

Design You, First

or Building a Personal Brand

Glenda Davis & Jennifer Seward

Advertising & Graphic Design Instructors

National Park Technology Center

This workshop could be marketed to Arts A/V or Social Media instructors.

Participants will create collateral for personal branding and social media marketing. This workshop aims to give teachers the skills and knowledge required to direct students towards the next phase of their creative and professional lives. Instructors will learn new tools like Adobe Capture, Adobe Character Animator, and Adobe Spark and use known tools like Adobe Illustrator and InDesign to create personal logos and interactive resumes. As well as programs like Behance.net and Adobe Spark to create collaborative platforms for reflection and evaluation.

Participants will:

- Learn the importance of personal branding in print and social media
- Have fun creating a personal logo using Adobe Capture and Adobe Illustrator
- Build your brand by creating a personal mood board and product line using Adobe Photoshop
- Take a professional headshot and edit photo using Adobe Photoshop
- Create an updated professional interactive PDF resume using Adobe InDesign
- Work with teams to collaborate and comment on projects using Behance
- Monitor student's participation in the design process by creating a learning journal using Adobe Spark
- Create quick video reflection to summarize and evaluate personal work using Adobe Spark

If time: Use Adobe Character Animate to animate a personal avatar, use Adobe Photoshop to animate your personal logo, and create your own font with Calligraphr.

Two Day Workshop Schedule			
THURSDAY July 19th	<i>Building a Personal Brand</i>	FRIDAY July 20th	<i>Creating Professional Documents</i>
9:00-10:00	Introductions and Intentions (Download Apps onto Phones)	9:00-10:00	Taking and Editing Headshots with Photoshop
10:00-11:00	Setting up a Learning Journal with Adobe Spark	10:00-12:00	Design an updated professional interactive resume in Adobe InDesign
11:00-12:00	Creating a personal logo using Adobe Capture and Adobe Illustrator	12:00-1:00	Lunch & continued work on resumes
12:00-1:00	Lunch & continued work on logos	1:00-1:30	Reflect on our progress in our learning journals
1:00-2:00	Create a Behance page to collaborate and critique projects	1:30-2:00	Add your resume to Behance site
2:00-3:00	Use Adobe Photoshop to add create a personal brand to apply to social media and identity images	2:00-3:00	Reflections, evaluations and assessment using Adobe Spark
3:00-4:00	Update your learning journal and lesson/activity share		

Please come ready to share lesson ideas with the group as well.