

Lamarck and Darwin Business Cards

Create a business card each for Lamarck and Darwin (there will be 2 total). You need to express their ideas on the cards and try to “sell” them to your prospective clients (classmates). Be sure to include the following when designing your cards.

Design: Decide what style you want your design to be:

- Serious
- Formal
- Informal
- Light-hearted

Variations on a Theme

Do something different with the business card format.

- Horizontal or vertical card; circular or any creative shape; etc
- Come up with different ways to say the same thing
- Try shorter words in place of longer ones
- Experiment with abbreviations

Business Card Checklist

You must include the following on your business card.
BE creative*

- Name of Individual.
- Name of Business or Organization*
- Address*
- Email Address*
- Job Title of Individual
- Tagline or description of ideology or theories
- Graphic Image(s) to support ideology

Helpful hints:

- Sketch out what you want your ideas to look like before creating your cards
- When you first look at the card, what catches your eye?
- Do not put too much information on the card
- Try new vocabulary

Grading:

Category	4	3	2	1
Attractiveness/Organization	The business card has exceptionally attractive formatting and well organized information	The business card has attractive formatting and well organized information.	The business card is somewhat disorganized and not very well formatted.	The business card is very unorganized and is poorly formatted.
Writing/Mechanics	Capitalization and punctuation are correct throughout the brochure; includes ALL information required	There are 1-2 capitalization and/or punctuation errors in the business card; missing 1-2 required items	There are 3-4 capitalization and/or punctuation errors in the business card; missing 3-4 required items	There are more than 4 capitalization or punctuation errors in the business card; missing 5+ items
Graphics	Graphics go well with the text and there is a good mix of text and graphics.	Graphics go well with the text, but there are so many that they distract from the text.	Graphics go well with the text, but there are too few and the business card seems "text-heavy".	Graphics do not go with the accompanying text or appear to be randomly chosen
Information/Ideology	Excellent presentation of ideas and details, accurate, imaginative, meaning very clear	Good presentation main ideas and details, accurate, meaning clear	Missing major point, inaccurate or meaning somewhat unclear	Missing major points, inaccurate, meaning is unclear
Comments:			Total:	_____/16