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All classwork and materials are now on Microsoft Teams; Join code: i1617qc

May 18th- May 22nd

Monday	Tuesday	Wednesday	Thursday	Friday
18th Objective: Observe professional branding creative process	19th Connect with team mates	20th Collaborate with team mates	21th <i>Continued</i>	22th <i>Continued</i>
Agenda: Watch full branding video to get a grasp of professional creative process in logo design and branding Due: Questions based on video (see below)	Watch the assignment video. Find your design team channel on the Microsoft Team and say hello to your teammates.	Read the assignment description, watch assignment video, and then meet as a team to choose jobs and choose a business	Creative director: Create mood board	Creative director: Finish mood board (project continues next week)
Office Hours: 2-3 <i>Via email</i>		Office Hours: 9 am-10am <i>(different than previous weeks)</i> <i>via email</i>	Meeting with Mrs Granberg and Creative Directors: 9:00-9:10 am on Microsoft Teams. <i>If you can't be there at 9, watch the recording of the meeting afterwards and leave a POST on the Team wall telling me you are the CD for your team and any comments or questions.</i>	

Monday

<https://youtu.be/A24V7CUWe4M>

This is an episode of the show, “Building a Brand”. I’m asking you to watch tv for school. Yay! Answer the following questions based on watching the video. I recommend pausing the video occasionally and answering the questions as it goes for efficiency. Answer #6 after finishing.

1. How many creative directors and how many designers are there?
2. The bearded creative director describes this process: Once they have 10-12 good concept options for the logo what do they do next? Describe what “Mock-ups” means, and why they make them.
3. Complete the sentence: “With identity design you always want to _____ not _____”.
4. What was interesting or surprising to you about their creative process? Answer in 2-4 sentences.

Tuesday

This video is over the entire three weeks of the project. You can watch the whole video if you are curious, but you only have to watch the portion on week 1 today. That is **minutes 0-9:55 on this video**:

[Instruction Video - Branding Project Explanation](#)

Next, find your name in the list below and go to your design team on Microsoft Teams. Introduce yourselves and schedule a time you can all meet tomorrow, Wednesday, (using the Microsoft Teams channel video option in the top right.)

I’ve (mostly) kept your groups within your same class period.

Team 1 (p. 7)	Team 2 (p. 7)	Team 3 (p. 7)	Team 4 (p. 7)
Abby Papp	Aayan Siddique	Elias Scott De MArtinville	Michael John Caribo
Bazzy Lorete	Ethan Blazer	Matthew Tappen	Fiona Treacy
Jaden Mendoza	Nina Kowalska	Sam Turney	Alex Clem
Eugene Von Verden	Nathan Stalder	Jenna Sorrow	Jacob Scalzo
Siri Ruud	Derek Pena	Bridgett Paik	Chris Pile
Team 5 (p. 4)	Team 6 (p. 4)	Team 7 (p. 4)	Team 8 (p. 4)

Ben Konopka	Avery Knirk	Alex Langele	Brennan Lee
Jasmine Nie	Jack Kautzsch	Aislin Alancheril	Isaac Dawson
Aakash Pany	Jalen Yoon	Viola Alatalo	Cami Ryall
Daniel Mcrorey	Evan Worsfold	Veeti Alatalo	Alice Zborovskiy
Jacob Edwards	Kody Shabaga		
Team 9 (p. 4)	Team10 (p. 4+5)	Team 11 (p.5)	Team 12 (p.5)
Sydney Louie	Braden Sunderland	Inaya Rizvi	Gavan Muuci
Ethan Medeiros	Parker Wats	Megan Polkinghorn	Viren Uddanwadiker
Jon Laub	Mila Kagetsu	Coleman Hardy	Damion Huang
Owen Zablocki	Jason Wang	Ryan Marston	Bingze li
	Justin Hoang	Hahna Lloyd	Joseph Tseng
Team 13 (p.5)	Team 14		
Emma Cheng	Lucas Fischer		
Juan Rodriguez Salazar	Carlo Reyes		
Anna Sullivn	Apollo Zhang		
Connor Russi	Charles Wing		
Stephanie Luu	Chileil Chen		

Wednesday

The branding assignment:

You will create branding, starting with a logo, for a client.

You can discuss as a group and choose between these 3 fictional clients:

1. A new outdoor gear store (think: hiking, camping, backpacking, etc.)
2. A high end restaurant (you chose the type of food!)
3. A pet supply store

See the video and the pdf for alllllll the assignment details:

[Branding Project Instruction PDF](#)

Thursday-Friday

Creative director meet with Mrs. Granberg at 9:00 am. C.D. creates the mood board. Post it to your team's files by Monday. You can use any program you want to assemble the mood board.

File specs: 4.5" x 10" document saved as a PNG.