

section

1

OBJECTIVES

PROJECTS

- BRAND
 - BUSINESS PLAN A
 - IDEA BOARD
 - JOB HUNT JOURNAL
-

SELF-EVALUATION

GOOGLE CALENDAR

objectives

In this course, each student will go through ongoing process of formulating and defining one's brand and all of its expressions – **and these are the first steps!**

Remember that these and all future projects in this class relate to each other. They inform and build on one another and grow together. It is an organic process.

BRAND

“It’s not what YOU say it is. It’s what THEY say it is.”

Marty Neumeier, *The Brand Gap*

This is where we begin. A brand is not (just) your logo, nor is it (just) your visual identity. A brand is at the core of all of these things – and all of these things together form and reinforce **the perception (= brand)** for a business or product.

The Bottom Line is that if there is one primary reason to strategically engineer your brand's persona/personality inside and out, it is to crystallize the flavor of customer experience you deliver. This process should influence your strategy for every point of contact from the tone of marketing communications to the brand's visual style and design to how you dress when you show up in one of your Instagram shots (or get tagged in another company's shot). **Your brand is the experience customers have when doing business with your company.**¹

BUSINESS PLAN A

You must have a plan, though this first Business Plan form is more about finding a goal to then begin formulating a plan. **This should be fun and exciting as one ignores any obstacles or doubts. Dream big and have a healthy ego to find your voice.**

As you continue in your career, remember to constantly do the following even if you are employed by a large company. Job security is rarely promised in this field, so always take this seriously.

Every few years throughout your career, write down your goals and work out how you're going to achieve them according to your present abilities and life circumstances.

- Look at your ideas critically.
- Plan your next steps and work to a timeline.
- Research aspects of your business and industry that about which you don't know.
- Brainstorm your ideas and research into a practical plan.

IDEA BOARD

Begin visually exploring how to express what you want your brand to be!

Maybe this will look nothing like your Brand Board in Section 3, but you have to start somewhere.

HAVE FUN! What do you like and how do you think you want your brand to be expressed?

InDesign will be used to create an idea board that is the hybrid of a traditional mood board and a brand board. A mood board is often more about color, pattern, and imagery while a brand board displays examples that are evolved from a developed identity. This Idea Board will ask for the desired **typography, patterns, colors, textures, imagery**, and optional **writing tone samples** and **paper**.

JOB HUNT JOURNAL

You will complete research for **3 cities** as if you were going to relocate, preferably all in the United States because information retrieval on this project will be easier for you. Within each city, research **at least 5 places** a designer would find employment located in the area.

Formerly assigned on its own outside of section projects, this important research was always put off by students. Because this digital journal does not need to be visually branded and students should start picturing their ideal workplaces NOW, it has been moved to Section 1.

An interactive PDF will be available to students, which will be filled out by students with their research. *The InDesign document from which the original PDF was created can be provided if student wishes to adjust anything about the design before filling out their PDF.*

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brand

[OVERVIEW](#)

WORKSHOP

- [BRAND & LOGO RESEARCH/EVALUATION](#)
- [BRAND EXERCISES](#)
- [BRAND POSITIONING STATEMENT](#)
- [PERSONAL MISSION STATEMENT](#)

[RUBRIC](#)

One must see how the concept of a brand applies to the designer's skills. Beyond the marketing service, it is also an investment in one's mental health and longevity of a career in the creative field of work for hire. It becomes both a consistent perception of one's business presence for focus, and it also becomes a shield or veil between one's personal worth and the worth one's work and design output in the service of another.

After a quick lecture/discussion, the following will be considered and work on during this first week of classes.

1. **BRAND:** In class, students will use exercises to try to discover what they think their individual brand might be.
2. The **BRAND POSITIONING STATEMENT** will then be created. This is awkward marketing speak at first, but will be updated throughout the semester as you make your brand come alive. This statement will also be informed by the Business Plan A project.
3. **PERSONAL MISSION STATEMENT:** Students will complete a Google Docs questionnaire that supplies information to professor and class about each student's experience in the business of design/art/marketing/social media/etc. thus far. This will help formulate a Personal Mission Statement, which should guide the student in informing who they are as a business entity with who they are as a person. Aside from building a personal brand, this also brings awareness to the complementary relationship between personal well-being and professional success.
4. **RESEARCH:** Students will begin their research on the internet and actual surroundings to find logos and brands with clear explanations of one's feelings about them and why they work – or don't work. Students also find "brands" of designers/artists/groups/pages on social media and consider the carefully curated content creation.
5. **WHAT DO YOU WANT TO BE CALLED?** Each student should also start considering whether she/he/they would like to represent him/her/themselves as something that is an entity ("Awesome Designs") or as a person (student's name or nickname). Part of this decision has to do with future goals of doing freelance vs. getting a job with a shop. For example, [see how students chose last year](#).

