

Class: _____

Name: _____

Branding Project Exhibition Preparation Questions

Branding

1. What is a brand? _____

2. "What product did you create?" _____

3. "What is your brand promise?" _____

4. "Tell me more about your brand?" _____

5. "Who is your target audience?" (gender, age, economic, interests) _____

6. "What design choices have you made to market to this audience?" _____

7. Why would anyone buy JOHNSON'S® Baby Powder when you could buy a store brand baby powder that contains nearly identical ingredients, for a much smaller price?

The Design Process

1. What was the process you followed to invent a product and create a logo/wrapper for it?

2. Was it useful to begin your planning/sketching on paper? Explain.

3. What was the purpose for coming up with so many different ideas for your product, and so many different ideas for a brand name, and sketches for your logo, before settling on your final version?

Technical Skills and Software

1. What software did you use to create your logo? Why?

2. What is the most valuable/necessary technical skill you learned for this project? Explain.

Overall Reflection

1. Do you feel it is important for students your age to think about branding? Why?

2. List some of the things you have learned in this project (concepts, skills, personal etc.):

3. What is the most valuable thing you learned from the work you have done on this project?

4. How did you and your partner come to agreements when there were differences of opinion?

5. What would you do differently if you could do this project over again?
