Name_____ Per._____Date_____

Brainstorming for a fictitious (not real) company

Directions -
Your job is to design a Branding Badge for two different products. Begin by identifying what you are selling. You can be as creative as you want. Provide as much detail as possible!

- FYI - If you need to see examples, Google search **BRANDING BADGES** for ...
  - **DANCING**
  - **FOOTBALL**
  - **MOTORCYCLES**
  - **RUNNING**
  - **ETC.**

* Example company or product ideas - Sunglasses for dogs, Bacon, Professional couch potato, Popcorn on a stick, Moustaches, Zombies, etc.

Sketch an idea below. Your sketch must include
1. The name of the company or product,
2. Shapes on top of shapes to create a badge.
3, An icon (an object that represents the product, or service you are selling.) The icon will help your customer quickly understand what product, or service you are selling.

Idea #1





Examples

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Idea #2

Keep your brainstorming ideas with you while you are digitally creating your solutions in Adobe Illustrator.

Once you have shared your digital solution, please turn in the brainstorming sketches to the teacher.