workshop

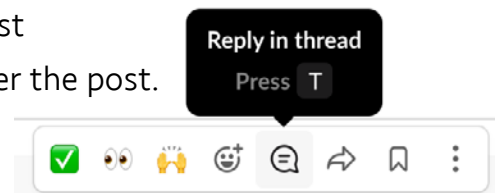
BRAND & LOGO RESEARCH/EVALUATION


Start seeing what is out there through the lens of the knowledge you now have about how a brand relates to a logo or visual identity – or even the personality presented by somebody speaking for the brand. If you take a second to truly consider your perception of any brand (of a product, service, person, etc.), you can figure out how these perceptions are created by the control of all expressions of said brand. Because the primary visual expression of a brand is its logo and the logo is the first project of Section 2, this workshop also explores these marks.

DIRECTIONS

We will start thinking about this in class on Tuesday, January 9th; however, students should take time over the next week to find their best answers. Find the following and consider why you have formed this opinion. Then post in the thread asking for this and your reasoning behind it.


To post in an thread on Slack, either click on **reply** below the post or use this icon on the choices that show up when you hover over the post.





Prof. Nikki Arnell
BRAND & LOGO RESEARCH/EVALUATION:
BEST BRAND

Upload one URL to the home page of your favorite brand and a brief explanation (2-3 sentences) of why you love it.
Remember that a brand is more than a logo. What does the company/service stand for? How do you perceive it? What does loyalty to this brand say about you?
Answer IN THE THREAD to the post. (edited)



1 reply



see next page



Prof. Nikki Arnell

BRAND & LOGO RESEARCH/EVALUATION:

BEST LOGO

Upload one image (PNG, GIF, or JPG) of your favorite logo and a brief explanation (2-3 sentences) of why you love it.

Remember that successful logos must work in a small format and shouldn't rely on color. A logo IS NOT just a small, intricate illustration.

Answer IN THE THREAD to the post. (edited)



1 reply



Prof. Nikki Arnell

BRAND & LOGO RESEARCH/EVALUATION:

WORST LOGO

Upload one image (PNG, GIF, or JPG) of what you think is the worst logo and a brief explanation (2-3 sentences) of why this is an atrocity. ;)

Answer IN THE THREAD to the post.



1 reply



Prof. Nikki Arnell 3:47 PM

BRAND & LOGO RESEARCH/EVALUATION:

STRONG BRAND PRESENCE ON SOCIALS

Upload one URL to social media home page on a platform like Instagram of a favorite designer/group/collection (not just one post, but the home page on that platform). Also, include a brief explanation (2-3 sentences) of why you love him/her/them/it.

Answer IN THE THREAD to the post.



1 reply



DUE > WHAT • WHEN • WHERE

DUE in threads to posts on Slack channel **#4503_sec1_brand** by **8:00am** on **Thurs Jan 11:**

- **BEST BRAND:** URL + explanation
- **BEST LOGO:** Image (PNG or JPG) + explanation
- **WORST LOGO:** Image (PNG or JPG) + explanation
- **STRONG BRAND PRESENCE ON SOCIALS:** URL + explanation



workshop

BRAND EXERCISES

Students will continue exploring what their brands could be. During these sessions, each student should post **in threads** on Slack channel **#4503_sec1_brand**.

EXERCISE #1: THE COMPARISON GAME

- **Why?** This exercise is about equating your brand with other objects and people. It's a quick way to assess your brand's personality and positioning.



 **Prof. Nikki Arnell**
BRAND EXERCISE #1:
THE COMPARISON GAME
If your brand was an animal, would it be a lion, an eagle, a dog, or an owl? Why?
Answer IN THE THREAD to the post.
 1 reply



Then students will then break into groups to do the same with the following questions. >>

EXERCISE #2: THE COCKTAIL PARTY



- **Why?** This exercise helps you: explore your brand personality and how you might amplify it.

