

BRANDING : LECTURE 2

- **DISCUSS**
 - RESEARCH (SLACK THREAD POSTS)
 - PERSONAL MISSION STATEMENT
 - BUSINESS PLAN A
- **BRANDING EXERCISES**
- **BEGIN PROJECTS**
 - BRAND
 - IDEA BOARD
 - LOGO
 - JOB HUNT JOURNAL
- **FOR NEXT WEEK**

FAVORITE LOGO

WORST LOGO

BEST BRAND

DESIGNER/ ARTIST/ GROUP/ PAGE EXAMPLE

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Personal Mission Statement Worksheet

PERFORMANCE

For the following, give your best answer. Really think these through and do your best to answer as completely and accurately as possible. Remember that this is about your life and your goals. It is about who you are - or who you need to be.

Q1 I am at my best when:
Your answer:

Q2 I am at my worst when:
Your answer:

Back Next

Personal Mission Statement Worksheet

BALANCE

Think of balance as a state of equilibrium and answer in each of the four dimensions: physical, mental, spiritual, and social/emotional. What are the single most important things you can do in each of these areas that will have the greatest positive impact on your life and help you achieve a sense of balance?

Q3A Physical:
Your answer:

Q3B Mental:
Your answer:

Q3C Spiritual:
Your answer:

Q3D Social/Emotional:
Your answer:

Back Submit

- When you Submit it, I will receive it in Google Docs.
- I will give you credit for doing it and then place the PDF of it in your shared class folder under SECTION 1.
- I will also supply the following reference sheet on Slack so that you can figure out YOUR Personal Mission Statement from this worksheet.



Copy text from the Google Workshop PDF and replace the Q# below. For example, your answer from Question 1 should replace Q1 below.
Note: Most of it will make sense. If you need to rethink how you answered something, please feel free to change it below.

This is not due to Prof. Nikki. I just think you should do it. ☺

I am at my best when **Q1**.

I will try to prevent times when **Q2**.

I will enjoy my work by finding employment where I can **Q3**.

I will find enjoyment in my personal life through **Q4**.

I will find opportunities to use my natural talents and gifts such as **Q5**.

I can do anything I set my mind to. I will **Q6**.

My life's journey is **Q7**.

I will be a person who **Q8**.

My most important future contribution to others will be **Q9**.

I will stop procrastinating and start working on: **Q10**.

I will strive to incorporate the following attributes into my life: **Q11A, Q11B, and Q11C**.

I will constantly renew myself by focusing on the four dimensions of my life: **Q12A, Q12B, Q12C, and Q12D**.

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IDENTITY:

What's your full name?
Replace this text with your answer.

Would you like to create a brand that refers to you as a person or you as a thing? In other words, do you want to have a business that is known by your name or by another name?
Replace this text with your answer.

What is the location of your business? If you do not know yet, state your ideal location. Or you could explain something like "A large city in the U.S." or "A medium-sized city in the northeast region of the U.S."
Replace this text with your answer.

Where would you rather work? Virtual from home or at a physical office?
Replace this text with your answer.

S.W.O.T.

A S.W.O.T can help you assess the strengths and opportunities you currently have so you can map the shortest path to your goals. It will also help you understand any obstacles in your path, whether they are outside of you, or internal. Creating a S.W.O.T analysis of your creative business can be extremely useful as a way of identifying potential difficulties and opportunities for your business and for yourself.

- **Strengths and Weaknesses** are internal aspects of you and your business.
- **Opportunities and Threats** are external aspects of you and your business.

Use each section to identify problems and solutions in other sections. You can use your strengths to spot related weaknesses (EX "I am well-organized" is a strength, "I am too rigid" is a related weakness), then use that weakness to identify an opportunity, and so on. Think laterally when you are doing your SWOT analysis. Don't get caught up in analysis the whys of these, just jot them down as you think of them. Brainstorm!

See example here.

<p>STRENGTHS</p> <ul style="list-style-type: none"> - Low break even point - Ever growing industry - Talent for Hire - Flexibility - GEO Diversification 	<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> - Partnership - Skill Development - Work from Home Mantra - Marketing opportunities
<p>WEAKNESSES</p> <ul style="list-style-type: none"> - Individual Dependency - Scale Up - Client Dependency - Uncovered Risks - Working for the business - Price competitive nature 	<p>THREATS</p> <ul style="list-style-type: none"> - Freelancing site shuts down - Bad reviews and feedback - No entry barrier

YOUR MISSION:

What drives you? What keeps you motivated? What are you passionate about?
 Replace this text with your answer.

