

final work

- [OVERVIEW](#)
- [BRAND BOOK](#)
- [BRANDED: GRAPHIC DESIGN SENIOR SHOW](#)
- [ADVANTAGE: A CAREER CLINIC](#)

objective

THIS IS IT!

You have now reached the conclusion of everything you have completed in this class.

In other words, your brand should be fully formed and it's time to show it! You should also have acquired the skills/awareness how to convey a professional, confident presence to represent your work and interact with others about it via the final workshops that capitalized on your abilities honed throughout your college career and the program at A-State.

Please note that **this book**, your presentation of work and professional presence at the **Senior Show**, and your final performance interacting professionally (similar to interviewing) at the **Portfolio Review** comprise **"THE FINAL"** for this course.

[MAIN MENU](#)

brand book

[OVERVIEW](#)

[RUBRIC](#)

[**WARNING!**](#)

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OBJECTIVE OF BOOK

The Brand Book is considered the vast majority of your FINAL GRADE for this class.

Everything you have created should go together into one full book of your brand. This book is intended to imitate a professional explanation of a real brand, including everything from how to use one's visual identity to the tone one uses when creating content for social media.

BUT...understand that the point of this brand book is a collection of all work completed in the class. In other words, **it is a polished professional book; however, it is a student's work.**

Avoid using this exact book after this class and the senior show if you are attempting to shed your "student" skin. Instead, consider it a strong starting point to something that can be edited down and re-bound for after you graduate if you'd like to have this as part of a portfolio.

FINAL PRODUCTION OF BOOK

This is technically a Second Try (sometimes Third or Fourth Try) for everything you have handed in thus far. **Complete any changes to make each of these pieces perfect in your Brand Book!** Also, please remember that all pieces must have correct spelling or you will fail this aspect of this project.

The book will live **online** at brandedshow.com and may also live on your own website and/or socials media.

Each book will also be **printed** on the Minolta in LIB-340. Books will be **printed double-sided** in class to letter-size high-quality laser paper. Prof. Nikki will then use a [thermal binder](#) to hold together pages in a way that resembles a [perfect bind](#).

If student would like to print and bind at their own expense, please receive approval from professor first. Neither saddle-stitching with staples nor spiral coil binds are allowed because they look cheap compared to a thermal bind. Saddle-stitching via other methods is not suggested due to the required size of signatures and those tricky creeps.

- Directions were followed accurately with absolutely no errors.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- **ABSOLUTELY NO MISSPELLINGS. A misspelling will give you an F.**
Do not trust InDesign to do this for you. Take the time to use (at least) a free app!
- **Perfect grammar.** Sloppy grammar will reduce your grade.
- All materials support brand positioning statement.
- Do all guidelines and rules create a cohesive look?
- Are explanations clear to provide directions to others?*
- *In other words, the Brand Book reads well for someone who is viewing it as a real plan for your brand/business. The words don't sound like "I had to do this because my teacher said to..."
- Are visual examples also given to aid in these directions?*
- *Is it clear that you understand how these guidelines would be used (hypothetically) by somebody else who is creating any work under your visual brand?
- Does the final piece look professional?
 - » Is everything formatted well and consistently?
 - » Does the design system used follow brand?
 - » Is the design system used applied consistently throughout the book?
 - » Are all files included in packaged folder?
- Tangible book is:
 - » Printed to specifications.
 - » Bound to high quality > either thermal bind or approved similar method.
- Digital book is an interactive PDF with correct hyperlinks.

FOLLOW THIS PROJECT SHEET'S REQUIREMENTS.

**Do not just blindly copy what was done last year.
The requirements are not the same.**

Remember that this book is a huge part of your final grade, so follow the directions I provide you here in this project sheet.

requirements



Much of the following is taken directly from your **Visual Guidelines**. You should start with this file (revised after viewing my comments from the project), re-save it, and build from there. If needed in class, professor will explain how to change pages to Facing and how to move pages around.

FILE SET-UP


You will build the file to be printed with **high-resolution (300 DPI) or vector images**. Links should be hyperlinked, even for the printed document that obviously doesn't link. Then when the file is also exported as an interactive PDF, the images can be compressed for the necessary smaller file size.


Name the file **YOUR LAST NAME_BrandBook**.INDD.

- Document should be Letter size (**8.5 inches x 11 inches**) with **.5 inch margins**.
- Do not use a bleed unless you are willing to cut down the pages.
We are not printing double-sided, so this is fine to do on a couple of pages –like the cover and/or sections – if you want to put in the effort.
- ▶ **REQUIRED: USE FACING PAGES FOR THIS DOCUMENT.**
- ▶ **REQUIRED:** Use [automated page numbers](#) on a Parent Page, even if your Parent Page is blank except for the page number.
- Setting up the document with **2 columns** is also a good idea because it can be ignored when you place one text box, but used as a guide if you want to make certain sections two columns.
- Layout the information consistently using your own brand's visual guidelines.
- Body text should be no larger than **10** or **11 pts** and use ample leading.

 **REQUIRED INFORMATION** [or  Required only if applicable]

If text is **in bold**, these words – or a rewording of such – is required.

