Planning Sheet for R & J Business Card

ACT 3 Summary Project

**Task: Create a business card for TWO different characters. Use the information we have learned about the character during this act.**

Choose options that make the most sense for your character and the qualities that you’re emphasizing on the business card. You must include the following on *each* card:

* the Name of the Character
* at least 2 images/clipart
* at least 4 of the following items

**Items to Consider:**

• Name of business or organization • Address/Phone number • Business Logo

• E-mail address/ Web page address • Job title of individual • List of services or products

• Tagline or description of business or organization

Use the following questions to guide your decisions about what information to include on the business cards and how to design the layout of the card:

**Character—**

How would the character be most likely to use the card? In other words, who would the character or author give the card to, and what would the recipient be likely to do with the card? (You’re thinking about the audience and purpose for the card here.)

**Products and Services**—

What products and services is the character best suited for? Does the character perform a particular job in the book? What talents might you highlight on the card?

**Tagline and Characteristics—**  
What are the words and ideas to relate to the character? Are there any quotes about them? Should the card be formal? informal? fancy?

**Images, Colors, and Graphics—**

What pictures or images can you look for that will relate to the character? What graphics will help someone reading the business card be more interested in the book? What colors best suit the character? If the character had a logo, what would it look like?