

PERSONAL BRAND IDENTITY

PROJECT OVERVIEW

Develop and design a mood board and logo that captures your brand's essence and style, and a website and LinkedIn profile that celebrates the projects you create.

WEEK 1 ASSIGNMENT: Personal Brand Strategy + Identity Exploration

1. **COMPLETE “SELF-ASSESSMENT” WORKSHEETS.** This must be completed BEFORE you move on #2. <http://www.standoutportfolio.com/worksheets>
2. **DEVELOP A MOOD BOARD**
 - [Your name]
 - **Description:** [Reference “inside self” and “outside self” worksheets; write two to three sentences that best describe who you are.]
 - **Attributes:** [Several characteristics of your personal brand]
 - Mood board images [Select several thoughtful images that paint an authentic picture of who you are]
 - **Colors:** [Two favorite primary + four to six secondary colors]
 - **Typefaces:** [Typefaces that communicate your personality and design aesthetics—primary + secondary]
 - **Logo Concepts:** [Three different logotypes and/or vector icons. See #3 below]
3. **PRODUCE THREE LOGO AND/OR LOGOTYPE CONCEPTS.** Select three DIFFERENT logos and produce them as vector files (Adobe Illustrator) in black/white/gray tones. NO COLOR.
4. **ADD ALL THE ABOVE TO ONE MOOD BOARD**
 - Size: 8.5” W x 20” H. (increase the height of the board, as needed, to fit elements)
 - Program: InDesign
 - Submission format: PDF
 - Naming: LastNameFirstInitial_MoodBoard.pdf

WEEK 2 ASSIGNMENT: Brand Identity, Portfolio Website Design, + LinkedIn Profile

1. **IMPROVE the mood board layout and content.**
2. **IMPROVE the three logo concepts.**
3. **SET YOUR FULL NAME IN A TYPEFACE** and add it to the icon that best represents your personal brand identity. Select from the typefaces on your mood board.
4. **EXPLORE COLOR.** Select the logo that best communicates the “style” and “essence” of your personal brand. Design many color options and select 6 to 9 of the strongest versions and add them to your mood board (under the three logo concepts).

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5. **SELECT A WEBSITE THEME** that best represents the style of your brand identity.
 - Log in to Adobe Portfolio (free with Adobe CC): <https://portfolio.adobe.com/>
 - Select a theme: <https://portfolio.adobe.com/start>
 - Get familiar with HOW TO build an Adobe Portfolio website. See Classroom for additional resources.
<https://helpx.adobe.com/creative-cloud/how-to/create-portfolio-website.html>
 - Purchase a domain name (not required) or establish a URL with your name.
6. **CREATE A LINKED-IN ACCOUNT.**
 - Create an account and add a [custom URL](#).
 - Add description text
 - Develop the brand identity (banner, headshot, or project image)

WEEK 3 ASSIGNMENT: Content Development

1. **GATHER QUALITY CONTENT AND DESIGN A BRAND-APPROPRIATE WEBSITE**
 - **PROJECTS:**
 - **Projects from Graphic Design Fundamentals I**
 - **Projects from other courses:**
 - Type II, Advertising I, Studio Skills, Motion I, +
 - **Community college:**
 - Do you still love any projects you created in the recent past?
 - **Personal projects:**
 - Photography/paintings
 - Illustrations/drawings
 - Freelance work
 - Passion project
 - **PERSONAL CONTENT:**
 - About Me description
 - Personal headshot?
 - Recommend using school email address
 - Contact number?
 - **SOCIAL MEDIA URLS:** (List only those you use frequently and post professional-like content to)
 - LinkedIn (required)
 - Instagram
 - TikTok +

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2. DEVELOP A DESIGN A BRAND COHESIVE LINKED-IN PROFILE

- **Top of page**
 - Banner image (Snippets of several or one cropped project image?)
 - Profile image (Use the same image as website)
 - Contact info (LinkedIn profile URL; portfolio website URL; Kean email (recommended while still a student; social media URL(s)
- **About** (LinkedIn profile description)
- **Featured** (Potential suggestions below)
 - Project
 - Internship highlight
 - Award(s)
- **Experience** (Internships and research projects list first; other experience follows)
- **Education** (Do not recommend listing high school; certificate programs list here)
- **Skills & endorsements** (Take skill quizzes and/or get people to endorse you for skills you are actually good at)
- **Recommendations** (If you have had a design internship or non-design job, ask your superior to give you a recommendation)
- **Interests** (Organizations, people, design companies, and groups that you follow)