 **COVER (and BACK COVER)** > Logo, "Brand Book," your name

 **TABLE OF CONTENTS** > List all elements and their page number.

VISUAL GUIDELINES

(Name of your company) **Logo**

Components of Logo (ONLY IF you have a mark and logotype that can live individually
OR if you have another mark that is created in addition to the logo.

Clear Space Requirements

- Clear space must be relative to something in the logo. Show and explain this.

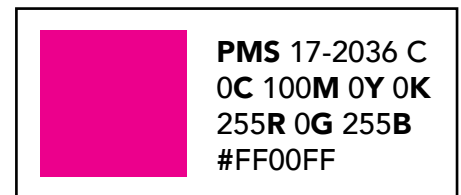
Minimum Size

Brand Colors > These may still only* be colors that are in your logo. Adjust if more.

*IF (not required now or ever) you choose to also have support colors, you must define as "Primary" (logo) and "Secondary" (support) colors and explain how each should be used.

» For each color, show it and then include in this order and with these items in bold:

- Pantone (**PMS**), assume on coated (C) stock
- **CMYK**
- **RGB**
- (Hex Code) #



Logo Color Options

Show and briefly explain each of the following, including what they are and when to use each. (Don't assume your readers know things that are common sense to you as a designer!)

- **Full Color**
- **Reverse Full Color**
- **Approved Color Variations** (if applicable)
- **Grayscale**
- **Reverse Grayscale**

Variation on Logo Structure

Unacceptable Logo Usage

Supporting Typefaces

- **Sans Serif**
- **Serif**

FOR EACH OF THESE:

Show the typeface, including its full alphabet (upper and lower case), punctuation, and numbers.

Explain when/why to use the typeface.

Visual Identity System

- Image of the following in one mock-up (provided if needed):
 - Business Card + ■ Letterhead + ■ Envelope
- **Digital Business Card** (Hyperlink these words to the business card) Show screenshot of the digital business card. QRC to card is optional.

Note: This was not part of the Visual Guidelines project.

Visual Identity Usage Guidelines

- ■ Letterhead - Show as flat art including all **typography, spacing*** and notes on how it should be used.
- ■ Envelope - Show as flat art including all **typography, spacing*** and notes on how it should be used.
- ■ Business Card - If you have an area to write something (unlikely), explain here.

***"typography, spacing"** includes:

- ■ Margins
- ■ Type treatment (*how to use the previously stated supporting typeface(s)*)
- ■ Leading
- ■ Kerning/Tracking (*if applicable, but this should be avoided*)

Website Favicon

- Show in a mock-up and on its own. Explain.

Social Profile Mark

- Show the PNG image on a mock-up. Explain.
 - » ■ **Instagram** should use your logo.
 - » ■ **Behance** should use your logo.
 - » ■ **LinkedIn** can either be your face or logo.

E-mail Sign-Off

Screenshot from [Hubspot generator](#) with this information:

- ■ Logo
- ■ Name
- ■ Job Title
- ■ Name of company
- ■ Phone Number (highly suggested)
- ■ Email
- ■ Website
- ■ Instagram and LinkedIn icons

RESUMÉ

- Place the PDF of your resumé in an image box that sits within the margins of the page and has a .5 pt. black stroke. Mock-ups are not allowed because they will become too low-rez to read when the file is compressed.
- At the bottom of the Brand Book page in very small (9 pt. or similar), include:
May 2025 resumé. Recent version available [online](#). >>then hyperlink “online” to your resumé PDF on your personal website.

REFERENCES

- Use what you completed in Section 3, which takes your information from Section 1’s References project and asks you to place contact information from that on your letterhead or some similar page that matches your resumé.

CORRESPONDENCE

- **Cover Letter:**
 - » Place an image of your cover letter. Be sure that it is clear and easy to read.
 - » Mock-ups are not allowed because they will become too low-rez to read when the file is compressed.
- **Thank You Email:**
 - » Write a short follow-up thank you letter to an interview (or some other short letter) in an e-mail using your email sign-off. USE GRAMMARLY!
 - » Be sure the email is to the same person as your cover letter.
 - » Take a screen shot.
 - » **DO NOT actually send the email!**

WEBSITE >>> This is your personal website. Behance will be with Social Media.

- List your home page’s domain (and www. if that is part of your URL.)Then hyperlink it.
 - » For example, I would write (and link) www.nikkiarnell.com even though the URL is <http://www.nikkiarnell.com/>
- Take screen shots of all required pages (**Home***, **About**, **Resumé**, **Work**, **Contact**) and anything else that properly documents your site. If your site is technically 1 “page” and sections use anchors, then consider these sections as pages.
- You may place them in mock-ups if you’d like. Both computer and phone screens are suggested to signify the response page.

