

Assessment: Personal Brand Creation

Objective:

Students will explore their unique personalities and values by creating a personal brand that reflects who they are. They will design a logo and select an archetype that aligns with their identity.

Instructions:

1. Self-Reflection

- Think about your personality, interests, strengths, and values.
- Answer these questions to guide your brand development:
 - What are three adjectives that describe you?
 - What motivates or inspires you?
 - What are your goals or dreams?

2. Brand Concept Development

- Develop a personal brand name that reflects your identity (e.g., "Creative Catalyst" or "The Resilient Dreamer").

3. Archetype Selection

- Review the 12 branding archetypes (e.g., Hero, Explorer, Sage).
- Choose one archetype that aligns with your personality.

4. Logo Design

- Create a logo that symbolizes your personal brand.
- The design should visually connect with your chosen archetype and brand values.
- You can draw the logo by hand, use design software, or create it digitally.

5. Presentation

- Present your personal brand in class or submit it as a digital or written presentation.
Include:
 - Your brand name and mission
 - Your logo
 - Your chosen archetype and rationale

Example for Inspiration:

Brand Name: Resilient Explorer

Archetype: Explorer

Logo Design: A simple design of a mountain with a compass overlay, symbolizing adventure and resilience.