ☐2 ☐3 ☐4 ☐5 ☐6
Text varies in size to give dominance to certain elements.	☐0 ☐1 ☐2
Font chosen is easy to read.	☐0 ☐1 ☐2
Finished size is 2 x 3-1/2".	☐0 ☐3
Layout for full page of cards is correct.	☐0 ☐1 ☐2 ☐3 ☐4
Layout of card is interesting, …but not too busy or distracting.	☐0 ☐1 ☐2 ☐3 ☐4 ☐5
Graphic is appropriate for design.	☐0 ☐1 ☐2 ☐3
Color is kept simple and is not distracting.	☐0 ☐1 ☐2 ☐3

Total = _____ / 45

1 pt. extra credit for each staff member who orders your business card.

Staff Business Card Order Form

The High School Commercial Art class has designed some business cards with GCCS staff in mind. We would love to create a business card file for you. You will receive your business card as a file that you can have printed on your own.

You will be communicating directly with the student who created the template that you select. This is a "real world" project for them working with you (the client) to create the finished product that you want. I appreciate your honest feedback to the students throughout this project.

Thank you for sending us your order (if you so chose)! Participation on your part is 100% voluntary.

Please place orders by 3:10 on Thursday, April 13, by filling out this form.
* Required

1. Email address *

_____

2. Select the ONE template that you would like for your business card.

Check all that apply.

☐ Option 1

☐ Option 2 - customized with a photo you provide and a graphic that coordinates with your content area
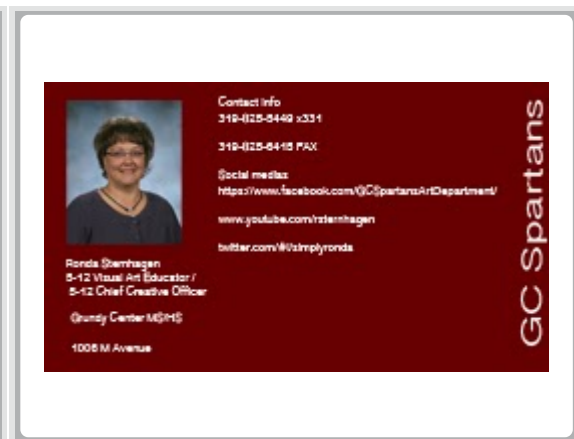

☐ Option 3 - customized with a photo you provide

☐ Option 4 - customized with a photo you provide

☐ Option 5

☐ Option 6 - customized with a photo you provide

☐ Option 7

☐ Option 8 - customized with a photo you provide

☐ Option 9 - customized with a photo you provide

☐ Option 10 - customized with a photo you provide

☐ Option 11

Information for your business card...

If you do not want a portion of the information requested to be printed on your business card, please simply omit giving an answer for that section. We want these cards to personalized just the way you want them!

3. Your name as you want it on your business card

_____

4. Your teaching position(s)

_____

5. Your building(s)

_____

6. Your building's address (including street address, city, state ZIP)

_____

_____

_____

_____

_____

7. Your phone number(s) (including extension)

_____

8. Your FAX number(s)

_____

9. Your e-mail address(es)

_____

10. Your twitter username

_____

11. Your professional or departmental Facebook page

_____

12. Your YouTube channel

_____

13. Other information you would like on your business card (if space allows)

_____

Thank you for your order!