What is important to you in business? What are your ethics, values and reasons for being in this profession?
 What kinds of creative work do you specifically want to do? Answer this as if money or job availability didn't matter.
 Replace this text with your answer.

Describe your creative industry. Is it a growth industry? What changes do you foresee in the industry, short-term and long-term? How will you be poised to take advantage of them? If you work across multiple industries, you need to answer these questions for all of them.
 Replace this text with your answer.

Describe your most important strengths and core competencies. What factors will make you succeed? What do you think your major competitive strengths will be? What background experience, skills, and strengths do you personally bring to this new venture?
 Replace this text with your answer.

Where do you see yourself in 12 months? This does not mean just location. What are you doing? Please keep this as much as possible to your career, even if you plan to get married and/or have a family.
 Replace this text with your answer.

Where do you see yourself in 5 years?
 Replace this text with your answer.

Where do you see yourself in 10 years?
 Replace this text with your answer.

How are you going to make these goals happen?
 Replace this text with your answer.

YOUR PRODUCTS AND SERVICES:

Examine yourself before you go into business. You want to look for avenues and opportunities which play to your strengths. Examine fields that you enjoy for opportunities. If you love to talk with people rather than sending email, look around for conferences and networking opportunities. By doing this, you know more about yourself and more about who your direct competition would be (next).

Pick from this list and/or add additional items. After each one listed, describe in-depth what you offer in relation to this item. Specifically answer what your qualifications are in these areas and what factors will give you competitive advantages or disadvantages. You should have at least 5 items.

- Advertising, Animation, Logo Design, Collateral, Marketing Strategy, Publication Design, Book Covers, Social Media, Political Causes, Coding, Apps, Web, Drawing/Illustration, Fashion, Film/Video, Games, Motion Graphics, Interiors/Buildings, Multimedia, Performance, Photography, Training and Education, Painting, Sculpture, Murals, Music Composition, Writing
- Key Partnerships: List any businesses or services you'll work with to run your business. Think about suppliers, manufacturers, subcontractors and similar strategic partners. If you have none right now, remove this entire bullet point.

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Key Resources: List any resource you'll leverage to create value for your customer. Your most important assets could include staff, capital, or intellectual property. Don't forget to leverage business resources that might be available to women, veterans, Native Americans, and HUBZone businesses. If you have none right now, remove this entire bullet point.

YOUR COMPETITION:

Explain your direct competition is in relation to the following. Describe the qualities of a person who would be competition (not an actual person). Who would be hired instead of you?

Creativity:
 Replace this text with your answer.

Talent:
 Replace this text with your answer.

Ability:
 Replace this text with your answer.

Training:
 Replace this text with your answer.

Experience:
 Replace this text with your answer.

Values:
 Replace this text with your answer.

Specialty:
 Replace this text with your answer.

YOUR CLIENTS:

Who is your ideal client(s)? For example, is it a small business owner or do you want to do contract work for large companies?
 Replace this text with your answer.

How will you find your client(s)?
 Replace this text with your answer.

CUSTOMER RELATIONSHIPS:
 How will clients interact you or your business. Is it automated or personal? In person or online? Explain the client/customer experience from start to finish.
 Replace this text with your answer.

What type of marketing/networking will you do to get your name out there?
 Replace this text with your answer.

Will the ideal client give you little or full control over the project scope? Do you like a lot of direction or a little. If it's in the middle, be specific in your answer.
 Replace this text with your answer.

Will you give any discounts to clients for any reason?
 Replace this text with your answer.

What are your desired results? Number of clients or projects per month.

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Replace this text with your answer.

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EXERCISE #1: FRONT PAGE NEWS

Picture this:
10 years from now, your brand is on the front page news for achieving greatness.

What does the headline say?
 Have you cured a problem?
 Grown to be the biggest?
 Changed the way people do something?

What does success look like?

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 the team (you) to achieve it.

<http://punchy.co.uk/run-branding-workshop-exercise/>

EXERCISE #2: THE COCKTAIL PARTY

Imagine your brand is a person who just showed up at an **industry party** full of **your ideal customers and competitors**. 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 in one column.

