

Week 3 - Checkpoint

MANDATORY:

Checklist:

- I understand what a Brand is
- I understand what a Strategy is
- I can identify what tools I need to start on my brand content

OPTIONAL:

Write an elevator pitch/one line/sentence for your creative endeavour. How would you sell yourself to someone that has no idea who you are?

What is the message you would like share with your brand/content?

What type of content would you like to share (photos, videos, mixed) and why?

Do you have a strategy for how you are going to brand yourself, please elaborate any ideas.

What colours do I identify my brand with, what resonates with me, name 3 with color code

- 1.
- 2.
- 3.

Design a poster for social media or a gig using Canva as example