 **Prof. Nikki Arnell**
BRAND EXERCISE #2:
THE COCKTAIL PARTY
Each student will post only one in the thread. On this post, there will be a BEFORE with a list of words.
BEFORE: Imagine your brand is a person who just showed up at an industry party full of your ideal customers and competitors. What adjectives describe your presence and how you engage with others?
Describe what it is like. What is it wearing? How does it approach people? What does it say? Write down as many attributes as you can.
AFTER: Directions to come in class, but you will EDIT your original post.
Answer IN THE THREAD to the post. (edited)
 1 reply



EXERCISE #3: FRONT PAGE NEWS

- **Why?** This exercise helps you: align on your company's vision, or the biggest goal on the horizon. A strong vision helps guide business strategy and motivate you to achieve it.

**Prof. Nikki Arnell**
BRAND EXERCISE #3:
FRONT PAGE NEWS
Picture this: 10 years from now, your brand is on the front page news for achieving greatness. Which publication (online and/or print) is it? What is the headline?
Have you solved/cured a problem? Grown to be the biggest? Changed the way people do something? What does success look like to you?
Answer IN THE THREAD to the post. (edited)
 1 reply



DUE > WHAT • WHEN • WHERE

- **Exercise #1 thread:** your animal choice and why (*all in 1 thread post per student*)
- **Exercise #2 thread:** BEFORE list; AFTER list (*all in 1 thread post per student*)
- **Exercise #3 thread:** 1 headline

DUE in threads to posts on Slack channel **#4503_sec1_brand** in class on **Thurs Jan 11**.

If student wishes to finalize to ensure the best grade possible on the BRAND project, the final deadline is **7:50am** on **Tues Jan 16**.

workshop

BRAND POSITIONING STATEMENT

First of all, what is positioning and why does it matter? **Positioning refers to the place that a brand occupies in the minds of the customers and how it is distinguished from the products of the competitors.** It is also different from the concept of just brand awareness.

From this comes the Brand Positioning Statement, which is a succinct description of the **core target audience** to whom a brand is directed, and a compelling picture of **how the marketer wants them to view the brand**. *This is a much more **strategic statement** than the more personal mission proclamation you will explore in the next part of the workshop.*

WARNING

During this workshop, this brand positioning statement will be weird and seemingly pointless, especially if you've never had a marketing class in your life. Just give it a try anyway.

A well-constructed positioning statement is an invaluable means of bringing focus and clarity to the development of a marketing strategy and tactics. As this is the first time you've developed a brand from the very beginning, it might be that the Brand Positioning Statement you write today ends up evolving into something different when I ask for it again on the Brand Board and in your final Brand Book.

CONSIDERATIONS



There are four elements or components of any positioning statement. Consider these before proceeding to the next step.


- **Target Audience:** The attitudinal and demographic description of the core prospect to whom the brand is intended to appeal; the group of customers that most closely represents the brand's most fervent users.
- **Frame of Reference:** The category in which the brand competes; the context that gives the brand relevance to the customer.
- **Benefit/Point of Difference:** The most compelling and motivating benefit that the brand can own in the hearts and minds of its target audience relative to the competition.
- **Reason to Believe:** The most convincing proof that the brand delivers what it promises

CREATE STATEMENT USING TEMPLATE

Using [this web page](#), fill in the blanks to your best ability. Do it a couple of times until it fits what you think your brand should be. Check that your spelling is correct.

Then click **Generate** and the page will produce your Brand Positioning Statement! Copy this and paste it into the thread of the post asking for it on the **#4503_sec1_brand** channel.

**Prof. Nikki Arnell**
BRAND POSITIONING STATEMENT
Fill in the blanks using the template on
<https://the.intentionalbranding.com/positioning-statement-generator/> to
the best of your ability.
Then copy and paste the statement the page presents to you **IN THE THREAD**
to the post. (edited)
 [1 reply](#)



DUE > WHAT • WHEN • WHERE

DUE in thread to posts on Slack channel **#4503_sec1_brand** by **8:00am** on **THURS JAN 18**.

