

Due for Graphic Design & Marketing

Student Name:

You'll Write

- ☐ 1. Brand & Marketing Strategy (25 points)
- ☐ 2. Marketing Plan & Timeline (25 points)

You'll Participate In

- ☐ 3. Design presentation and critique 1 (25 points)
- ☐ 4. Design presentation and critique 2 (25 points)

You'll Design

- ☐ 5. Logo and Brand Style Guide (100 points)
- ☐ 6. Marketing Piece 1 (100 points)
- ☐ 7. Marketing Piece 2 (100 points)
- ☐ 8. Marketing Piece 3 (100 points)
- ☐ 9. 2-page portfolio spread of campaign (50 points)