SOCIAL MEDIA

- **Social Media Mission Statement** (from Social Media Form B)
- **Instagram**
 - » Your **@username** >> Link to this page on the PDF.
For example, [@Prof Nikki](https://www.instagram.com/prof_nikki/) links to https://www.instagram.com/prof_nikki/.
 - » **Screen Shot** (or multiple screen shots if necessary) of your finished **Profile**.
 - » **Screen Shot** of your main page grid.
- **Behance**
 - » Your **name** (or @username, but probably don't have this on Behance)
>> Link to your main page on the PDF. *For example, [Nikki Arnell](https://www.behance.net/profnikki) links to <https://www.behance.net/profnikki> because my profile states my name.*
 - » **Screen Shot** (or multiple screen shots if necessary) of your finished **Profile**.
 - » **Screen Shot** of your main page with all of its projects.
- **LinkedIn**
 - » Your **name** (or @username, but probably don't have this on LinkedIn)
>> Link to your main page on the PDF. NOT your feed! *For example, [Nikki Arnell](https://www.linkedin.com/in/nikki-arnell-5aa30263/) links to <https://www.linkedin.com/in/nikki-arnell-5aa30263/>.*
 - » **Screen Shot** (or multiple screen shots if necessary) of your finished **Profile** >>
This is a lot because it essentially becomes your resumé. Find the best way to show.
- **Social Media Research** (from Social Media Form A)

The following list influencers, groups, and communities with which I will use my social media presence to network.

Instagram Influencers

These are 10 Instagram influencers by whom I am inspired in relation to my career.

x 10 > For each, name the person and their username.

Active hyperlink on @username is optional, but encouraged.

Companies/Groups on LinkedIn

These are 5 companies or groups on this platform that benefit me to follow.

■ x 5 > For each, name the company or group.
Active hyperlink on name of company/group is encouraged.

■ Online Communities

■ These are **3 online communities that relate to my career with which I would like to involve myself and be mutually beneficial.**

■ x 3 > For each, name the group/community, as well as the domain.
Active hyperlink on domain is encouraged.

■ x 3 > **Why this group benefits me:** Explain

■ x 3 > **How I could benefit this group:** Explain

■ Social Media Content Calendar (from Social Media Form C)

■ Show your Content Calendar clearly. This is very important!
Make sure it is legible.

■ Then explain how you applied your content creation calendar (broad ideas) via brief words (checked for grammar and spelling) and show evidence of this via screenshots of some of your posts. Be sure to show examples of all platforms. Make it clear you know how to write for social media and use things like #hashtags, @call-outs, and cross-promotion well.

■ Social Media Scheduling

IF you used a scheduling app for any of your social media here, include this. Tell the reader the story and use your screen shots to explain this skill you used, including scheduled posts and actual posts. If you didn't use anything to schedule your posts, remove this from the Table of Contents.

■ BUSINESS PLAN

The following uses information from your Business Plan A. Be sure to update anything that has changed since you first filled this out in Section 1.

■ S.W.O.T.

■ Mission & Goals

[Your Mission, but don't include this subhead]

[Your Future, but don't include this subhead]

■ Products & Services

List only the following. Do this 3 times, as you did on the form >>

» **x 3 > Strengths**

Qualifications & Competitive Advantages

Competition

Ideal Clients

FINANCES & FORMS

The following uses information from your Section 4's Business Plan B and Financial Forms.

Cost-Of-Living Analysis in [Chosen City]

Include a screenshot of the Google Form used in the Money Talk for your chosen city that you used in Business Plan A. **You should update the math to quarterly!**

My Freelance Rates in [Chosen City]

Include all information from Business Plan B's QUESTION 1 - FREELANCING RATES

My Salary Goal in [Chosen City]

Include all information from Business Plan B's QUESTION 2

Estimate Form

Place the PDF of this form in an image box that sits within the margins of the page and has a .5 pt. black stroke. Mock-ups are not allowed because they will become too low-res to read when the file is compressed.

Quote Form

Place the PDF of this form in an image box that sits within the margins of the page and has a .5 pt. black stroke. No mock-ups for reason listed above.

Hourly Invoice Form

Place the PDF of this form in an image box that sits within the margins of the page and has a .5 pt. black stroke. No mock-ups for reason listed above.

Project Invoice Form

Place the PDF of this form in an image box that sits within the margins of the page and has a .5 pt. black stroke. No mock-ups for reason listed above.

PROMOTIONAL MERCHANDISE

Include at least four mock-ups of merchandise with their logo included. Find free layered PSD mock-ups of merchandise that makes sense for the brand. If you aren't sure, do a mug, hat, bag, shirt, and portfolio tag. See Prof. Nikki if you need files.

CONCLUSION

On the last page, have some small note of closure. Maybe thank the person for reading. Maybe it's typed. Maybe you scan in your own handwriting. You decide!

When finished, be sure to check your grammar and spelling again! Also, check all requirements to ensure you have completed every one of them.