- **Brand Positioning Statement** generated from web page

workshop

PERSONAL MISSION STATEMENT

It might sound counterintuitive that you are asked to explore your personal mission when lecture and this project sheet have explained how a brand helps armor your personal self when you do creative work for hire. However, who **you** are should definitely inform your brand or else it will be too much of a manufactured "self" and have no longevity.

Using [this Google Form](#), fill out this entire sheet to the best of your ability. It will probably take at least two hours of focused work. **Really spend time with this and its intended self-evaluation.**

FYI: The Form asks for a gmail address before granting access to the form so that you receive a copy of it for yourself when finished.

The questions cover the following subjects:

- Performance
- Passion
- Talents
- Imagination
- Vision
- Character
- Contribution
- Conscience
- Influence
- Balance

Personal Mission Statement Worksheet

PERSONAL MISSION STATEMENT:
"A mission statement is built on a foundation of your values. You should have more clarity about what you want to be and what you want to do in your life. You can also start to detect the values and principles upon which your life is based. This is not your brand positioning statement. It is simply learning to identify you and your ideals."

You may move forward and backward through the sections. reading ahead, going back to adjust answers upon further consideration, etc. All questions must be answered with critical thinking, careful self-evaluation, and strong writing via correct grammar and spelling.

Prof. will have access to the answers, but they will not be shared with fellow students. Have fun with this! :)

DUE by THURSDAY, JANUARY 18th, 8 am.

The way answers translate to the mission statement will be provided after answers have been submitted.

DUE > WHAT • WHEN • WHERE

DUE by **8:00am** on **THURS JAN 18.**

- **Submit** the Google Form above. Professor will receive notice it has been turned in.

For the **BRAND** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- All elements turned in on time.
- Participation in class for all of the following workshops.
- **Participation in online Brand/Logo Research**, including timely identification and explanation, displaying one's understanding of the concept of brand and its relation to logo design.
 - > Favorite Logo and WHY
 - > Worst Logo and WHY
 - > Favorite Brand and WHY
 - > Social Media Link to Person/Group/Page and WHY
- Participation in all class **Branding Exercises**.
 - > Active engagement in Breakout Room with fellow students
 - > Thoughtful answers shared as directed on Slack
- The **Brand Positioning Statement** completed shared on Slack.
 - > Is it memorable, motivating, and focused to the core target/prospect?
 - > Does it provide a clear, distinctive, and meaningful picture of the brand?
 - > Can the brand own it?
 - > Is it credible and believable?
 - > Does it enable growth?
- > Does it serve as a filter for brand decision making?
- **Personal Mission Statements Worksheet** Google Doc completed correctly and on time
- Ambition - How much did you challenge yourself?
- Time organization skills displayed.

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business plan **A**

[DIRECTIONS](#)


[RUBRIC](#)

directions

- Join the channel **#4503_sec1_business-plan-a**. Download and unzip the file **BusinessPlanAForm Folder** on this channel. Load fonts if necessary.
- Open the **BusinessPlanAForm**.INDD document.
File : Save as **YOUR LAST NAME_BusinessPlanA**.INDD.
- Answer the questions provided on the form and save again.
 - *Remember to be as honest and focused as you can.*
 - *As long as you are honest and run a spelling and grammar check using Grammarly, Chat GPT, ProWritingAid, there are no incorrect answers.*
 - *However, there are incomplete answers. Make sure your answers are enthusiastic, professional, complete, and concise.*
 - *We will return to this form much later in the semester and you may or may not revise it then. You will eventually put this information into your brand book.*
- When finished, **File : Export** as a PDF.
If you used any hyperlinks, **File : Export** as an Interactive PDF.
- Then post the PDF in the channel (not in thread).



Prof. Nikki Arnell 7:58 PM



BusinessPlanAForm Folder.zip
Zip

In this channel, each student post (not in a thread) their **BusinessPlanA**.PDF.
See directions on project sheet and make sure you name it correctly!

DUE > WHAT • WHEN • WHERE

DUE by **8:00am** on **THURS JAN 18** :

- **SLACK**  :
YOUR LAST NAME_BusinessPlanA.PDF in post on Slack channel
#4503_sec1_business-plan-a
- **GOOGLE DRIVE**  :
Place **packaged InDesign file** in shared Google Drive sub-folder for this class > SECTION 1 :
BUSINESS PLAN A.

