

Apparel - Product, Branding, Marketing

Assignment:

1. You will choose an Apparel Item to design the marketing items

2. BRAND DEVELOPMENT:

- Concept
- Name
- Slogan
- Background/history
- Style/theme
- Market (who is going to buy product)
- Maximum 3 colors in design

3. LOGO

- Must be present on all items
- Name of company, slogan accompanying logo

4. PHOTO SHOOT (with models from class)

- Sign up for a time period during class to conduct photo shoot
- Set up Hot Lights, and conduct a photo shoot with models wearing apparel items
- Crop and color correct in Photoshop, to be used in Illustrator for marketing

5. PRODUCT DEVELOPMENT:

1. Hang Tag for Product (logo visible, color concept)
 - size and shape, BE CREATIVE, match your theme/concept
 - printed out and presented
2. Bus Stop Sign
 - 8.5" x 11" (use template) to look like it is on a bus/train stop location
3. Billboard
 - 8.5" x 11" (use template) to look like real billboard *incorporate a model/spokesperson image)
4. Magazine Spread (1 page advertisement for product (with model visible))
 - 8.5" x 11" color printed with product evidence
5. "Spec" Page
 - To present to potential buyers all the colors/prints concepts for the product
 - choose 3 apparel items and illustrate them in Illustrator
 - f-details in print of colors, options, etc.

6. Present all 1-5) on 22 x 32 piece of Railroad Board - Be prepared to explain your product and Branding message.

