Biography
Business Packet

Your Task: Design a creative packet of business-oriented materials that draw from the experiences and accomplishments of your chosen person. This business packet must include:

*Logo is the first and perhaps most important step. Create a visual image appropriate to your person, paying careful attention to colors, fonts, arrangement, words…you know. Look at examples for inspiration. You will be expected to explain your Logo choices when you turn in your project.

*Letterhead and *Business Card: Even though your person might not have *really* had a resumé, with all its expected parts, you will create one for them, using all of your in-depth knowledge and insight into their experiences and accomplishments. Design a logo that is appropriate and relevant for your person. Use it for both letterhead and business card -- which do not have to be identical, but which should go together. Be as accurate as possible, but feel free to make up an interesting job title, address, email, etc. Print a sheet of cards on plain paper, no need to actually use card stock. Please do not cut the cards out.

*Resumé: Following the formats discussed in class, or even one of the resumé formats on my website, put all that information you have gleaned about your person's life into resumé form. Assume the persona of the person. Concentrate on accuracy -- rather than the "selective" truth real resumés often provide. Look at websites, templates, and directions online, as well as examples of *real* materials so you will understand the process. Categories might include, contact information, work experience, education, awards, publications, hobbies, references.

*Letter: Think very carefully before you begin, as choosing to whom you will write and what you will say is crucial to convince me that you really know your person well. Once you decide on a subject, you can then choose whether the letter should be friendly and handwritten, or business-like and typed.

Business Packet Grading Guide

Name: _____   Person: _____

Logo: _____

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Parts of the Final Packet	Possible Score	Final Score
Logo • Full name • Appropriate font • Appropriate illustration(s) • Appropriate colors • Appropriate text	**5**	
Letterhead • Uses logo effectively • Includes required information • Appropriate to person • Attractive and neat	**15**	
Letter • Typed • Appropriate content • Accuracy • Creative anachronisms	**15**	
Business Card • Appropriate content • Attractive • Creative anachronism	**15**	
Resumé • Typed • Major Sections included • Organization & Consistency • Accuracy • Creative anachronisms	**50**	
Total	**100**	