BRANDING_FROZEN TREAT

Invent a new frozen treat that would be sold in retail stores such as supermarkets and groceries.

Write a design brief for your new frozen treat. Be very clear about your target audience since that will help determine the spirit of the brand.

Invent a brand name.

Choose a color palette.

Write a short story involving this product.

Design a logo for your frozen treat.

Choose appropriate fonts.

Choose a color palette using pantone colors.

Brand this new frozen treat experience.

Design a gift card with envelope.

Design its own exclusive gift bag.

❑ "Branding_Frozen Treat" (100 pts)

Attractiveness The overall appearance of the frozen treat design is pleasing. The design and brand "experience" are attractive and stimulates the viewers interest. Design is well thought out, expressed creativity.

Layout/Design There is unity and consistency among text and graphic elements within the logo design, gift card, bag and envelope. Text and graphic elements are organized and balanced. Good use of principles/elements of design.

Execution — design aesthetics adhered to:
❑ effectively communicated the brand based on target market
❑ good use of effective color palette
❑ effective and appropriate fonts

Effort & Timeliness The student clearly took the time and effort to produce a professional logo, story, gift card/envelope and gift bag. Worked to his/her potential, on task everyday.

All criteria Included Design brief, color palette, story, gift card, envelope, logo

Did not complete or meet parameters	0
Fair	5
Good	10
Excellent	15
Above and beyond what is expected	20

Final Grade: