**ATC Yearbook/Media Arts**

**Create your own Business!
*Due: Wednesday, September 25, 2013***

**Project Description**: You just spent the last few weeks trying to market a “business” you know well: ATC. Now it’s time for you to imagine your own business, and market it using the skills you learned. There are several requirements for successful completion of this project:

1. **Business description**. Write two paragraphs describing the following: What is the nature of your business and what is it called? Who do you target for business? How and where will your products be sold?
2. Business **theme**. Choose a theme for your business. What ***colors*** will you use for marketing materials? What ***style*** do you want to use—contemporary, classic, antique, etc.? What ***font*** type will reflect your type of business? Your theme should reflect your business, and be consistent on all of your business materials.
3. **Marketing materials**: Create the most appropriate piece of marketing material to advertise your business. This could be a flyer, brochure, catalog, portfolio, etc. Once you have finished your business description and theme, consult with me to choose your marketing material.

1. Create an identity by developing a unique **logo** that will be used on all marketing materials. A logo can be created on Publisher by doing the following:
* Insert Object.
* Scroll down and choose Bitmap Image.
* Create a logo using the tools provided.
1. Create a **business card.** Your business card should include the following:
* Your name and/or name of business
* Business address, phone number, email address
* Your logo & color scheme.
* Size: 3.75” × 2.25”. This will allow a ¼” bleed so that your background color doesn’t get cut off.
1. **\*Extra credit!** If you are finished early, create the home page of your business **website**. Your homepage should include your color scheme, logo, information about your business, and the tabs web surfers would click (products, testimonials, contact, etc.). Research online on how to create a web page using Publisher.

All requirements of the project should be created in **one document.** Click “Insert Page” and you can have multiple pages in one document.

Page 1=Business Description

Page 2=Chosen piece of marketing material (flyer, brochure, portfolio, etc.)

Page 3=Logo

Page 4=Business Card

Page 5=Website Homepage (extra credit)

**\*You MUST have a flash drive for this project so you work can be saved. Not having a flash drive will result in a lower grade! You will hand in this project electronically by emailing it to** **acermanski@sfps.info****, and will present your business and materials to class on Wednesday 9/25.**

**Grading Rubric**

Name of Student\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* **Business description**. \_\_\_\_\_\_\_\_\_\_\_\_\_(20 points) Did student write 2 paragraphs explaining the type and name of business, where/how products can be purchased, and target clientele?
* Business **theme**.\_\_\_\_\_\_\_\_\_\_\_\_\_(20 points) Is the business theme (color scheme, style, and font) used consistently on all marketing materials? Does the theme do an effective job of representing the business? How much effort was put forth to create an engaging, effective and creative theme?
* **Marketing material**. \_\_\_\_\_\_\_\_\_\_\_\_\_\_(20 points) Did the student create a flyer, brochure, catalog, or portfolio? Is the theme used? Is the marketing material clear and does it effectively represent the business? How much effort was put forth to create an engaging, effective and creative piece of marketing material?
* **Logo.** \_\_\_\_\_\_\_\_\_\_\_\_\_(20 points) Does the logo help to form an identity of the business? Is the theme used on the logo? How much effort was put forth to create an engaging, effective and creative logo?
* **Business card.** \_\_\_\_\_\_\_\_\_\_\_\_\_(20 points) Does the business card include your name and/or name of business? Does it include the business address, phone number, email address? Does the card incorporate your logo & theme? Is it 3.75” × 2.25”? How much effort was put forth to create an engaging, effective and creative business card?
* **\*\*Extra Credit!** **Home page**\_\_\_\_\_\_\_\_\_\_\_\_\_(extra 20 points) Does your homepage include your theme, logo, information about your business, and the tabs web surfers would click (products, testimonials, contact, etc.)? How much effort was put forth to create an engaging, effective and creative homepage?

**Total Points**:\_\_\_\_\_\_\_\_\_\_\_/100