Skills to demonstrate prior to completing brand identity sheet.

- Inserting Clip Art

- Ungrouping/Grouping Clip Art to make changes, remove parts, change colors, add pieces together, etc.

- Regrouping Clip Art

- What a color scheme is and how it works

- Rotating images

- Inserting WordArt and all the tools in the WordArt ribbon

Usually, I will create a logo with the students. I will allow them to give suggestions about the logo as I create one for the class.

A sample might look like this.

With pages 2-3 of this lesson, I create a separate document for the students to open and make changes directly on it. I grade it for 15 points. 1 point for completing each questions and #s 3,4,6,9,10 being worth 2 points. 1 point for being done, 1 point for being creative.

Building A Brand Identity

Name: Period:

Your first act as owner is to figure out all the details of your team. Neatly type in the answers to following questions next to the colon.

1. Owner (your name):

2. Sport:
   You may choose any sport, but picking a non-typical sport will be more difficult and will probably require extra work by you outside of class throughout the year.

3. Team Name*:
   (Keep it short. Naming your team the fighting donkey cat assassins might seem fun, designing a logo and other tasks will be difficult. Fun fact. The longest name in pro sports is the Diamondbacks).

4. Color Scheme:
   (You must use an existing color scheme and not create a new, custom scheme) This color scheme be used throughout your announcement.

5. Paragraph*:
   Write a short, 3-5 sentence, paragraph describing your team.

6. Logo*(design on page two, save it as a picture and insert the picture here):
   No pictures. ClipArt illustrations are OK. Imagine your logo 1/2 inch tall as it often will be.

7. League Name:
   (You may make up one or join an existing league like the NFL. Please give a full name and not just initials)

8. Coaches Name:
   (Just make one up, please don't use a friend's in this school's name that has my class, will confuse me.)

9. Slogan*:
   Examples: One Team. One City; Fly On; Feel the Excitement; Commitment to Excellence.

10. Stadium/Arena/Field name, Address, phone number, email address, and website*:
    (make them up)

Design your logo in the space below. When you are finished, group it all together. Right click on it and "Save as picture" to the _____ folder. Also, insert the picture file into #6 on the previous page.

For the announcement project I demonstrate how to use the following tools in Publisher before handing out the rubric on page 5 and 6. Go over the assignment with the students and show them the sample created on page 7.

- Creating backgrounds

- Using bring forward and send backward

- Font sizes and colors

- Inserting shapes and using the drawing tools

- Rotating objects

- Inserting pictures from the internet or clipart

- Using building blocks

- Inserting WordArt

- Changing margins and understanding guidelines

- Creating text boxes and using text box tools.

Your first act as owner is to create an introductory announcement of your team to be sent to media outlets (radio and TV stations, newspapers, etc.) This is your first contact with the public so you want to put your best foot forward.

Create your announcement in Publisher. Name your file "your last name announcement". When done, it should nicely fill one side of paper and include the following information from your brand identity sheet.

1. Owner (your name)

2. Team Name

3. League Name

4. Coaches Name

5. Color Scheme

6. Slogan

7. Stadium/Arena/Field name, Address, phone number, email address, and website.

8. Logo

9. Short, 3-5 sentence paragraph, describing your team.

10. Photos

You may include anything else, the above are just the requirements. Do these FIRST though.

Annoucement Project

Name: _____ Period: _____

Grading Rubric

Requirements— Did you include all 10 ten things you needed to include, save the document correctly and follow all other directions.

1   2   3   4   5   6   7   8   9   10

Skills (2 points each)

Did you use the following tools/skills in Publisher? (2 points each)

	Background
	Objects in front of and behind each other
	Multiple font sizes and colors
	Shapes
	Rotated objects

	Pictures or Clipart (at least 2 total)
	Building block
	WordArt
	Margins narrow and nothing outside of blue lines
	Multiple text boxes

Design and Quality

Is your design spaced nicely on the page? Are there layers and things in front of and behind each other or is your design flat? Can you easily read everything? Did you use your team's color scheme throughout?
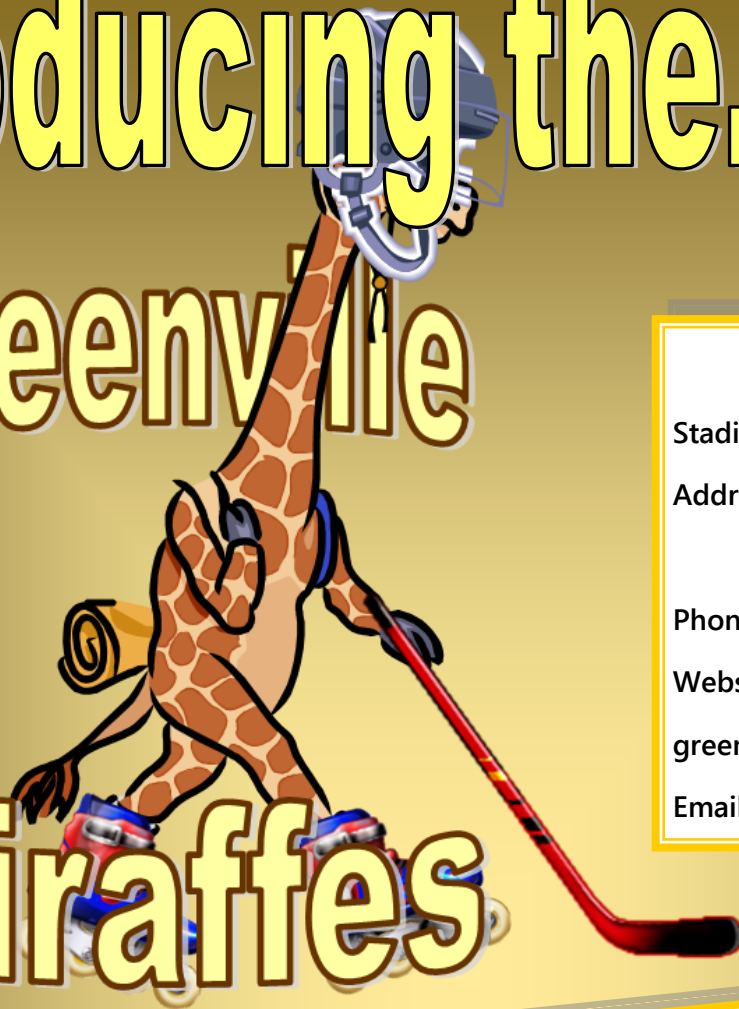
1   2   3   4   5   6   7   8   9   10

Total: _____/40

Introducing the...

Greenville Giraffes

About the Team

Stadium: Planters Peanut Arena

Address: 135 Peanut Parkway

Greenville, NC 19098

Phone: 1-800-GIRAFFE

Website:

greenvillegiraffes.com

Email: info@giraffes.com

The newest, fastest, fiercest addition to the Eastern Roller Hockey League (ERHL). Owned by Joe Chen and coached by Magnus von Magnuson, the Greenville Giraffes will skate in-to action in the 2013 ERHL season. The new team will play in the recently refurbished Planters Peanuts Arena. Following the traditional giraffe colors, the Giraffes will be adorned in yellow and brown, sure to be a fan favorite for years to come.

Hockey For Life