Remember those logos you designed? Well, pick one of them and scale it down to fit on a business card! Business cards should reflect the image projected by the company or individual. They are small (2" x 3.5") so care must be taken in selecting and arranging the design elements. Minimally, your business card should have a logo, a contact name, and a phone number. But you can also include a motto, address, email, fax number, job title, company name, product information, a personal message, etc. Anytime you see a business card, take it and analyze the design. Are there design elements or arrangements you can make use of?

**Assignment:**

1. Using your favorite word processor or page-layout tool, design a business card for Conan, the Librarian for the Portage Lake District Library. Use 2 x 3.5 inch format.

2. You must include:
   a. Logo and company name
   b. Contact name and job title
   c. Address
   d. Phone and fax number
   e. Email
   f. Motto or slogan

3. Use good design techniques:
   a. Coordinate colors and font styles
   b. Contrast and repeat effective elements, use effective alignment and proper consideration of white space.

4. Print your business cards. If possible, use special business card paper. (This comes with several precut business cards in a sheet that can easily be printed and punched-out.)

5. Write an analysis of your business cards and the design process used to make them.