Creating a Professional Image

brands, logos, taglines, business cards & resumes
Branding

Branding: it’s not just for cows!

- It increases familiarity and memorability of products, services, companies, ideas and people.

- It serves as a promise that customers or consumers will have a good experience when using a particular product or service.

- It is created with pictures, words or designs and should highlight the core values and strengths of what it represents.

- It is also created with the actual product and interaction with consumers, online, offline and in person. A brand is the collection of experiences a consumer has when in contact with you or your business.
Do you recognize these brands? Why?
Logos and Taglines

Logo -- A widely used graphic design that represents a business, product or person.

Tagline -- a brief slogan used in marketing to define a business, product or person.

What is the difference between a **brand** and a **logo**?
Brands, logos, taglines

**Learning Target:** Identify and explain the effects of a creator’s choices on the audience

What do you notice first about the image? What feelings, associations or words come to mind when you see this image?

How do marketing companies create a message through color, shapes, fonts, pictures, layout and composition? What message does the logo create?

What audience is this logo trying to appeal to? What stylistic choices might have the most impact on the audience?
EVERYTHING STARTS IN YOUR HEAD
STOP MAKING EXCUSES
JUST DO IT
Branding

Who or what can have a brand?

What else can people do to promote their brand and portray an image?

What does the topic of branding have to do with getting ready for the working world? What does it have to do with identities & relationships (our global context)?
Imagine what could happen if a company had a bad image and a poor reputation but suddenly tried to improve its image.

Would you trust the company and believe it had changed?

The choices you make today about your image and reputation -- your brand -- will affect how people see you in the future.
Reflection

1. If a future employer viewed your social networking accounts, status updates, tweets, postings from friends or other public pictures or writing, what impression would they have of you?

2. What symbols and words do you use to decorate your online profiles, lockers or backpack? What avatars, screen names, email addresses do you choose to identify yourself? What picture do those symbols and words paint?

3. Do you wear any particular clothes or accessories? What are you trying to say with your style? How do you think others might view it?

Google My Name Experiment
Designing your own brand...

What type of image would you like to portray to the people around you?

**Learning Target:** Use appropriate speaking, listening and note-taking skills to conduct and receive an interview in order to explore personal strengths.
Designing your own brand...

Use the Brand Interview Pamphlet to interview a partner. This will help you both explore your personal strengths and brainstorm possible symbols to represent those strengths.

As an interviewer, you must be an active and encouraging listener prepared to ask follow-up questions for clarification. Hold your interviewee accountable for fully answering the questions!

Write as many of the interviewee's own words as you can. Be accurate.

In the end, you’ll trade pamphlets so each partner has his/her own interview answers.
Create a logo


Look over the interview answers to decide what positive message you would want to express to a future employer. Are you dependable and honest? Quick-thinking? Creative? Is there an image you associate with yourself -- like a mountain or ocean wave? Is there a particular color that represents you?

Circle the words, phrases and ideas from your interview that best capture an image of you.

Design a logo by brainstorming some sketches first and then build a model with no more than three of the bendable sticks.
“Sell” yourself logo mingle

What does your logo represent?

Why did you choose the colors you did? What do they convey?

Why did you choose the shape? What does it mean?

How does this logo connect to the way you want people to see you?
Create a business card

Success Criteria:

1. Make it stand out -- color, font, layout, composition
2. Keep it simple.
3. Don’t forget the hard facts. Include relevant, accurate information for contacting you. Proofread. Be sure it is readable.
4. It should align with your brand.
5. Include a tagline and your logo.

Resume Study

What are the similarities/differences in format, layout and style?

What are the similarities/differences in content?

<table>
<thead>
<tr>
<th>Similarity</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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What is the purpose of a resume? What should you know about the audience?

How should you determine style, organization and content?
Create a resume

Learning Targets: Employ organizational structures that serve the context and intention, make stylistic choices that demonstrate an awareness of the impact on audience, select relevant details and examples to develop ideas, use correct grammar

Success Criteria:

* Formatted in an organized, logical way (contact info at top)

* Includes at least 5 headings with appropriate, relevant, accurate details about your experiences

* Use active, precise verbs → create a positive, formal tone

* Proofread, clean, professional copy (preferably typed)