Desktop Publishing/Web Design

Project #4:   Business Cards

Design Problem: To produce 20 finished business cards 2" x 3-1/2" on card stock. B/W or Color your choice depending on your design. You must include the use of your personal symbol and personal logo.

Vocabulary: Cut Marks, Card Stock, Grouping

1) Find five examples of business cards and critique two of them. What do you like or dislike about the layout and design, color scheme...

2) Set-up your business cards template on Adobe In design. Include: Guidelines, Cut marks, and the proper spacing for 10 *2"x3-1/2"* business cards

3) Print out your business cards 2 times on the laser printer or color printer onto card stock 8-1/2"x 11. And 1 time to .PDF.

4) Cut cards using cut marks on paper cutter. 2 sheets of card stock=20 2"x3-1/2" cards.

Computer Procedures & Hints Your business cards will be layed out on AdobeInDesign.
*You have different views that you will see in front of you. The two that you need most are "actual size" and "fit in window".
•To place your personal symbol or logo, you must go to file menu then place locate it from your student drive. When you bring it into Adobe InDesigh you will have to resize it. Click on it until the grips appear, then click on the bottom grip and hold the Control key at the same time (this keeps your symbol in proportion). Move grip up until you get the desired size.
•Type text as needed and arrange as necessary. You can move text as a block just like a graphic. Use text wrap to go around a picture, logo, symbol or graphic.
•Your next step is to group your symbol and text. You must click on your symbol until the grips appear then on the text until the grips appear. When both grips from the text and graphic are there you then press **control G.** This will group both your symbol and text together. You then can copy this as one and arrange as necessary.

Name_____

Date_____

Project 4 Grade Sheet

1) Five Examples and critique   15 _____
2) Set up in Indesigh Cutline,Guideline…   10 _____
3) Design and layout of cards   65._____
4) E-mailed as a pdf   10._____
                                    Total   100 _____