

UNIT 6

GRAPHIC DESIGN & BRANDING SPRINT



FEBRUARY • 20 ACTIVITIES • OPEN WORKSPACE

This unit is a continuous studio pathway built from the weekly course structures. Students learn skills, plan ideas, create projects, document choices, revise with feedback, and finish with a portfolio-ready result.

UNIT PATHWAY

1-5

Brand Vocabulary • Audience Profile • Brand Name Lab

6-10

Logo Thumbnail Sprint • Vector Tool Practice • Logo Vector Build

11-15

Character Brainstorm • Expression Sheet • Character Vector Build

16-20

Promo Concept • Promotional Flyer • Animated Promo Build

UNIT GOALS

- Use art and design vocabulary correctly.
- Practice techniques safely and independently.
- Plan, create, critique, revise, and reflect.
- Save clear evidence of process and finished work.

STUDENT NAME

CLASS / PERIOD

1 - Brand Vocabulary + Product Analysis

TODAY'S GOAL

Complete brand vocabulary and product analysis as the next step in the unit project.

DAILY VOCAB

brand • vocabulary • product • analysis • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for brand vocabulary.
- 2 Define logo, audience, identity, slogan, packaging, and brand voice.
- 3 Record choices, tests, tools, or evidence connected to brand vocabulary.
- 4 Analyze how one familiar brand uses color, type, imagery, and tone.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION
What did you improve during product analysis, and what will you do next?

2 - Audience Profile + Brand Purpose

TODAY'S GOAL

Complete audience profile and brand purpose as the next step in the unit project.

DAILY VOCAB

audience • profile • brand • purpose • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for audience profile.
- 2 Describe the intended customer using age, interests, needs, and preferences.
- 3 Record choices, tests, tools, or evidence connected to audience profile.
- 4 Write a clear purpose statement describing what the brand offers and why it matters.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION
What did you improve during brand purpose, and what will you do next?

3 - Brand Name Lab + Slogan Tests

TODAY'S GOAL

Complete brand name lab and slogan tests as the next step in the unit project.

DAILY VOCAB

brand • name • lab • slogan • tests • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for brand name lab.
- 2 Generate at least ten possible brand names and evaluate memorability.
- 3 Record choices, tests, tools, or evidence connected to brand name lab.
- 4 Write and compare five short slogans that match the brand voice.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during slogan tests, and what will you do next?

4 - Mood Board + Color Psychology

TODAY'S GOAL

Complete brand mood board and color psychology as the next step in the unit project.

DAILY VOCAB

brand • mood • board • color • psychology • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for brand mood board.
- 2 Collect visual references for the brand style, materials, and personality.
- 3 Record choices, tests, tools, or evidence connected to brand mood board.
- 4 Choose a palette and explain how each color supports the audience and purpose.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during color psychology, and what will you do next?

5 - Brand Direction Pitch + Feedback

TODAY'S GOAL

Complete brand direction pitch and peer feedback as the next step in the unit project.

DAILY VOCAB

brand • direction • pitch • peer • feedback • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for brand direction pitch.
- 2 Present the audience, purpose, name, slogan, mood board, and palette.
- 3 Record choices, tests, tools, or evidence connected to brand direction pitch.
- 4 Record specific feedback and choose revisions for the next stage.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during peer feedback, and what will you do next?

6 - Logo Thumbnail Sprint + Shape Study

TODAY'S GOAL

Complete logo thumbnail sprint and shape study as the next step in the unit project.

DAILY VOCAB

logo • thumbnail • sprint • shape • study • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for logo thumbnail sprint.
- 2 Draw at least twelve small logo ideas using simplified shapes.
- 3 Record choices, tests, tools, or evidence connected to logo thumbnail sprint.
- 4 Compare geometric and organic options for readability and personality.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during shape study, and what will you do next?

7 - Vector Tool Practice + Clean Curves

TODAY'S GOAL

Complete vector tool practice and clean curves as the next step in the unit project.

DAILY VOCAB

vector • tool • clean • curves • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for vector tool practice.
- 2 Practice shape, pen, alignment, path, and grouping tools.
- 3 Record choices, tests, tools, or evidence connected to vector tool practice.
- 4 Build a small vector symbol with smooth edges and organized layers.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during clean curves, and what will you do next?

8 - Logo Vector Build + Scale Test

TODAY'S GOAL

Complete logo vector build and scale test as the next step in the unit project.

DAILY VOCAB

logo • vector • scale • test • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for logo vector build.
- 2 Build the strongest logo digitally as editable vector shapes.
- 3 Record choices, tests, tools, or evidence connected to logo vector build.
- 4 Test the logo at large, medium, and thumbnail sizes for clarity.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during scale test, and what will you do next?

9 - Typography Pairing + Lockup

TODAY'S GOAL

Complete typography pairing and logo lockup as the next step in the unit project.

DAILY VOCAB

typography • pairing • logo • lockup • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for typography pairing.
- 2 Compare typefaces for mood, readability, and audience fit.
- 3 Record choices, tests, tools, or evidence connected to typography pairing.
- 4 Combine the logo and brand name into horizontal and stacked arrangements.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during logo lockup, and what will you do next?

