DIGITAL DESIGN: Part 2 of 2

ages 11-18

COACH ART | starlight children's foundation

In partnership with

Captain Starlight, here!

I just landed on Earth with some exciting news:

Starlight Children's Foundation has partnered with the organization **CoachArt** to work together to add fun STEAM (Science, Technology, Engineering, Art, Math) lessons into all the activities! How cool is that?!

Over the next few weeks, I will lead you and your student through four action-packed lessons using these nifty curriculum guides!

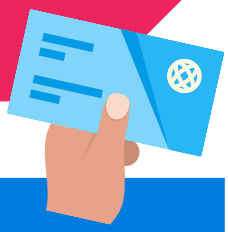
Did you know kids learn best when they are having fun? That's why I have thoughtfully sprinkled in a **STEAM** learning moment into each exciting lesson. Make sure you highlight those as you work your way through this curriculum guide.

If you have any questions throughout your mission, check out the Coach Corner website or email ***match@coachart.org.***

Now, buckle up and get ready to blast off in *3...2...1!*

DESIGNING
A BUSINESS CARD

Building a business and brand takes steps. Today we are going to take you one step closer to building your brand.



At the end of this module, students will be able to:

- Design a business card in Canva using design elements.
- Define business card and how it is used.

- **Age Group:** 11-18
- **Skill Level:** Beginner
- **STEAM:** Visual Arts, Technology
- **Adult Helper:** As needed
- **Learning Objective:** To have students use design elements to create a business card in Canva and to gain a better understanding of the role that business cards play in business and brand.

Activity One 3-1/2 minutes
Activity Two 35 minutes
Lesson 15 minutes
Coaches Notes 10 minutes

SHARE YOUR EXPERIENCE
Enjoy your time together, and email your photos & stories to photos@coachart.org at "original" (maximum) size.

Here is what you need:
Computer, laptop, or tablet

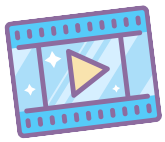
What is a Business Card?

A business card is a small card that contains your name, your company's name, and your contact information. Most business cards include a logo and tagline too. A tagline is a short, memorable phrase that helps people understand your business better. Nike's is: Just Do It!

What is the purpose of a Business Card?

Business cards represent you and your company. Business cards may be the "first impression" that a customer has of your company, so the right design is important.

ACTIVITY ONE: VIDEO



The following video sums up what is needed when creating a business card. Have students watch it.

Topic: How to Design a Business Card – VSME Studios
Length: 3 minutes and 25 seconds
Coaches Note: Video is 11:19 minutes long, but please stop it at 3:25 minutes.
Link: https://youtu.be/4p_JVwpmf7U

DIGITAL DESIGN: Week 5

Activity Two:
Creating a Business Card in Canva

Students will design a business card for their new business. Remind them to keep in mind the key design elements covered in Week 3: font, image/graphic, color, layout, and placement.

How to design a Business Card

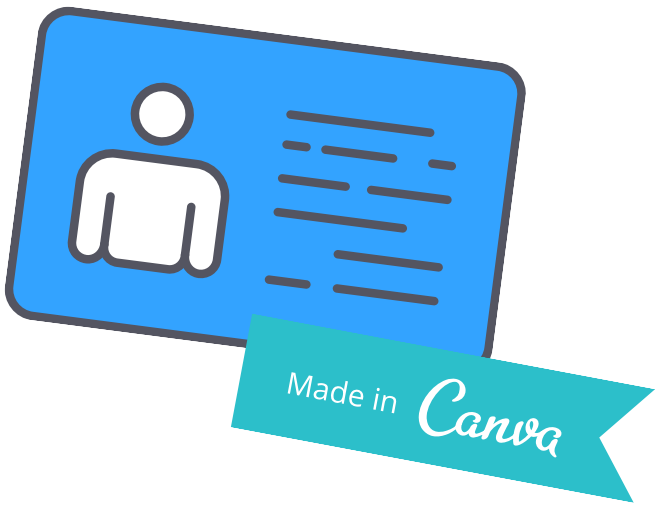
- Login to Canva.
- Click on “Design," then under "Marketing," select "Business Cards."
- Select “Create Your Own.” A new window will display. The templates will appear on the left side, and a blank template in the middle. Students can preselect a template and make changes, or create their own.
- Remember all elements can be changed by selecting the element and either replacing or deleting.
- Coaches note: If students want to try their hand at selecting a template, then editing, please allow.
- Add images.
- Add text.
- You can add additional design elements if you desire.

COACHES NOTE

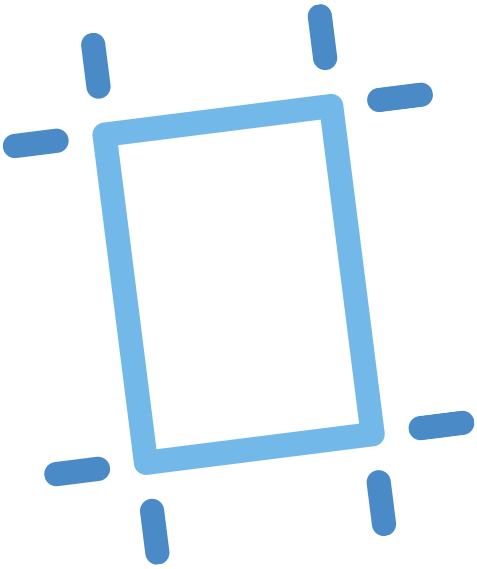
- Students need to have a Canva account. The minimum age for creating a Canva account is 16. Please have students obtain permission from a parent or guardian BEFORE creating the account.
- For students 15 and younger, an adult helper would need to create the account and provide the login information.
- Please use the FREE Canva account. To create an account, an email address is needed. Please click “Sign Up" and follow the steps.

