Building a Brand – Clothing, shoe, bag, etc.

1. Create a Canva Account – Canva.com (This will give you an area where you can design and learn about Branding, Design etc.)
   1. Go to “learn” and watch the following videos to get you started (if you are already familiar with Canva then you can skip this)
      1. Getting started with Canva
      2. Designing with Canva
      3. Branding your Business
      4. Go to the Blog section and read up on anything that interests you (Marketing, Branding, Design)
2. Decide what it is that you want to Brand (what start up company do you want to do)
3. Fill out the Branding Questionnaire and start to come up with a concrete Vision, Design Style, Color palette and Voice for your brand.
4. Start on a Mood board for inspiration, colors etc. – can do it in Canva (I think) or start a Google Doc and have a folder for everything you will be creating for your brand (I will show you what our Branding company did for my company)
5. Start to design your items that you want to sell – clothing line, shoe line, repurposed items, etc.
   1. Sketch all prototypes and keep everything in a sketch book that you can hand in after
6. Go back to your branding and start to get a clear vision of your brand, colors, font style, etc.
   1. Come up with a brand name, font style, colors for overall themes for Instagram, website etc.
   2. What is a tag line that you can use to help sell your brand (Nike – Just do it)
7. Do mockups of 2 items you will be selling for your brand – these will be in ¼ scale. You can use the ¼ scale mannequin or an old soap bottle if you are doing an outfit
8. You are done – Hand in the following

To submit to the teacher

* Branding Questionnaire – to check over and assist in your thought process Due: \_\_\_\_\_\_\_\_\_\_\_\_
* Mood board for inspiration *various versions to help flush out ideas which are based on your branding questionnaire* – share with me via Google Doc [tepting@sd35.bc.ca](mailto:tepting@sd35.bc.ca) Due:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Sketch book of designs that you are going to create – magazine cut outs, own drawing etc and colors or swatches of fabric you are planning on using Due: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Final Mood board inspiration for your brand
* Business card - Name, tag line, contact info, website,
* 2 mockups of what you will be creating

Entire Project Due:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I will be checking in with you during various points in your journey of creating your brand. This will be an independent project. This means you may need to do extra research on your own.