

Branding Class Homework

Purchase the following:

[Brand Deck](#)

Research, Write, & Upload

As **a team**, research your client, write a creative brief, and upload research to your Google Slides Link. Get a team representative to take photos of the physical location – the exterior and interior space, if possible, and add the pictures to the creative brief.

You may have to get permission from the establishment to document the space.

[Here's The Link For Your Branding Client Team Creative Briefs](#)

Collect and Upload Images

Each person on the client team will collect 1 - 2 images for each of the following categories:

Products/Packaging · Cars · People/Connections/Lifestyle · Celebrity
· Interior Environments · Exterior Architecture · Wayfinding ·
Abstract · Iconic · Images alluding to your industry ·

Think about cropping styles, symmetry/asymmetry, colors, subject matter. The tone and image styles may vary from image to image within the category. We will be using these images to start a discussion in class about your client.

For the first day of class next quarter—please bring in the following items:

- Your team's creative brief uploaded to Google Slides:

[Here's The Link For Your Branding Client Team Creative Briefs](#)

- Your collected images uploaded to Miro
(Once the teams are established I'll activate the Team Miro Links that are part of the above link / [Branding Client Team Creative Briefs](#))

Thanks!