For the **BUSINESS PLAN A** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- All elements turned in on time.
- File created correctly and turned into correct places.
 - Packaged InDesign file (fonts, INDD file, and PDF file) turned into correct Google Drive shared sub-folder.
 - PDF shared in Slack #4503_sec1_business-plan-a channel.
- Answers are enthusiastic, professional, complete, and concise.
- No misspellings or grammatical errors.
- Ambition - How much did you challenge yourself?
- Time organization skills displayed.

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idea board

[OVERVIEW](#)

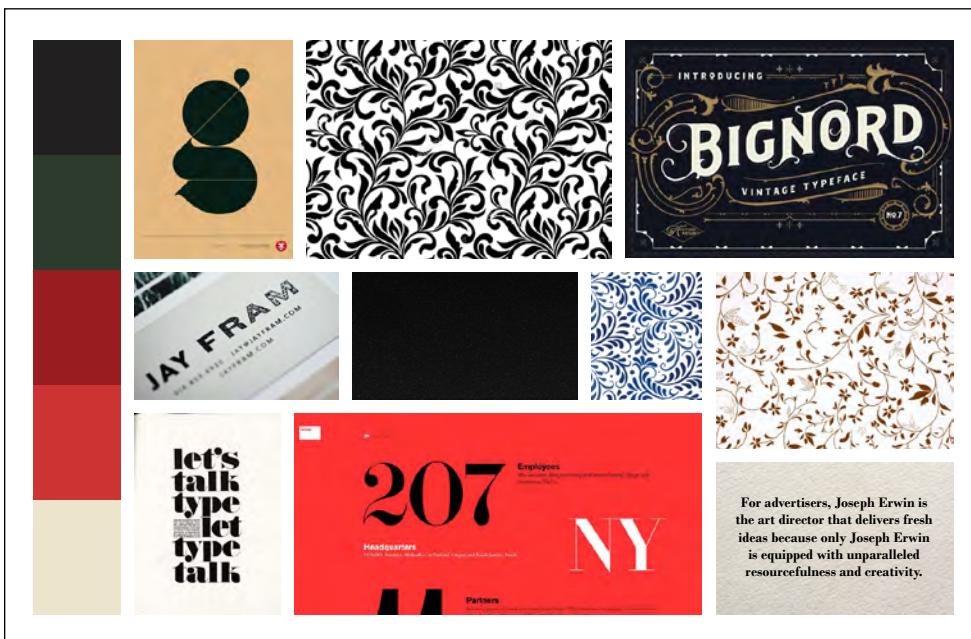
[DIRECTIONS](#)

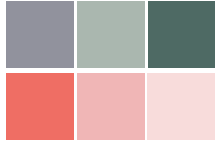
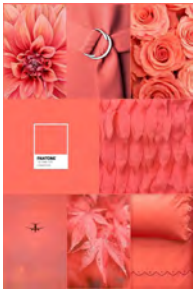
[RUBRIC](#)

overview

Students will use InDesign to create an idea board that is the hybrid of a traditional mood board and brand board. A mood board is often more about color, pattern, and imagery, while a brand board displays examples that evolve from a developed identity. *Note: A Brand Board, which will evolve from this first Idea Board, is due in Section 3.*

Example shown on the following pages are from students in past years' classes.

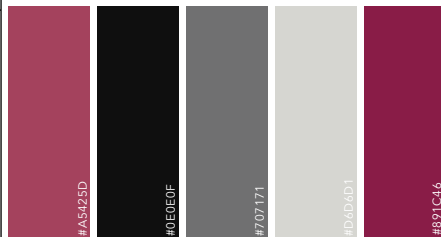




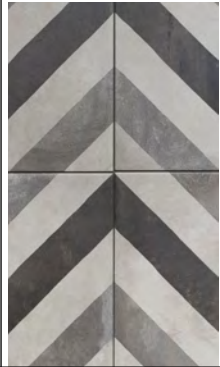
KIONA
LANE - lane
NEOTERIC

Wilderness
Gateway
Natural
Hatme White

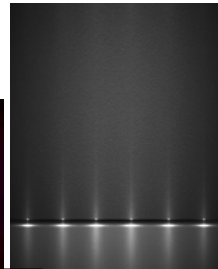
For individuals and business people alike, Katelyn Leonard Designs is the graphic designer that delivers solutions to all your design problems because only Katelyn Leonard Designs is skilled in all aspects of the design process.



