

## Business Card Rubric

CATEGORY	4 Excellent	3 Good	2 Satisfactory	1 Needs Improvement	Score
<b>Technology</b>	Used Publisher template for business card, used internet to research business card design and layout ideas/creativity	Used Publisher template for business card, some research on internet	Did not use correct Publisher template for business card but good layout , some research on internet	Did not use Publisher template for business card, no research for business card design or layout	25
<b>Design &amp; Color</b>	Design & color match are complimentary, information easily read ,logo placed well, matches your product/company	Design & color matches colors are complimentary, information easily seen, logo not placed well, some correlation to your product	Design & color are not the same complimentary on card, information not easily read, logo not placed well, no connection to your product	Design does not, colors do not compliment each other, information difficult to see, logo not placed well or not present	25
<b>Spelling and Grammar</b>	No spelling or grammar errors.	1-2 spelling or grammar errors	3 spelling or grammar errors	More than 3 spelling or grammar errors	25
<b>Information</b>	Information is complete with added info to identify your company	Information is complete with no added information	Information is not complete	Information is not complete	25
<b>Total</b>					100

Create a business card for your business/product. Use the colors and logo you identified. Where is your business going to be? Assume you (and your partner) have the job title of “Owner”

Research various styles of business cards. Use Microsoft Publisher to create your business card.

Jalen Banks  
Business Card  
Business Project

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