

# Bimonthly Tasks for October: Weeks 1-2

60 pts - Each department leader needs to show evidence of completion on or before October 11th. 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.

\_\_\_\_\_  
Vice President responsible

**Evidence: Complete and turn into CEO & Teacher and have Logo Approved**

### Task 2: Sales Promotion Flyer:

Working with your Chief Officers and your teacher meet and talk about the table top flyer/s you will be designing for the exhibition you will be attending on October 12th. Without a company catalog, this will be what your company will be using to sell the products and packages they will be offering at this event. The flyer/s will be displayed on your company table at the event and your employees will use it as an aid to help them sell to customers from other schools. You can create multiple promotion flyers if you have multiple products you will be offering. Print the flyers in color and get the flyer stands from the teacher to use at the event. Submit the final flyer as a pdf into Canvas for October 1-2 Department Tasks.

\_\_\_\_\_  
Employee Responsible

**15pts**

**Evidence: Sales Promotional Flyer used at event and → Canvas**

### Task 3: Company Colors:

Working with your Chief Officer, 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. Develop a Google slide presentation that will showcase the company colors recommendation. Share this with the company leadership team at the first meeting in October.

\_\_\_\_\_  
Vice President of Art & Publications

**5pts**

**Evidence: Company Color Exercise Completed and attached**

\_\_\_\_\_  
Vice President of Art & Publications

**5pts**

**Evidence: Company Color Presentation shared with leaders → shared in Canvas**

### Task 4: Finalizing the Company Logo Design: (HIGH PRIORITY TASK)

After the leadership team has selected the final logo concept, company colors and established a image for the company, work with your department to design a number of different logo ideas for the company. 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. Review all the ideas and as a department decide on your top 2-4 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.

\_\_\_\_\_  
Name of who is responsible for verification

**20pts**

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

\_\_\_\_\_  
Vice President s responsible

**5pts**

**Evidence: Logo presentation use to Leadership team → Canvas**

\_\_\_\_\_  
Vice President s responsible

**5pts**

**Evidence: Logo Design Guide : Signed and Approved for both leadership and teacher**