Next, imagine your **brand snuck off to the bar and downed a few Long Island Ice Teas**. It comes back to the party buzzed. How does your brand act differently? Is it funnier? Talking louder? More confrontational? How does it approach competitors and customers now? Write this down in a new column.

WHY?

This exercise helps you:

Explore your brand personality and how you might amplify it. In most cases, brands have room to turn up the dial on their personalities.

Could you take a little inspiration from your buzzed brand and be more approachable, vibrant, bold or even a bit cheeky?

<http://punchy.co/8-fun-branding-workshop-exercises/>

EXERCISE #3: BAD GUYS & SUPERHEROES

If your brand was a superhero, who are **the bad guys**? Who is **your arch nemesis**? What **evils** are you trying to rid the world of? Your answers can be concrete or abstract.

For example, an IT consultancy might be about vanquishing complex solutions and long helpdesk queues. A fitness studio may be against intimidating classes and lack of confidence.

WHY?

This exercise helps you:

To understand your brand's greater purpose, and the value you offer customers. These are things that drive your organization and must be a part of your brand.

Sometimes, being clear on what you're against makes it easier to understand what you stand for.

<http://punchy.co/8-fun-branding-workshop-exercises/>

EXERCISE #4: THE COMPARISON GAME

If your brand was an animal, **would it be a lion, an eagle or a dog?**

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**.

You can play this game across lots of categories: soft drinks, famous brands, animals, clothing brands, superpowers, colors, bands, celebrities, emotions, cities, tools etc.

WHY?

This exercise helps you:

Look through a different lens to see new things in your brand.

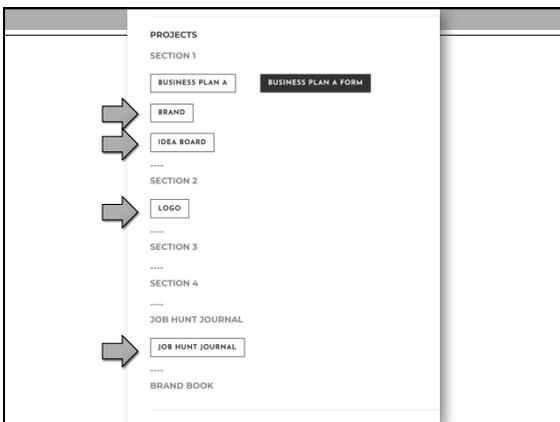
For example, you may dream of being the lion but realize your brand is more like the lamb.

There's something wonderfully non-threatening about comparing your brand to an animal, which can reveal powerful insights.

<http://punchy.co/8-fun-branding-workshop-exercises/>

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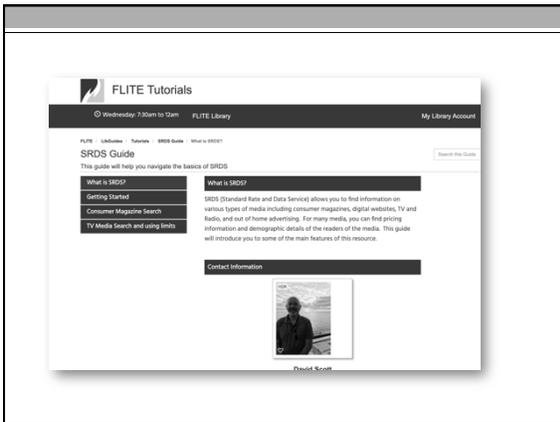
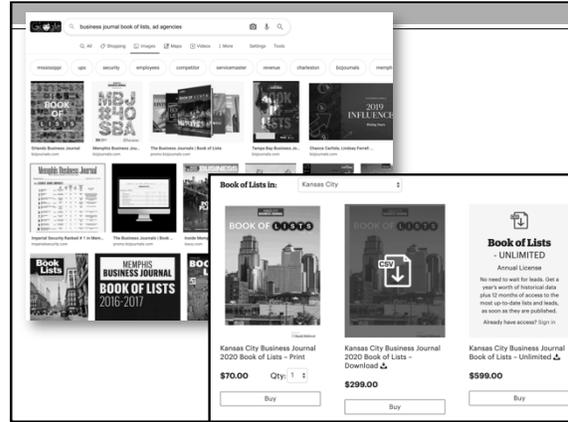
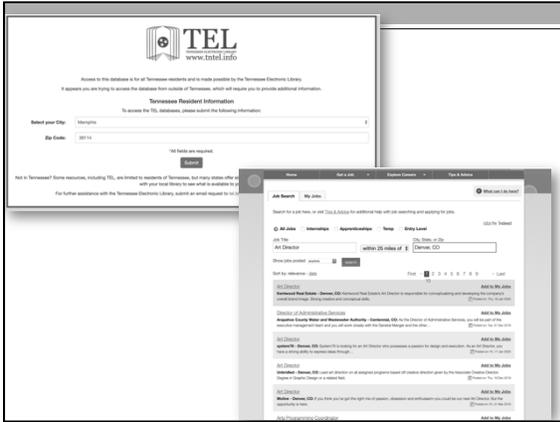
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The Creative Post website features a navigation menu with categories like 'FOREVER INCOMPLETE LIST OF AGENCIES', 'LEADERS', and 'BACKBITS'. The main content area includes articles such as '50 Creative Ways To Celebrate Happiness In Your Life' and '19 Best Coffee Shops in Austin, (Updated 2019)'. There are also sections for 'JOB OPPORTUNITIES' and 'FEATURED AGENCIES'.