Then **File : Package** all files for yourself. Be sure to bring these to class when due for quick retrieval in case there is a problem with your PDF file to print.

final files due

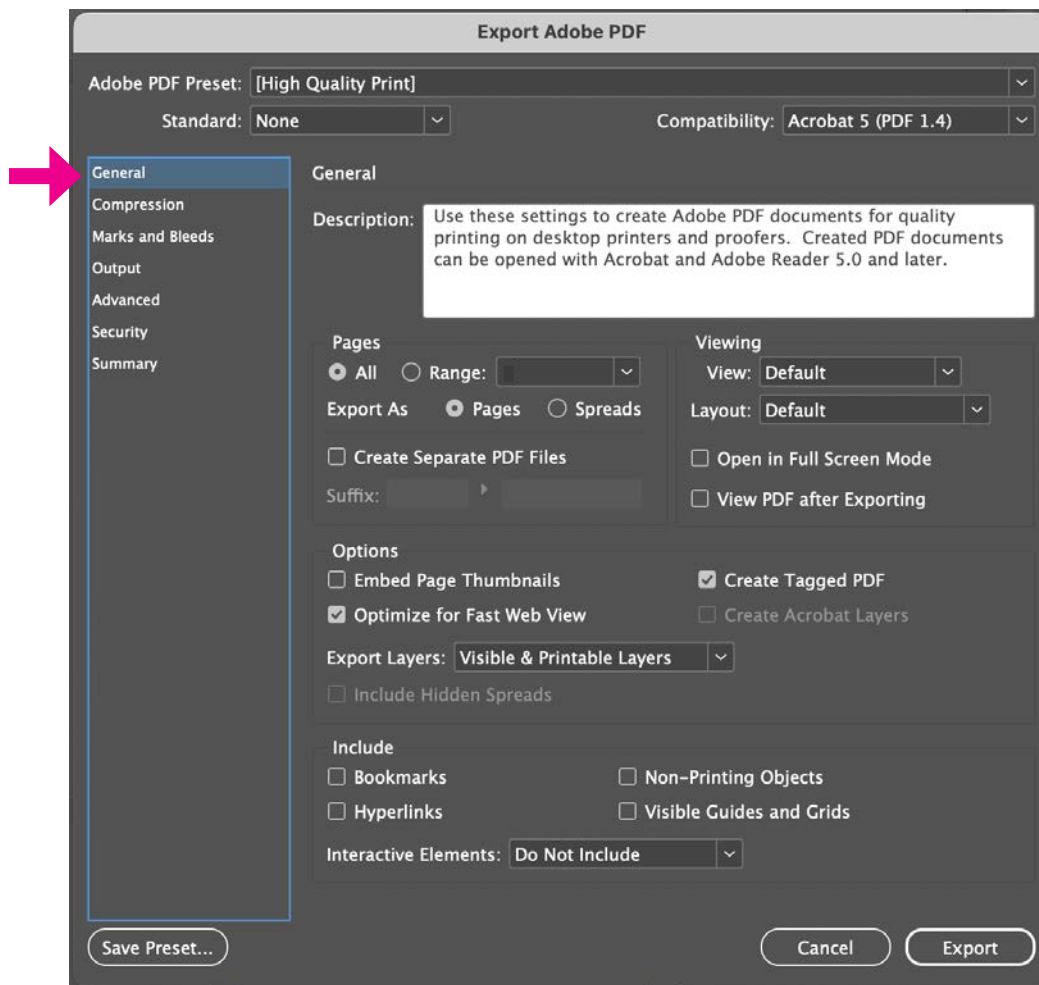
When finished and all work is double-checked, **File : Package** all files for yourself. Do this also for quick retrieval in class in case there is a problem with your file to print. Then complete the following PDF files:

