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.