Business Cards

You have been asked to create business cards for the staff of Detroit Institute of Technology. Each card must contain the following information and the DIT logo:

Staff name

Detroit Institute of Technology

18445 Cathedral

Detroit MI 48228

Office – 313.852.6606

Fax – 313.866.9392

[firstname.lastname@detroitk12.org](mailto:firstname.lastname@detroitk12.org)

You may freely use WordArt, shapes, lines, graphics and font color. Do not use page color. I am looking for creativity & unique designs. What makes your design different from the rest of your peers?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Business Card** | | | | | |
|  |  | | |  | |
| Element | | Possible  Points | Points  Earned | |
| 1. 3.5 x 2” business card | | 2.5 | \_\_\_\_\_\_\_\_\_ | |
| 2. Business card on 8 ½ x 11” paper in portrait orientation | | 2.5 | \_\_\_\_\_\_\_\_\_ | |
| 3. All required information is present | | 10 | \_\_\_\_\_\_\_\_\_ | |
| 4. Accurate spelling, punctuation, and grammar | | 10 | \_\_\_\_\_\_\_\_\_ | |
| 5. Effective use of fonts, type styles, and type sizes | | 10 | \_\_\_\_\_\_\_\_\_ | |
| 6. Applied principles of design and rules for proper layout | | 5 | \_\_\_\_\_\_\_\_\_ | |
| 7. Creativity | | 30 | \_\_\_\_\_\_\_\_\_ | |
| 8. Overall design and appearance | | 30 | \_\_\_\_\_\_\_\_\_ | |