PRINT PDF

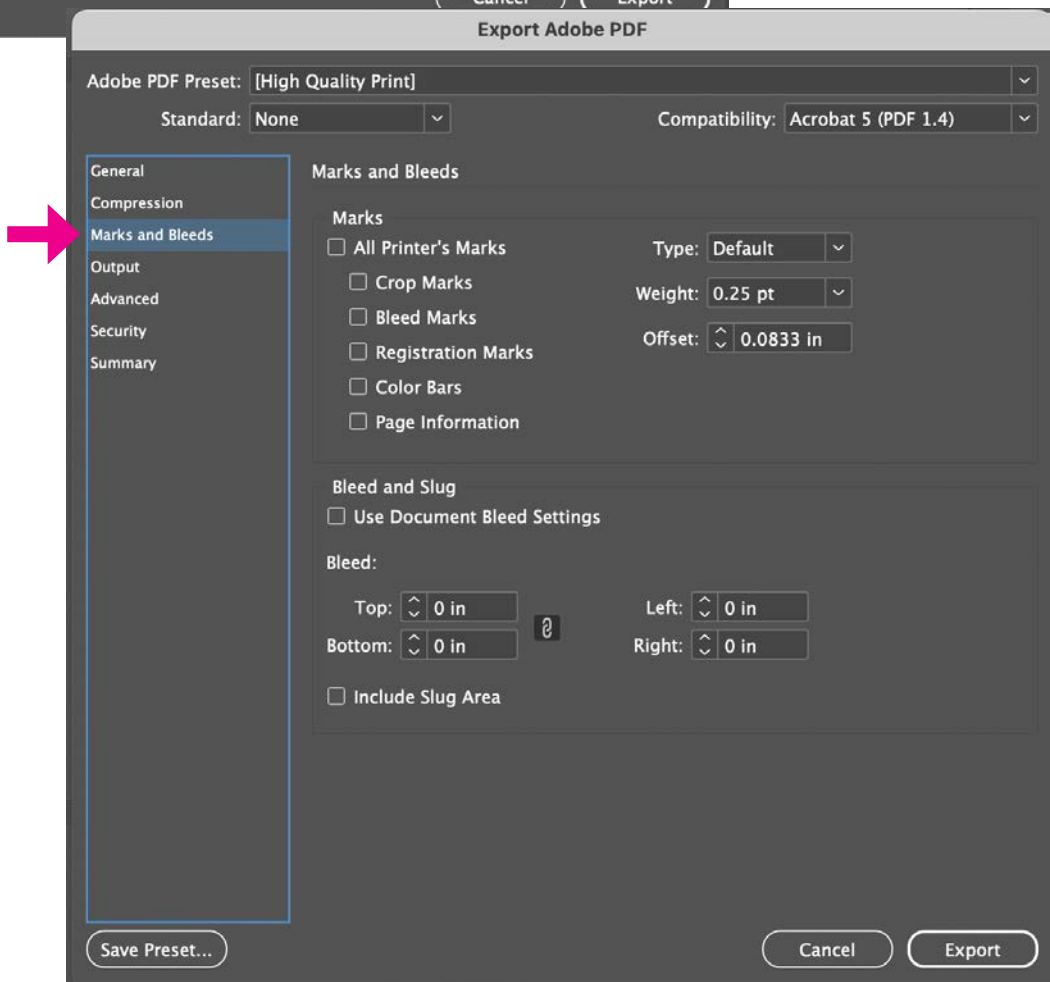
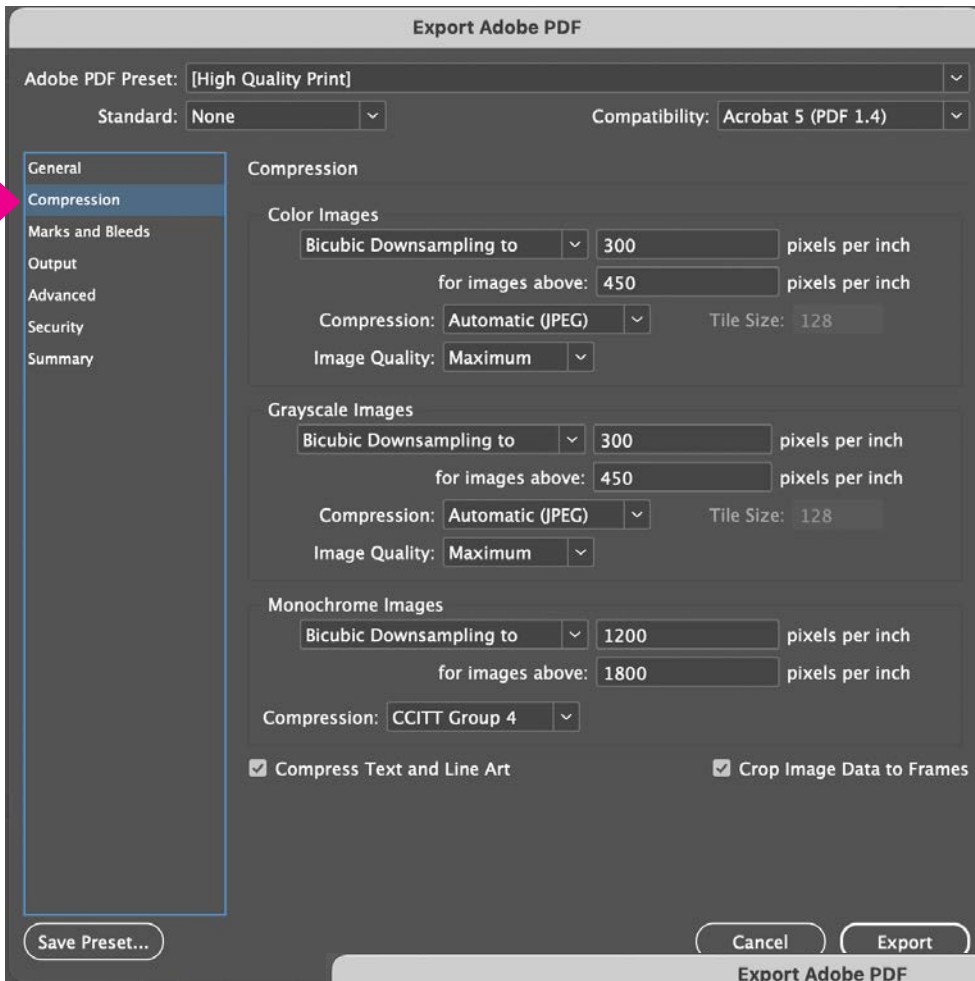
File : Export to a Format: Adobe PDF (Print) .

The name should stay the same, so it will be **YOUR LAST NAME_BrandBook.PDF**.

