

Branding Class Homework

Purchase the following:

[Brand Deck](#)

[One Stack of Colored Post-it Notes](#)

Research & Write

As a team, research your client and write a creative brief. Print it out and bring it to the first day of class. Get a team representative to take photos of the physical location—the exterior and interior space.

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

Collect and Print Out Images

Each person will collect and print out 2 images for each of the following categories:

Products · Cars · People/Connections · Celebrity
Environments/Architecture · Abstract · Iconic
· Images alluding to your industry ·

Think about cropping styles, symmetry/asymmetry, color palettes, subject matter.
The tone and image styles may vary from image to image within the category.

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

- ☐ Black sharpies
- ☐ A pencil
- ☐ The Brand Deck
- ☐ Post-it notes
- ☐ One print out of your creative brief
- ☐ Print outs of your collected images

Thanks!