Student Name: _____ Period: _____ Date: _____

INDEPENDENT PRACTICE: BUSINESS CARD

Directions: For this activity, you will **work independently** to create a business card for a client who is opening a surf shop. Think about what information should be included and how it should be presented on the card.

Describe the purpose of this publication.

Describe the characteristics of the target audience that is likely to use this information.

a. Age

b. Education

c. Interests

d. Group membership