DARK FOREST



For the modern business, Vant Designs is the UI/UX company that delivers strong design, prototyping, and coding because only Vant Designs works 24/7 to keep your business ahead of the game.

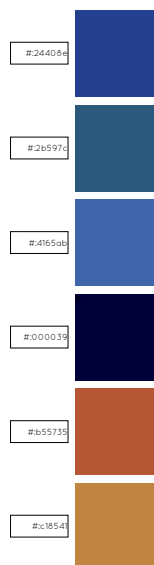
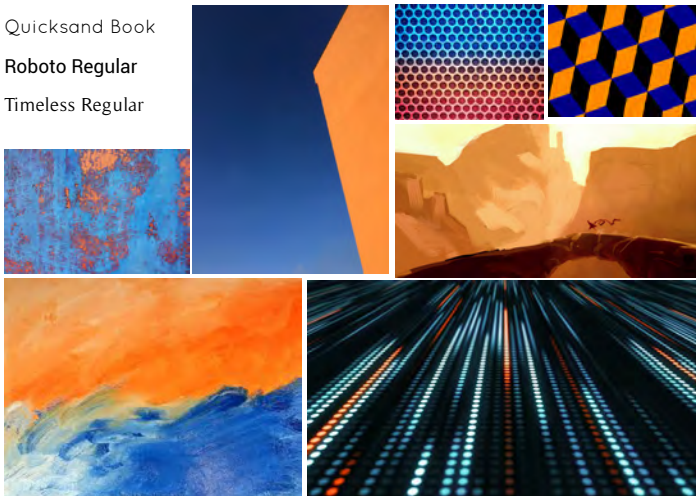


BLACKOUT

Distorted Studios Idea Board

For gamers of any age, Distorted Studios is the game dev studio that delivers exciting, but simple gameplay that anyone can enjoy because only Distorted Studios is the studio that people can trust to deliver a game that they will enjoy regardless of its contents.

Quicksand Book
Roboto Regular
Timeless Regular





abcdefghijklmnopqrstuvwxyz

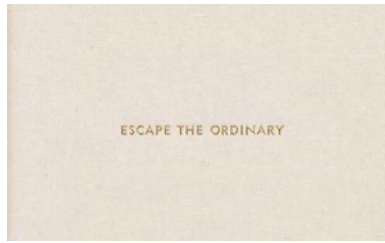
Caviar Dreams Avenir Geosanslight

For those who seek my skills, TLee Creations is the creative entity that delivers wonderful illustration, animations, and design, because only TLee Creations is bringing ideas to life.

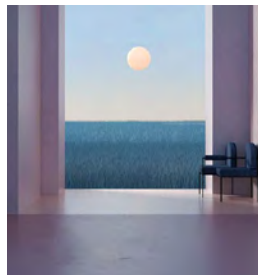


Abril Fatface
Merriweather
LUNA

Montserrat
Montserrat
Montserrat



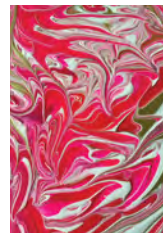
For small business owners looking to compete with large companies, Jodie Kelso Designs is the graphic design company that delivers a variety of creative solutions because only Jodie Kelso Designs is dedicated to building trust with our clients, making sure your brand is as unique as your business.



Futura a b c d e f g h i j k l m n o p q r s t u v w x y z



For young people who enjoy unique illustration with a colorful flair, K2 Designs is the digital artist that delivers interesting and thought provoking designs because only K2 Designs is willing to experiment with new ideas and styles that will represent the uniqueness of the client.



directions

SPECIFICATIONS

- Create this in InDesign.
- Tabloid: 11 inches x 17 inches | Portrait or Landscape - student's choice | .5 inch margins
- Use as many boxes as you would like.
- Imagery should be high enough resolution to be viewed well. (150dpi at 100% minimum)

This idea board should include the following:

- **Typography**
- **Patterns**
- **Colors:** at least 5 color boxes - color breakdowns optional, not required
- **Textures** - digital and/or tangible
- **Imagery** - no logos or identity systems from other sources are allowed
- **Copywriting tone samples** - (highly encouraged, but not required)
- **Your Brand Positioning Statement** (from Brand project),
which includes **Your Company Name (or Your Name)**.

