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

May 26th- May 29th

Monday	Tuesday	Wednesday	Thursday	Friday
25th Objective:	26th Clarify the scope of the assignment	27th Generate creative ideas	28th Generate creative ideas	29th Generate creative ideas
Agenda: <i>Off - Memorial Day</i>	Watch Assignment Video minutes 9:40- the end Creative Directors: finish the mood board. Due Wednesday MORNING at 8	Designers- Start work on logo sketches with pencil and paper.	Designers-Continue work on logo sketches with pencil and paper.	Designers- Continue work on logo sketches with pencil and paper. 4 Sketches due, inserted into your Team's Note, by 8 am Monday, June 1st.
Office Hours: 2-3 <i>Via email</i>		Office Hours: 10 am-11am <i>via email</i>		

Tuesday

Finish watching the assignment video:

[Instruction Video - Branding Project Explanation](#)

Assignment pdf:

[Branding Project Instruction PDF](#)

A few notes of clarification:

- You don't have to use all the color palette colors in the logo- just 1-3
- Everyone will design different logo, but they should all be in line with the mood board.

Make sure you continue to add your collaboration inside your team's Note tab. That is 40% of your grade! So make sure you insert your images and make all the required comments and answers to questions.

If by the end of the day Tuesday you have not participated with your team yet you will have to do the project on your own- but still insert images into the Note for feedback and critique. If no one ever comments on your stuff that is not your fault but you still need to do your part in offering them the chance to give critiques. I know group work can be challenging at times because it takes longer and you can't control how, when or if they contribute. But that is true in real life so it is good practice. Do your part and do your best! If they don't participate their grade will be hurt, not yours.

Wednesday-Friday

Designers brainstorm your logos! You can brainstorm more than 4 ideas but you need to have 4 solid ideas (4 different ideas, not 4 very similar sketches of the same idea) drawn in pencil to submit into the group's note by Monday morning at 8:00 am at the latest.

Creative Directors get a break during these days.

Make sure you all fill out the survey each Friday of the project and continue to communicate with each other in your Team's channel. There was a new survey created Friday of last week so make sure you did the newest one. The first one was messed up and deleted.

You guys are doing great! I'm enjoying seeing your ideas and collaboration so far. I'm excited to see what you come up with for this project!!

-G