The adbrands.net website displays 'United States Advertisers | Agencies' with a sub-header 'Agencies Advertisers Countries Sectors'. It lists several agencies including McCann Worldgroup, BBDO, Omnicom, Wunderman Thompson, Havas, and VML&R. Below the list, there is a section titled 'The Top US Advertising Agencies & Other Agencies in 2018' with a table of agency rankings.

#1 to #25	#26 to #50
● Omnicom	● PublicisGottlieb
● Accurate	● Omnicom
● Deloitte Digital	● TCB
● Pure Digital	● Mountain Media
● Epiphany	● SOG
● ...	● ...

The Memphis Public Libraries website shows a 'POPULAR DATABASES' section with a search filter. The databases listed include Ancestry Library, Career Transitions, and Commercial Appeal Newsbank. Arrows point to the 'Career Transitions' and 'Commercial Appeal Newsbank' entries.



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- Remember a **MAJOR POINT** is to find out **WHO is in charge** creatively (Creative Director, etc.)
- This is to whom you want to send your information.
- Not HR. Not somebody in accounting. Directly to the target.
- You send stuff. Then you call them. 😊 (not really yet, but in your future)

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FOR MON JAN 27

Mon Jan 27:

- Idea Board DUE, 10:45am.

Mon Jan 27:

- Brand Positioning Statement DUE, 10:45am.

- Start considering 3 cities for your Job Hunt Journal.

FOR MON JAN 27

1 Create a logo collection in a digital folder you entitle **Logo Research**. I realize Pinterest could be used for this, but please do not. Instead, research award-winning logos. Then every time you find a logo you admire, save just that image (screen shot or the image file). Rename the file to match the logo name.

- You must have at least 20 that are entirely (or almost entirely) logotype.

NHN FedEx zippo

- You must have at least 20 that you admire for the mark. Logotype is optional.



- Think about the following: Does the form appeal to you? Does it have solid visual weight? How does the space relate to the shape? How does it complement the product/service? What is the style? Is it timeless or is trendy? Is it flexible in its visual identity or does it say only one thing about the brand? How does/would the logo work on everything from a business card to an invoice to a social media icon? *If you cannot explain why it's great, then I consider this step as incomplete.*
- Place the **Logo Research** folder in **SECTION 2** folder on shared Google Drive folder. **DUE by Mon, Jan 27, 10:45am. Keep collecting throughout the semester!**

FOR WED JAN 29

DESIGN PROCESS: CONCEPT AND REFINE

Write your brand positioning statement on the paper as you begin your sketches.
For (target audience), (brand name) is the (frame of reference) that delivers (benefit/point of reference) because (brand name) is (reason to believe).

- 2 **Start sketching!** Keep all sketches of the entire process through final art. Present at least 50 thumbnail sketches (see Intro Lecture for quality expected).
- Draw or print out squares that are 1.5 in.². Create sketches within these.
 - 25 must be only logotype.
 - 25 must be only mark.
 - If some of those can cover both, it's ok; however, push your design skills to either just letters or just mark.
 - Include printouts (neatly affixed in your sketchbook) of any inspirational logos if you cannot render tight versions yet. They do not have to be in color. Remember that logos can be just logotype or a mark and logotype.
- LOGOS ROUND 1 DUE Wed Jan 29, 11:00am.**
Discuss in class. We will pick 10 of your logos from sketches that we deem your best work.