

# Buck's Business Cards: Call of the Wild Book Report

Create business cards based on the character traits of Buck  
in Call of the Wild



## Learning Objectives:

Students will make inferences from text to determine a character's personality traits, consider what jobs might best suit them, and then create a business card that highlights their traits.

## Common Core State Standards:

CCSS.ELA-LITERACY.RL.6.1 Cite textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text.

CCSS.ELA-LITERACY.RL.7.1 Cite several pieces of textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text.

CCSS.ELA-LITERACY.RL.8.1 Cite the textual evidence that most strongly supports an analysis of what the text says explicitly as well as inferences drawn from the text.

## Materials:

- Student copies of Jack London's *Call of the Wild*\*
- Computers with word processor software
- Sample business cards from various local businesses
- Business card blanks or heavy stock paper cut to the appropriate size
- Sticky notes
- Planning Sheet (included)
- Rubric (source: ReadWriteThink)

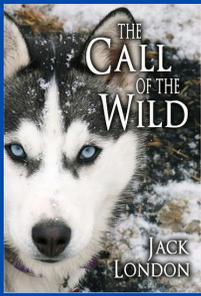
\*Please note: Some arguments have been made that Jack London's *Call of the Wild* is not appropriate for children due to its violent nature. As with any book assigned, always read the book before assigning it and carefully consider if it is appropriate for your students.

## Preparation Before Lesson:

- Before this lesson, students should have read Jack London's *Call of the Wild*. This could be done as a whole class, independently, or in literature circles.
- Ask students to bring copies of the book that will be the focus of their business cards to class for reference.

**Note:** This lesson is meant to be taught over the course of 2-3 days.

.....



# Buck's Business Cards: Call of the Wild Book Report

Create business cards based on the character traits of Buck  
in Call of the Wild



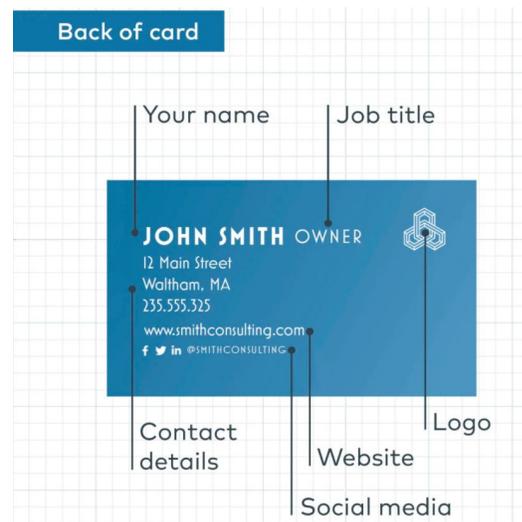
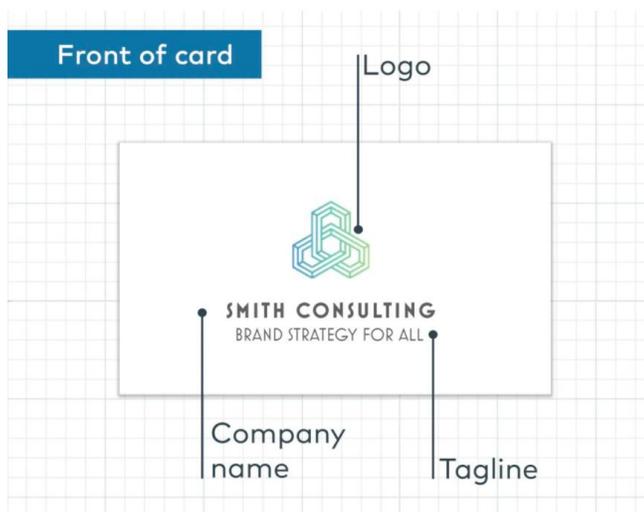
## Lesson:

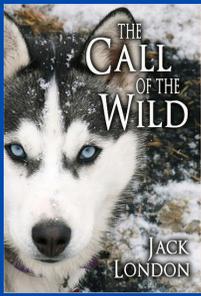
### Introduction

- Review the elements of *The Call of the Wild*. Focus on the character of Buck. Buck is a dog with very strong character traits.
- Introduce the writing activity. Explain that students will make inferences from text to determine Buck's personality traits and they will consider what jobs might best suit Buck. After, they will create a business card that highlights Buck's traits.
- Pass out a planning sheet and rubric.

### Explicit Instruction/Teacher Modeling

- Explain that students will be making business cards that include elements from the list of options on the planning sheet.
- Share the example business cards with students and explain the assignment, pointing out each of the parts that are included.
- Discuss other elements that could be added to the cards.
  - Example of business card elements from Vistaprint





# Buck's Business Cards: Call of the Wild Book Report

Create business cards based on the character traits of Buck  
in Call of the Wild



## Lesson:

### Explicit Instruction/Teacher Modeling

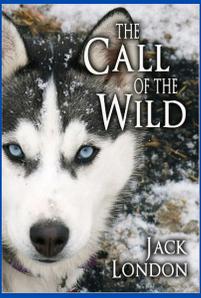
- Lead students through discussion of the key elements for each part. Sample discussion questions can include the following:
  - What are the important characteristics of a tagline or description of a business or professional?
  - What do the words in the tagline on the sample card tell you about the character?
  - What details make sense for the character? Is there an address? Would phone or e-mail information make sense?
  - What products and/or services can you associate with the character or author?
  - What kind of a logo would best represent the character or author and why?

### Independent Work Time (**Day 1**)

- Students should use their book to find passages to support three main character traits that describe Buck. These character traits will be inferred from what the text explicitly states.
- Have students jot down their chosen character traits on a sticky note and place on their planning sheet.
- Next, students will use their traits to determine a job Buck would have.
- Have students research jobs that dogs do here: [Service, Therapy and Work Dogs](#)
- Review possible dog jobs as a class.
- Students complete planning sheet. (Could assign for homework as well)

### Independent Work Time (**Day 2**)

- Students may begin working on the project. They can work in groups or individually.
- Students may make their business cards online using [Microsoft Word Business Card Template](#) or they can draw them by hand.



# Buck's Business Cards: Call of the Wild Book Report

Create business cards based on the character traits of Buck  
in Call of the Wild



## Lesson:

### Independent Work Time (**Day 2 cont'd.**)

- Students should refer to their planning sheet to guide them in creating their business card.
- While students work, encourage them to interact with one another, to share and receive feedback on their plans for business cards.
- After the business cards are printed out, students can decorate them with markers or other classroom supplies.

### Review and Closing

- Have students share their business cards, focusing on the traits of Buck that make him suitable for each job.



# BUSINESS CARD BOOK REPORT

## PLANNING SHEET

Character : Buck

Book: *The Call of the Wild* by Jack London

Your business card may include any of the following items. Choose the options that make the most sense for Buck's character traits and the job you chose for him.

- Name of individual
- Name of business or organization
- Address
- Phone number
- E-mail address
- Web page address
- Job title of individual
- Tagline or description of business or organization
- Logo
- Image(s)—including purely decorative elements
- List of services or products

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:

### PRODUCTS AND SERVICES

Will Buck be selling a product or service?

What traits and talents should you highlight on the card?

### TAGLINE AND CHARACTERISTICS

How would you describe Buck on the card?

Should the card be informal or formal?

### IMAGES, COLORS, AND GRAPHICS

What images would fit the job and Buck's traits?

Is there a color scheme that makes the most sense?

What logo might the card have?