Copy the information on these frames:



see next page >>

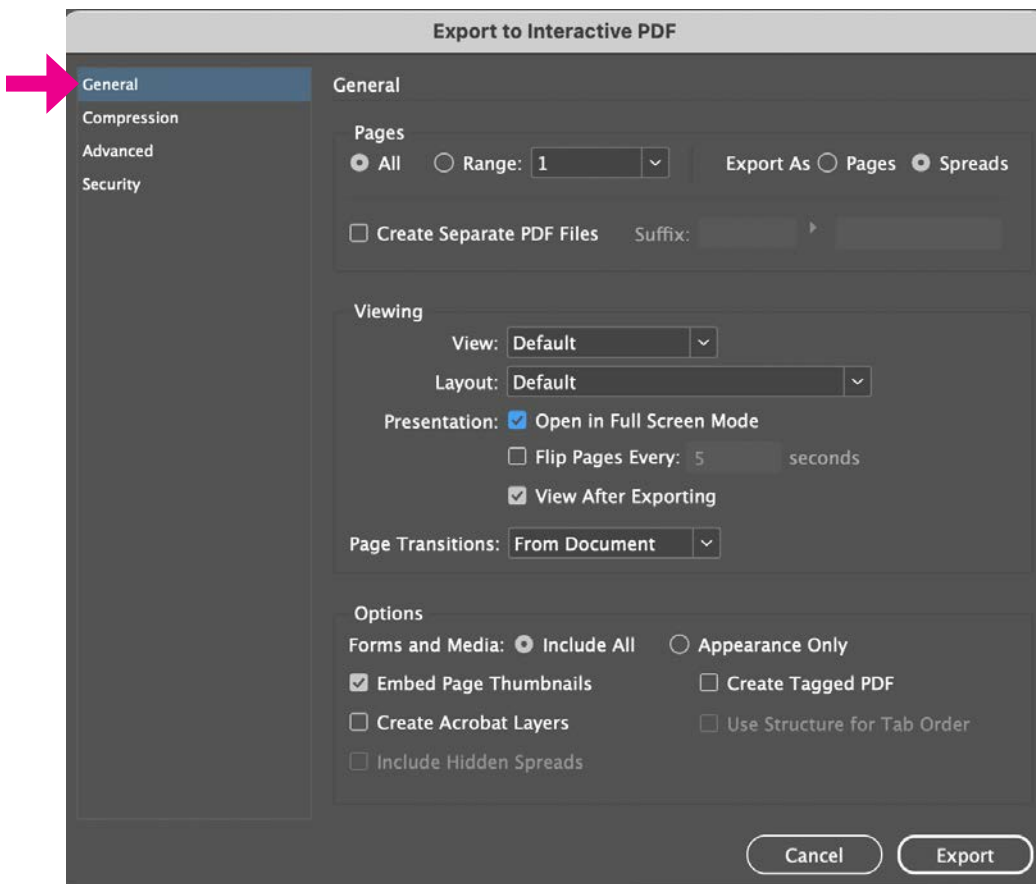


INTERACTIVE PDF

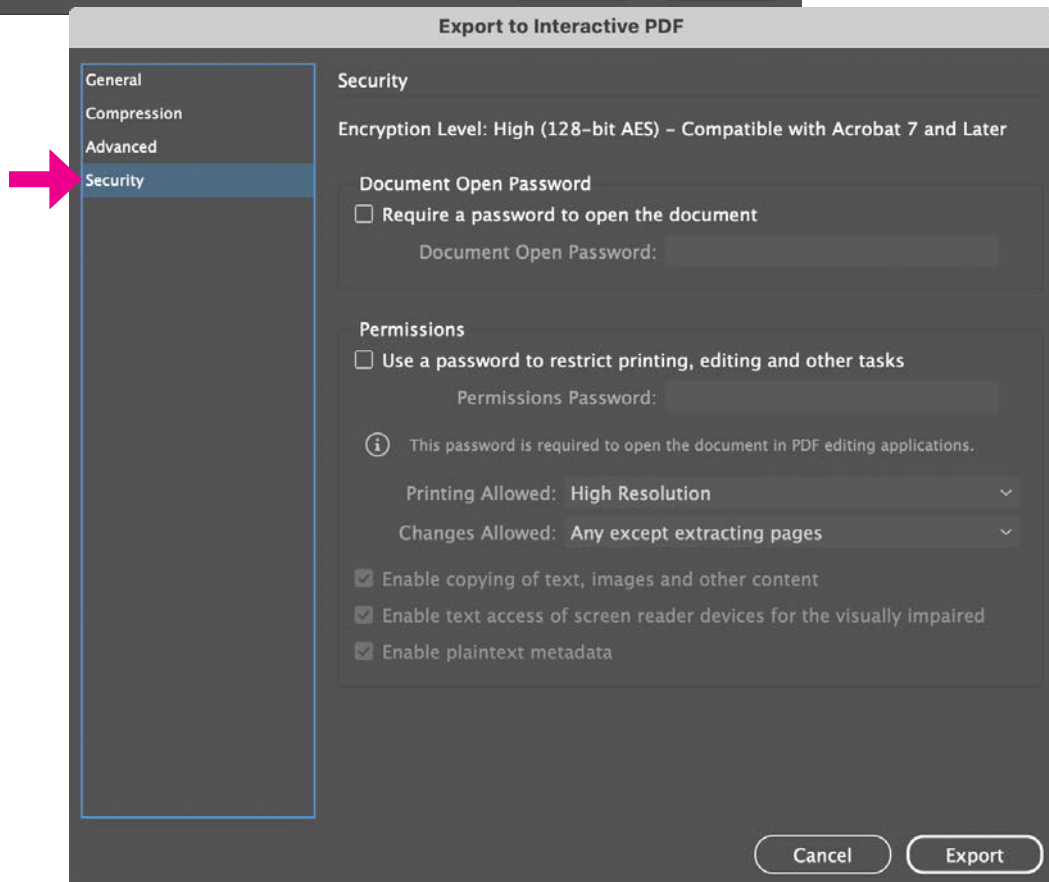
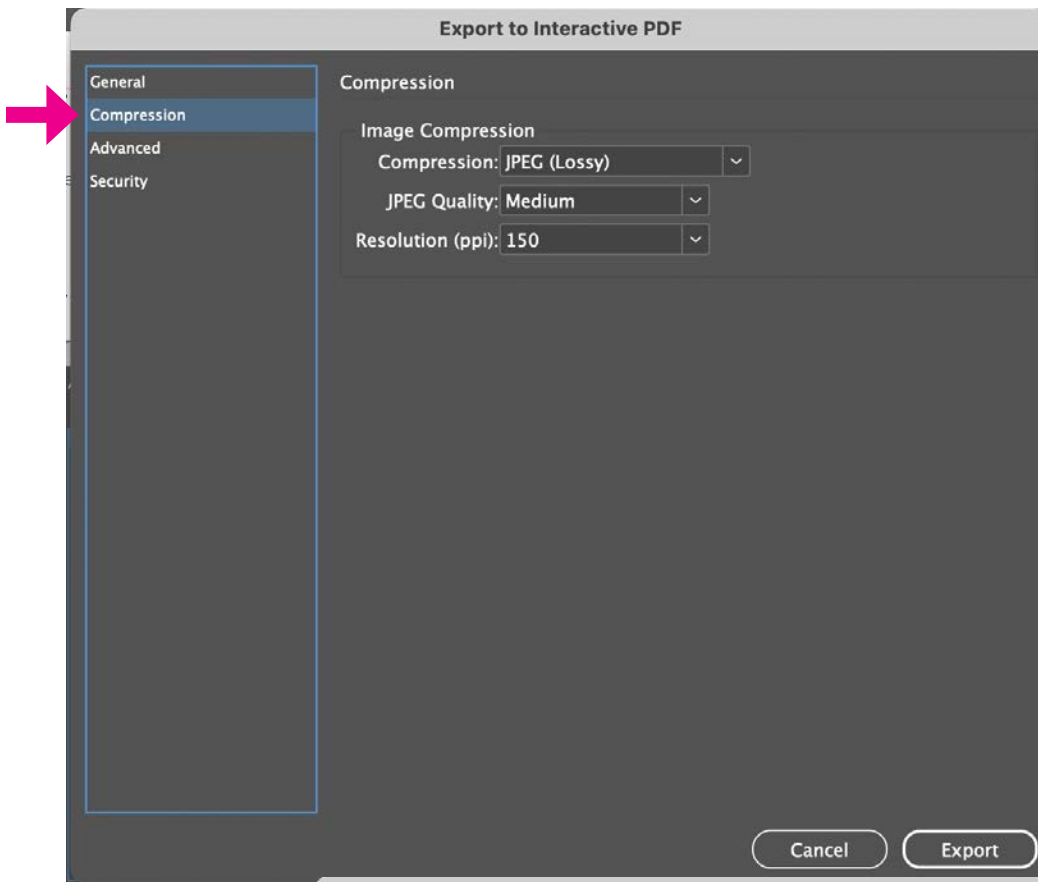
File : Export to a 




Name this file **YOUR LAST NAME_BrandBook-LINKS.PDF**.

Copy the information on these frames:



see next page >>



| | |
|---|--|
| ▼ FINAL WORK | |
|  | Final Brand Book > PRINT FILE PDF Apr 22 0 pts |
|  | Final Brand Book > INTERACTIVE PDF Apr 24 0 pts |
|  | Share With Class >> FINAL BRAND BOOK > INTERACTIVE PDF |

DUE > WHAT • WHEN • WHERE

FILE TO PRINT DUE by **8:00 am Tuesday, April 22nd.**

Upload **YOUR LAST NAME_BrandBook.PDF** in Canvas module
Final Brand Book > PRINT FILE PDF.

FILE TO SHARE ONLINE DUE by **8:00 am Thursday, April 24th.**

Upload **YOUR LAST NAME_BrandBook-Links.PDF** in Canvas module
Final Brand Book > INTERACTIVE PDF for Prof. Nikki to download and grade.

Also, upload this same file for your fellow students to view in Canvas Discussion module
Share With Class >> Final Brand Book > INTERACTIVE PDF.

branded: graphic design senior show

All provided directions followed >>

BEFORE THE EVENT:

- Student shows up to gallery space when asked on Thursday, May 1st for set-up.
- Student ensures their performance and space at the event is the best it can be. Student does not count on only doing what they are told because this is a minimum. Students must excel and use the professional communication they have been taught.
- All materials created before the event to the highest quality. This includes at a minimum:
 - » **At least 100 business cards professionally printed.**
 - » **Brand Book printed on high-quality paper and bound professionally** using thermal binder in class. Spiral binds and staples will reduce grade.

