



BUSINESS CARD DESIGN COMPETITION OVERVIEW

Each trade show company/business is asked to design a business card to represent their organization. Below are the details of the competition. Also, please review the attached rubric/scoring sheet for the rating of the Business Card Design Project. Please, **only one business card per class.**

Judging will be based on the following criteria:

- Design, presentation
- Font choices and color choices
- Versatility and adaptability
- Uniqueness and creativity
- Completeness of supporting documents and materials

This is a ***DIGITAL SUBMISSION*** competition. *All projects must be uploaded by February 25 for competition consideration.* **NO EXCEPTIONS! All entries must be uploaded through Pitchburner.com. Specific directions will be sent to all teams as they register and will also be put online through the VEI/California website.**

- PDF file includes:
 - A brief description of your company or business (i.e. your product or service)
 - An account of the image representation (i.e., what do the letters, numbers, symbols and/or colors represent)
 - If a template was used, please indicate what software the business card was designed with and/or the website URL where the template was obtained.
 - A medium-size image of the business card approximately 2 x 3 inches in both color and grayscale.

REMINDERS:

- Your school/company/business must be registered for the Conference to compete.
- If you have questions or concerns about trade show registration, please e-mail: Polly Farina at pfarina@solanocoe.net. For questions about mail-in competitions, contact Christine Long at clong@solanocoe.net.

Lesson Plans & Resources for business card design creation can be found at:

- CTEOnline.org.
- INKSCAPE – free vector graphics editor software (<http://inkscape.org/>); tutorial: <http://inkscapetutorials.wordpress.com/2011/02/18/creating-a-business-card-template-and-basic-business-card-with-inkscape/>

Score Sheet for Competition
BUSINESS CARD DESIGN PROJECT

COMPANY NAME:

RATINGS:	Needs Improvement	Acceptable	Good	Superior	SCORE
	0-4	5-6	7-8	9-10	
LAYOUT / DESIGN					
TYPES OF BUSINESS CARDS Standard - Text Only – Simple Portrait – You ARE the company Tactile – Unusual shape, creative playful Multi-Function – magnet, sponge, etc.	Content to consider: Name, title, company name, address, phone number (or numbers, if you want to include your cell), e-mail and web and/or social media sites.				
Presentation Appearance Does card represent the business concept? Memorable Use of space (can include reverse side) Use of color, form & clarity Borders or lines lopsided?	Project lacks text or graphics. It is disorganized and/or has little white space. There is no unity or consistency among text and graphic elements.	Overall graphic balance and organization of the Business Card is acceptable. Design may lack or have too much white space. There is little unity between text and graphic elements.	Overall graphic balance and organization of the Business Card is good. Text and graphic elements are arranged but lacks adequate white space or causing it to appear cluttered.	Business Card is pleasing. Layout is simple and clean. Text and graphics are arranged to create a clear and memorable design. Makes excellent use of white space.	
Font Choices Number of fonts Do fonts blend well? Legible?	There are multiple fonts, fonts do not blend well together and/or are illegible.	Business Card may use multiple fonts, may or may not blend well and/or is illegible.	The choice of fonts is limited and/or may or may not blend well and/or is illegible.	The choice of fonts is limited and blends well. Business Card is clear and legible.	
Color Choices Color appropriateness Does color palette support business theme? Color background - is there full bleed? Renders well in color and grayscale	Inappropriate color choices. Colors do not fit with business theme and/or Business Card does not render well in color or grayscale.	Color choices may be glaring or inappropriate to the theme of the business. Business Card may or may not render well in color and/or grayscale.	Most color choices are good and/or support the business theme. Business Card may or may not render well in color and/or grayscale.	Excellent color choices that support business theme. Business Card renders well in color as well as grayscale.	
Uniqueness & Creativity Does design use common or standardized elements? Are common design elements combined in interesting ways creating a new element? Texture? Shape? QR Code? Social Media Icons?	No design elements have been manipulated or are common or standard. Business Card lacks originality, imagination and/or creativity.	One design element may have been manipulated. Business Card does not demonstrate originality, imagination or creativity.	More than one design element may have been manipulated. Business Card demonstrates some originality, imagination and/or creativity but does not gain attention.	The Business Card manipulates material to create an original product and shows imagination and creativity. It gains immediate attention and has exceptional eye appeal.	
MECHANICS					
PDF file contained: 1) company description; 2) an account representation; 3) software and/or template and/or URL and 4) a business card about 2 x 3 inches in both color and grayscale.	Missing 3 or more requirements.	Missing 1 requirement.	Missing 2 requirements.	Met all requirements.	
OVERALL OPINION OF BUSINESS CARD					
Comments:					