STEPS

1. Create an InDesign document to the specs listed above.
2. File : Save As **YOUR LAST NAME_IdeaBoard**.INDD.
3. When finished, be sure to **File : Package** so you have all elements easy to find for later use.
4. File : Export (or pull from Package files) and turn in **PDF**.



Prof. Nikki Arnell 7:58 PM

In this channel, each student post (not in a thread) their **IdeaBoard.PDF**.

See directions on project sheet and make sure you name it correctly!

DUE > WHAT • WHEN • WHERE

DUE by **11:00am** on **THURS JAN 25:**

- **SLACK** :
YOUR LAST NAME_IdeaBoard.PDF in post on Slack channel **#4503_sec1_idea-board**
- **GOOGLE DRIVE** :
Place **packaged InDesign file** in shared Google Drive sub-folder for this class >
SECTION 1 : IDEA BOARD.

For the **IDEA BOARD** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- Idea board explores visuals that support verbal Brand claims.
- Idea board shows design skills and aesthetic awareness in the service of marketing.
- File created correctly and turned into correct places.
 - Packaged InDesign file (fonts, images, INDD file, and PDF file) turned into correct Google Drive shared sub-folder.
 - PDF shared in Slack #4503_sec1_idea-board channel.
- No misspellings or grammatical errors.
- Ambition - How much did you challenge yourself?
- Time organization skills displayed.

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job hunt journal

[OVERVIEW](#)

[RUBRIC](#)

[DIRECTIONS](#)

This project is directly related to finding employment at an existing company; however, the same journal/process could be applied to an active freelancing career and the never-ending task of finding and keeping clients. **It is not required that you actually contact anyone for this project; however, this journal – or something like it – is intended to be used after this semester.**

YOU MUST BE A MACHINE.

You must become a list-maker, a record-keeper, and an organizer of chaos. You must set a goal and reach it. You must have a commitment level that will need to be so focused that a few negative or indifferent reactions will only help sharpen your skills.

NETWORK NETWORK NETWORK

Answering a job announcement is easy, but the best creative jobs are often not posted.

ALWAYS NETWORK every chance you get. As explained on Creative Bloq's "20 Tips for Design Interview Success" by Kevin Gordon:

Don't be shy. These days, not every job is advertised... You have to keep your ear close to the ground. Also don't wait for vacancies to appear. There doesn't need to be an actual job vacancy in order for you to get work. If your experience and skillset will help a studio or agency win business, improve its offering, or bring an innovative approach to the table, then that studio may try to make a space for you. Added value cannot be underestimated. Creative agencies are busy places, so if your details hit the right screen at the right time, you could make someone's life easier and bag your dream job interview.

Networking includes making appointments with creatives in a new city just to make a connection and get your work (and personality!) in front of important people. Sometimes these meetings are informational interviews and sometimes these turn into jobs. They are priceless interviewing experience to help you improve, especially in the "New Normal" of Zoom-land.

BUT HOW?

No matter what, **you must know how to find out who works in the positions that will decide to hire you.** If you don't, any letters you send will end up with HR (Human Resources – the people who do the hiring paperwork, but not the picking) or some other huge pile. You must cut through the masses in this extremely competitive industry.

STEP 1:

Research.

STEP 2:

Contact (after you practice) on phone, email, socials, and/or a good old-fashioned paper letter (on your branded letterhead).

STEP 3:

The next VERY IMPORTANT step is to keep track of contacting these people because you won't reach anyone on the first try. And you need to reach out to as many people as possible – throw your net wide, so to speak – to increase your chances of landing a job.

The journal will be created using a provided interactive PDF with **fillable boxes**.

→ **Project requirements involve only STEP 1**; however, the point of the journal after this class is to use it while out “pounding the pavement” to find a job. Keep track of your connections! You should also continue to research more locations and keep all information updated. If a student prefers to write by hand, the PDF can also easily be printed in the future.

EXTRA CREDIT

If student would like the InDesign file to rebuild according to brand standards, just ask Prof. Nikki. You must then [create an interactive PDF form](#) using this file, which is very easy.

