



Company Business Card Design

DESCRIPTION OF EVENT

Each Virtual Enterprise Company is asked to design company business cards. Cards should communicate the company image through the use of logo and company colors. Each student- employee will possess and use cards at Virtual Enterprise functions. For this competitive event, one copy of the business cards developed by student-employees will be submitted for judging. The actual business cards may be requested. Please consult the competition host for specific details related to their competition.

GUIDELINES

- Student-employees of each company will design and display company business cards.
- One (1) copy of one student-employee's actual business card must be uploaded to the competition registration/submission on the portal in **PDF format**. This should be a medium-size image, approximately 2 x 3 inches, of the business card in both color and grayscale.
- All student-employees can participate in the design and production of the business card.
- The design must be original student work. However, the cards may be professionally produced.
- All entries must be appropriate for a school event.
- Cards will be uploaded on the portal under trade shows, competition registration/submission by 12/9/16 by 11:59 pm.
- Refer to the Company Business Card Design Rubric Evaluation on next page for specific elements to be included in this business card.
- The top ten Company Business Cards will receive awards as determined by the competition host. Honorable Mention certificates will also be awarded.

Company Business Card Design Rubric

Business Card Design		Firm Name:			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Design	0	1 – 14	15 – 24	25 - 40	SCORE
Required Elements <ul style="list-style-type: none"> Company name Company logo Company address Company phone Company URL Employee name Employee position Optional Elements <ul style="list-style-type: none"> Company fax Tagline or slogan 					
Presentation	0	1 – 14	15 - 24	25 - 40	SCORE
<ul style="list-style-type: none"> Attention-getting Company and/or product type identifiable Readable and error free 					
Creativity	0	1 - 7	8 – 14	15 - 20	SCORE
Uniqueness and Creativity <ul style="list-style-type: none"> Use of font, color, and graphics to create an innovative design 					
Total Points					/100 max
Deductions					
Obvious copyright infringement or plagiarism; example, use of the Nike brand or logo without permission (2 points for each occurrence).					
Typographical, spelling, or grammatical errors (up to 1 point for each).					
Final Score/TOTAL POINTS (out of 100)					
Judge's Name:					Date:
Judge's Comments: Please make comments on Strengths and Weaknesses					