

## Bimonthly Tasks for October: Weeks 1-2

60 pts - Each department leader needs to show evidence of completion on or before October 18th. Tasks completed early can be turned in and verified at any time. It is the responsibility of each department leader to make sure that this is done. All members of the department will receive the same task points. All late work will be worth 1/2 credit.

### Art & Publications Department

#### Task 1: Department & Leadership Meeting:

Make copies of this sheet and meet as a department and assign all tasks for the next 2 weeks and fill in task sheet with names. Turn in a copy of this Task Sheet for your department to the CEO and teacher as soon as possible. Share the Logo designs presented at leadership team for approval one design concept.

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2.5pts **Evidence: Complete and turn into CEO**  
Vice President responsible

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2.5pts **Evidence: Logo Concept Approved → task verification form attached to approval**  
Vice President responsible

#### Task 2: Company Colors and Fonts:

Schedule a meeting with your Chief Officers, Vice President of Digital Media and Marketing complete the company colors exercise together and develop a plan for company colors to be used for company branding and design concepts. Use the colors that were selected as starting colors in the image exercise conducted by the leadership team. Develop a Google slide presentation that will showcase 3-5 color palette choices for the company colors recommendation. In addition, download a copy the Font Options sheet found in the Task Matrix and follow the direction experiment with Google font options for the company name. You will be choosing several options for the company leadership to choose from for the company to adopt. Work with your teacher on choosing the Main Font, Sub-Font and two support fonts. If you need to find more font options go to Font Squirrel. When finished narrowing down a few font choices build the presentation. Share this color-font presentation with the company leadership team at the second meeting in October.

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5pts **Evidence 2.1: Company Color Exercise Completed and attached**  
Vice President of Art & Publications

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10pts **Evidence 2.2: Company Color & Font Presentation shared with leaders → Canvas October 1-2**  
Vice President of Art & Publications

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10pts **Evidence 2.3: Company Color Palette & Font Sheet → shared in Canvas October 1-2**  
Vice President of Art & Publications

#### Task 3: Finalizing the Company Logo Design: (HIGH PRIORITY TASK)

After the leadership team has selected the final logo concept, company colors and established an image for the company, work with your department to design a number of different logo ideas for the company based on that concept. Involve the teacher, Chief officers and Vice President of Marketing throughout this process. Have each Art department member come up with a 2-3 different variations for logos. Use InDesign, Illustrator or Photoshop to make these. The designs should be full color using company colors and as professional as possible. Try to keep the designs clean and simple as complex designs will not work well in many forms we need the logo. The final designs will be used for company shirts, letterhead, websites, and social media. Design that have irregular shapes can be problems for the many ways the logo is used. Review all the ideas and as a department decide on your top 3-4 selections to be presented at the next leadership meeting for final approval. Create a google slide show to present the logo ideas to the leadership team. Have the Vice President share the presentation at the leadership meeting and leadership will approve one to be used as the final logo. This needs to be done as soon as possible as it affects and number of important projects in the next the next task cycle including; design of company shirt, company order forms and the company branding competition and banner designs.

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10pts **Evidence 3.1: Variations of final Logo Designs (5) from team members. 5pts each**  
All team members

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5pts **Evidence 3.2: Logo presentation use to Leadership team → Canvas October 1-2**  
Vice President s responsible

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5pts **Evidence 3.3: Logo Design Guide : Signed and Approved for both leadership and teacher**  
Vice President s responsible

#### Task 4: Company Department Signs:

We need company departments sign and you will be competing with the other junior company to create the best sign series. Each team department associate develop a professional looking series of signs for the company. They will be using school colors or blues and greens for the signs and can include simple graphics. Create the signs on legal size paper (14 x 8.5) in landscape layout. The series of signs should look as professional as possible and have matching styles and include the following names on the signs. Administration Department, Art & Publications Department, Accounting Department, Communications Department, Digital Media Department, Human Resources Department, Marketing Department and Sales Department. Submit your designs to Canvas as a PDF. The design that is selected by your instructor as the most professional will be printed and used for the year for all companies.

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10pts **Evidence: Associate Sign Series submitted as PDF → Canvas October 1-2**  
All team associates