

# TECH:Creating a Business Card (IT)

## Summary

During this lesson students will create a personal business card that contains a digital photograph of themselves, a logo or graphic, and a "motto" or quote to live by. Students will also be encouraged to apply design concepts and color theory to their projects based on its intended audience.

## Time Frame

1 class periods of 45 minutes each

## Group Size

Individual

## Life Skills

Communication, Employability

## Materials

- 1) A Web Cam or Digital Camera.
- 2) Computers loaded with a bit-map graphic program such as Paint and/or clip art graphics.
- 3) Computers should also have a word processing program such as word available.
- 4) A printer (preferably color) and perforated card paper or card stock.

## Background for Teachers

This lesson can be used to count for one of the required IT days for the Tech Ed TLC curriculum.

## Student Prior Knowledge

Students should be familiar with the use of a word processing program and be able to type.

## Intended Learning Outcomes

Students should be able to:

- \* Obtain a digital photo of themselves through the use of either a web cam or digital camera.
- \* Manipulate the digital photo.
- \* Create a logo using a paint program.
- \* Insert clip art into a document.
- \* Understand the importance of proper design and color theory.
- \* Understand the importance of audience analysis.

## Instructional Procedures

- 1) Have students obtain a digital photo of themselves by either using a web cam or having another student take a picture of the using a digital camera.
- 2) Save the digital photos to either a network drive or on a disk that the student can access.
- 3) OPTIONAL - Have the students digitally manipulate and or enhance their photo using a paint or photo editing software program.
- 4) Have the students create a personal logo using a paint (bitmap) or vector program. If time is an

issue, students can also select a clip art image to use for their "logo."

5) Have the students select a favorite saying or motto to include on their business card. See the quote web sites below.

6) Have the students sketch a design of their idea for their business card and decide on which colors to use. Students should be instructed to think about who (audience) they will be giving their business cards to and what colors would be appropriate for them. Students can either draw their sketch on a blank piece of paper or use one of the design files attached below. For information on design principles and color theory, see the design web sites below.

7) Have students create their business cards based on their designs. Students can use one of the business card template files attached below or set up their own file in their word processor or paint program.

To create a business card file from scratch, start by setting margins to:

Top - .05

Bottom - .25

Left - .75

Right - .75

Students must then create ten rectangles each 2 inches high and 3.5 inches wide. The rectangles should be in two columns and five rows. The easiest way to do this is to be sure the program's ruler bars are showing, then draw a vertical line down the middle of the page. Then draw four horizontal lines, one at 2", 4" 6" and 8" from the top margin. You should end up with 10 rectangles in a two column grid with five rows. Lock the lines in place if possible. Students are now ready to create their business cards.

8) Instruct students to create one complete card that includes their name, contact information, photo, logo and saying. Be sure to have students proofread their cards.

9) When one card is finished, have them copy and paste the completed card into the remaining nine boxes.

10) Have students print their cards and turn them in to be graded.

11) Have students explore career opportunities in multimedia at the career web sites below.

### Strategies for Diverse Learners

Have students work together with a partner to complete the assignment.

### Extensions

In the place of business cards, students can create a family news letter, a T iron-on design, mailing labels, a flyer etc...

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