

Weekly Overview & Expectations

Promotional Graphics

Week of:

- Week 21 – 01-22-2024 – 01-26-2024

Teacher Support Availability:

- Please contact me at jhancock@cdschools.org

Unit / Topic:

- Brand Identity Design
 - [Unit Information](#)

LEQ / Lesson Objective(s):

- How can I design, develop, create, and evaluate effective brand identity designs?

Monday

Tuesday

Wednesday

Thursday

Friday

Lesson:

- [Brand Logo Self-Evaluation and Reflection](#)
- [Brand Logo Proof Sheets](#)
- [Scoring Guide / Rubric](#)

Projects and Resources:

- [Brand Logo Design](#)
- [Brand Business Card Design](#)

Lesson:

- [Introduce Corporate ID Set](#)
- [Introduce Brand Business Card Design](#)
- [Brand Business Card Design Requirements](#)
- [Sample Designs](#)

Projects and Resources:

- [Brand Logo Design](#)
- [Brand Business Card](#)
- [Corporate ID Set](#)

Lesson:

- [Brand Business Card Knowledge and Skills](#)
- [Introduce Stationary](#)
- [Introduce Letterhead](#)

Projects and Resources:

- [Brand Logo Design](#)
- [Brand Business Card](#)
- [Corporate ID Set](#)

Lesson:

- [Brand Business Card Design Principles](#)

Projects and Resources:

- [Brand Logo Design](#)
- [Brand Business Card](#)
- [Corporate ID Set](#)

Lesson:

- [Brand Business Card Self-Evaluation and Reflection](#)
- [Scoring Guide / Rubric](#)

Projects and Resources:

- [Brand Logo Design \(Due Today\)](#)
- [Brand Business Card](#)
- [Corporate ID Set](#)