AT THE EVENT, scheduled Friday, May 2nd, 6-8pm

- Student arrives 30 minutes early (**5:30pm**) and is not late.
- Student stays after event to clean up and does not leave until 8:30 unless released by professor.
- All materials at show support brand positioning statement.
- Minimum [required materials](#) are present at show.
- Significant effort put forth to further brand space and self.
- Significant effort on night of Branded to engage with public in a professional manner.
 - » Professional engagement taught in interview workshops used.
 - » Business cards or other tangible and/or digital means of engagement provided.
 - » Efforts to obtain followers on social media.
 - » Resumé and/or business cards are handed out to those who will take them.

requirements

MINIMUM REQUIREMENTS

Student should keep track of notifications on Canvas and/or A-State email to ensure none of the following changes as plans come together for the show. Student should also make every effort to go beyond the minimum requirements.

- Arrive at least 30 minutes before start of program.
- Stay until the end of the program.
- 1 tangible Brand Book
- Stack of at least 50 business cards.
- If possible on your phone >> Cell phone with your digital business card available just in case. Also, cell phone with you to follow people on socials when you meet them.
- At least 1 tangible printout of a resumé in color on nice paper that matches what cover letter is printed on. *Minimum quality is copy paper. Use nicer paper if possible, but DO NOT use anything other than laser-printed paper in the Minolta.*
- At least 1 tangible example of cover letter (on letterhead). *Paper matters!!!*
- Stack of at least 35 printed resúms in color on (at least) normal copy paper.
- Laptop or tablet to show digital portfolio, which is a linear “book” as a PDF file you will build in Portfolio Capstone class. Set it up as a looped, automated slideshow easily in either Preview or Acrobat. *The university will let you borrow these the night of the event with enough advance notice if you do not have something!*
- Poster printed to hang on the wall.
Template provided to student. Prof. Nikki or Kim will print these in class.
- You dressed up as if you were going to an interview at an ad agency or design shop.
This will be explained in the Interview Workshop what that means. If you have questions, ask Prof. Nikki before the event.
- As many other things as possible to ensure your “space” is yours alone and engages with someone walking into the gallery the night of the event. It should be visually loud enough to be “heard”! **See Examples from previous years on Canvas.**

advantage: a career clinic

OBJECTIVE

Even if this event were not required, students would be encouraged to attend. You should go to events like this – both in person and online – as often as possible. However, the point of this that affects this course is to **undergo multiple portfolio reviews from professionals and to engage in a professional manner to encourage future networking**. Prof. Nikki will not be participating in interviews unless/until she is finished observing all GRFX-4503 students enough to properly evaluate their performance.

The following is from [this page](#).


CLICK HERE FOR REGISTRATION AND EVENT DETAILS!


ADVANTAGE IS BACK FOR YEAR TWO!

AAF-NEA is excited to bring back ADvantage, our career clinic designed specifically for students pursuing careers in advertising and marketing! Whether you're looking to land your first job or sharpen your professional skills, this event will provide you with the tools and connections you need to succeed.


At ADvantage, you'll have the opportunity to showcase your skills, receive personalized portfolio reviews, gain insights from industry professionals, and participate in mock interviews to prepare for your future career.

EVENT DETAILS

 When: Saturday, March 3rd | 9 AM - 3 PM (Lunch provided)

 Where: Arkansas State Carl R. Reng Student Union, 3rd Floor

 Who: College students majoring in any area of advertising or marketing

 What to Expect:

-  Portfolio Reviews
-  Mock Interviews
-  Networking with Industry Professionals
-  Informative Speaker Sessions
-  And More!

RUBRIC:

- All provided directions followed >>

AT THE EVENT, scheduled Saturday May 3rd, 9am-3pm.

- Student arrives 15 minutes early and is not late.
- Student stays the entire time.
- Minimum [required materials](#) are present at event.
- Student engages in a professional manner throughout the event.
 - » Business cards or other tangible and/or digital means of engagement provided.
 - » Efforts to obtain followers on social media.
 - » Resumé and/or business cards are handed out to those who will take them.
 - » Effort to collect business cards from others, especially interviewers.

requirements

MINIMUM REQUIREMENTS

Student should keep track of notifications on Canvas and/or A-State email to ensure none of the following changes as plans come together for this review. Many of these requirements are similar to the Senior Show, minus a big table of items.

- Arrive at least 15 minutes before start of program.
- Stay until the end of the program.
- 1 tangible Brand Book. (You will have yours from the Senior Show.)
- Stack of at least 50 business cards.
- If possible on your phone >> Cell phone with your digital business card available just in case. Also, cell phone with you to follow people on socials when you meet them.
- At least 35 printed resumés in color on (at least) normal copy paper.
- Laptop or tablet to show digital portfolio, which is a linear “book” as a PDF file you will build in Portfolio Capstone class. This time, you will walk each interviewer through your work. Don’t read your captions, but consider them a handy script to reference only if you get nervous!
- You dressed up as if you were going to an interview at an ad agency or design shop.
- A small bag or folder to collect business cards from as many people as you can. This includes interviewers (required), AAF-NEA volunteers, and maybe even fellow students from the region who are attending.