10 - Logo Revision + Mini Style Guide

TODAY'S GOAL

Complete logo revision and mini style guide as the next step in the unit project.

DAILY VOCAB

logo • revision • mini • style • guide • teacher • demonstration

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for logo revision.
- 2 Revise spacing, balance, color, and line quality from critique notes.
- 3 Record choices, tests, tools, or evidence connected to logo revision.
- 4 Create a style guide showing logo versions, palette, fonts, and usage rules.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during mini style guide, and what will you do next?

11 - Vector Character Brainstorm + Silhouette

TODAY'S GOAL

Complete character brainstorm and silhouette test as the next step in the unit project.

DAILY VOCAB

character • brainstorm • silhouette • test • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for character brainstorm.
- 2 Develop a mascot or character connected to the brand story.
- 3 Record choices, tests, tools, or evidence connected to character brainstorm.
- 4 Create several silhouettes and select the clearest, most recognizable form.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during silhouette test, and what will you do next?

12 - Character Expression Sheet + Pose

TODAY'S GOAL

Complete expression sheet and pose study as the next step in the unit project.

DAILY VOCAB

expression • sheet • pose • study • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for expression sheet.
- 2 Draw facial expressions that communicate the brand personality.
- 3 Record choices, tests, tools, or evidence connected to expression sheet.
- 4 Test body language and choose a pose that fits the promotional message.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during pose study, and what will you do next?

13 - Character Vector Build + Layer Check

TODAY'S GOAL

Complete character vector build and layer check as the next step in the unit project.

DAILY VOCAB

character • vector • layer • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for character vector build.
- 2 Construct the character digitally using controlled vector shapes.
- 3 Record choices, tests, tools, or evidence connected to character vector build.
- 4 Organize layers and check that all parts remain editable and aligned.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during layer check, and what will you do next?

14 - Color & Detail Pass + Readability

TODAY'S GOAL

Complete character color pass and readability check as the next step in the unit project.

DAILY VOCAB

character • color • pass • readability • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for character color pass.
- 2 Apply the approved brand palette and add purposeful details.
- 3 Record choices, tests, tools, or evidence connected to character color pass.
- 4 View the character at several sizes and remove details that become unclear.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during readability check, and what will you do next?

15 - Character Export + Reflection

TODAY'S GOAL

Complete character export and character reflection as the next step in the unit project.

DAILY VOCAB

character • export • reflection • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for character export.
- 2 Export the finished character with a transparent background.
- 3 Record choices, tests, tools, or evidence connected to character export.
- 4 Explain how the character supports the brand audience, voice, and identity.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during character reflection, and what will you do next?

16 - Promo Concept + Storyboard

TODAY'S GOAL

Complete promo concept and storyboard as the next step in the unit project.

DAILY VOCAB

promo • concept • storyboard • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for promo concept.
- 2 Plan a short advertisement for the brand and choose the main message.
- 3 Record choices, tests, tools, or evidence connected to promo concept.
- 4 Create a sequence of frames showing image, text, pacing, and transitions.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during storyboard, and what will you do next?

17 - Flyer Layout + Hierarchy

TODAY'S GOAL

Complete promotional flyer and hierarchy check as the next step in the unit project.

DAILY VOCAB

promotional • flyer • hierarchy • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for promotional flyer.
- 2 Build a flyer using the logo, slogan, character, and product message.
- 3 Record choices, tests, tools, or evidence connected to promotional flyer.
- 4 Check focal point, reading order, contrast, spacing, and required information.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during hierarchy check, and what will you do next?

18 - Animated Promo Build + Audio Plan

TODAY'S GOAL

Complete animated promo build and audio plan as the next step in the unit project.

DAILY VOCAB

animated • promo • audio • plan • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for animated promo build.
- 2 Animate a short brand promotion using simple movement and transitions.
- 3 Record choices, tests, tools, or evidence connected to animated promo build.
- 4 Choose school-appropriate music or sound and balance it with the visuals.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during audio plan, and what will you do next?

19 - Brand Campaign Critique + Revision

TODAY'S GOAL

Complete campaign critique and revision log as the next step in the unit project.

DAILY VOCAB

campaign • critique • revision • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for campaign critique.
- 2 Present the logo, character, flyer, and promo as one campaign.
- 3 Record choices, tests, tools, or evidence connected to campaign critique.
- 4 Record feedback and complete exact revisions for consistency and polish.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION

What did you improve during revision log, and what will you do next?

20 - Final Brand Portfolio + Exhibition Pitch

TODAY'S GOAL

Complete final brand portfolio and exhibition pitch as the next step in the unit project.

DAILY VOCAB

brand • portfolio • exhibition • pitch • teacher • demonstration • guide

REFERENCE: Teacher demonstration and project guide

WHAT YOU WILL DO

- 1 Review the reference material and teacher demonstration for final brand portfolio.
- 2 Export and organize the finished brand campaign in presentation order.
- 3 Record choices, tests, tools, or evidence connected to final brand portfolio.
- 4 Deliver a short pitch explaining the audience, concept, visual system, and strongest design choice.
- 5 Check craftsmanship, save your progress, and identify the next revision or action.

STUDENT WORKSPACE

EXIT REFLECTION
What did you improve during exhibition pitch, and what will you do next?