RUBRIC:

- Directions were followed accurately with absolutely no errors.
 - Ambition - How much did you challenge yourself?
 - No misspellings.
 - **Research under City (#1, #2, #3) Information is thorough for 5 companies in each.**
 - Interactive PDF is used correctly. Information filled in these boxes.
-
- Research listed displays student understood what she/he/they the information.
 - City (#1, #2, #3) Communications Logs are let blank.
 - Organized Presentation.
 - Interactive PDF works correctly.

directions

Download the file **Job_Hunt_Journal.pdf** from Slack #4503_sec1_job-hunt-journal channel. Open and **File : Save As YourLastName_Job_Hunt_Journal.pdf**. This is an interactive PDF to be filled in by your research.

Research 3 cities, preferably all in the United States because information retrieval on this project will be easier for you.

*Note: **The Communications Log** after each city is to be used in your future after this class, so just ignore it (and its many blank pages!) now! You are also not required to contact anyone at this time.*

CITY 1

CITY 2

CITY 3

COMPANY INFORMATION
COMMUNICATIONS LOG

COMPANY INFORMATION
COMMUNICATIONS LOG

COMPANY INFORMATION
COMMUNICATIONS LOG

1

In the **Job Hunt Journal Workshop**, sources of information for this will be supplied and explored in class; however, work outside of class will also be necessary.

Within each city, research **5 places** a designer (art director, social media content creator, production artist, digital designer, UI/UX designer, etc.) would find employment located in the area.

Dream big! These should be high-end, like an in-house corporate headquarters, a full-service advertising agency, etc. And make sure you really research. For example, sometimes “advertising agencies” sometimes do no creative work at all.

CITY 1 | COMPANY 1

TIER 1: TIER 2: TIER 3:

ADDRESS:

PHONE NUMBER:

WEBSITE:

SOCIAL MEDIA PLATFORM(S) & HANDLES:

CLIENTS (PAST AND/OR PRESENT?):

AWARDS? WHAT KIND? FOR WHAT? WHEN?:

SPECIALTIES:

CREATIVE DIRECTOR'S NAME (Or similar title of one in charge of creative department. Nobody with Account Director in title. CEO only allowed if a creative owns the business.); Information, Title (if not C.D.)

CREATIVE DIRECTOR'S PHONE NUMBER: Information (or Not Available)

CREATIVE DIRECTOR'S EMAIL: Information (or Not Available)

CREATIVE DIRECTOR'S LINKEDIN:

CREATIVE DIRECTOR'S OTHER SOCIAL MEDIA PLATFORM(S) & HANDLES:

OTHER:

3

4

5

Note the information needed for each company:

- **Company Name:** Information
- **Address:** Street, City, State, Zip
- **Phone Number:** (XXX) XXX-XXXX
- **Website:** Information.com (or other)
- **Social Media Platform(S) & Handles:** Information, @Information
- **Clients (past and/or present?):** Information
- **Awards? What kind? For what? When?:** Information
- **Specialties:** Information
- **Creative Director's Name** (Or similar title of one in charge of creative department. Nobody with Account Director in title. CEO only allowed if a creative owns the business.): Information, Title (if not C.D.)
- **Creative Director's Phone Number:** Information (or Not Available)
- **Creative Director's Email:** Information (or Not Available)
- **Creative Director's LinkedIn:** @Information
- **Creative Director's Other Social Media Platform(S) & Handles:** Information, @Information
- **Other:** Information (or Nothing)

When finished, upload the completed PDF to Slack and to the Google folder requesting it.



Prof. Nikki Arnell 7:58 PM

In this channel, each student post (not in a thread) their **JobHuntJournal.PDF**.

See directions on project sheet and make sure you name it correctly

DUE > WHAT • WHEN • WHERE

DUE by **8:00 am THURS FEB 15** :

- **SLACK** :

Post the correctly named file also in Slack on the **#4503_sec1_job-hunt-journal**.

- **GOOGLE DRIVE** :

Place **packaged InDesign file** in shared Google Drive sub-folder for this class >

SECTION 1 : JOB HUNT JOURNAL.

self-evaluation

At the conclusion of this Section 1, look back at your performance and see what your **challenges** and **accomplishments** are. Also, consider how you will apply this knowledge to future projects.

This Self-Evaluation form is completed on [THIS GOOGLE FORM](#). It is turned in to the professor when you click SUBMIT at the end.

DUE BY 8:00am on SAT FEB 17. It is required for your Section 1 grade.

This is intended to provide extra time if necessary after the last project is turned in; however please do not forget to do it!