To name the file

- In the upper right corner, click in the area that says “Untitled Design” and write a new name for the file.
- Canva will automatically “Save” your work.



DIGITAL DESIGN: Week 5



COACHES NOTES

- Digital Design Learning Term of the Week:
  - Crop Marks: Specific marks on a page that indicate to the printer where the paper should be trimmed.

- Digital Design Question of the Week:
  - Are business cards still relevant? Yes, even in this modern digital world, printed business cards are very relevant. Business cards help set a company apart from its competition. Digital business cards known as e-cards are a single shareable file with all your contact details. E-cards are clickable and interactive files that are on the rise.

- Digital Design Word of the Week:
  - JPEG: An acronym for Joint Photographic Experts Group. JPEG is a type of digital image file (such as a photo) that's "compressible" (you can reduce the file size). But it's also "lossy," meaning when you reduce the file size, you also reduce the image quality.

DESIGNING MERCHANDISE

It is all about the merch! Merchandise with graphics has become increasingly popular over the past few years. Today you are going to learn how to design your own merch for your business.

Activity One 40 minutes
Lesson 10 minutes
Coaches Notes 10 minutes

At the end of this module, students will be able to:

- Design company merchandise in Canva using at least three design elements.
- Explain why merchandise is important when building a brand.

- **Age Group:** 11-18
- **Skill Level:** Beginner
- **STEAM:** Visual Arts, Technology
- **Adult Helper:** As needed
- **Learning Objective:** Students will continue to build their digital design skills by designing merch for a business. Students will use the principal design elements to create a t-shirt in Canva and gain a better understanding of the role merchandise can play when building a brand.

Here is what you need:
Computer, laptop, or tablet

What is Merch?

"Merch" is a trendy way of saying "merchandise." Merch is usually geared towards a particular fanbase. For example, many celebrities have their own line of merch. Merch can range from pop sockets to hoodies. There really is no limit to the merch you can offer. However, your merch should be targeted to your customer's needs and reflect your company's brand.

What makes good Merch?

These three elements make effective merch:

- Creative and catchy design
- A clear brand personality
- Gifts that bring value to your audience

Think about design

Think about the last merch you purchased. Maybe it was a t-shirt of your favorite band, or a poster of your favorite sports hero, or a pillowcase with your favorite anime character. Whatever merch you selected, something drew your attention to it. Maybe it was the color, style, or graphics.

Think back to when you created your logo. One key element of design is that your logo and graphics should be versatile enough to fit on merch. When designing your merch, make sure that your image is at least 220 PPI (pixels per inch) at full size. A pixel is one of the small dots or squares that make up an image on a computer screen.

DIGITAL DESIGN: Week 6

COACHES NOTE

- Students need to have a Canva account. The minimum age for creating a Canva account is 16. Please have students obtain parents permission BEFORE creating the account.
- For students 15 and younger, an adult helper would need to create the account and provide the login information.
- Please use the FREE Canva account. To create an account and email address is needed. Please Click "Sign Up and follow the steps.

Activity One: Creating Merch in Canva

Students will design merch for their new business. Canva offers custom prints for t-shirts, stickers, mugs, and labels. Remind them to keep in mind the key design elements covered in Week 3: font, image/graphic, color, layout, and placement.

How to design a T-shirt in Canva.

- Login to Canva.
- In the Canva search tool, search "T-Shirts."
- A new page will display with predesigned templates.
- Select "Create Blank T-shirt." A new window will display. The templates will appear on the left side, and a blank template in the middle.
- Remember all elements can be changed by selecting the element and either replacing or deleting.
- Coaches note: If students want to try their hand at selecting a template, then editing, please allow.
- Add images.
- Add text.
- You can add additional design elements if you desire.

DIGITAL DESIGN: Week 6

To review design

- Click “Print T-Shirt” in the upper right corner.
- A sidebar will appear with a person in a t-shirt with the t-shirt design in the center.
- Under the sidebar, the student can select “One Side or Both” to see each side of the shirt.
- There is a drop- down menu to select the color of the shirt.
- Select a color that works best with the t-shirt design.
- If any element needs to be changed, click the X at the top of the sidebar.

COACHES NOTES

- Digital Design Learning Term of the Week:
  - HEX: Looking for a specific color? Did you know each color has a specific six-digit number that is used to identify it? That's called its HEX number.

- Digital Design Question of the Week:
  - What is merchandise branding? Branding is the process of communicating to the world who you are. It’s the action of making design choices to show off your brand identity to prospective buyers, vendors, investors, business partners, and competitors. In the next two lessons, we will focus on marketing and branding.

BRANDING

For the last several weeks you have been working on designing elements for your business. It is now time to put together your brand.

- **Age Group:** 11-18
- **Skill Level:** Beginner
- **STEAM:** Visual Arts, Technology
- **Adult Helper:** As needed
- **Learning Objective:** Students will learn what a brand is and the importance of creating a brand in business.

Activity One 5 minutes
Activity Two 30 minutes
Lesson 10 minutes
Coaches Corner 10 minutes

At the end of this module, students will be able to:

- State the five elements of branding.
- Define brand.

Here is what you need:
Computer, laptop, or tablet

What is a Branding?

Branding is defined as the marketing practice of creating a name, symbol, or design that identifies and differentiates a company, product, or service from others. Branding is simply letting consumers know who you are.

What is Brand Identity?

When you think of a brand the first thing that comes to mind is the logo. But brand identity is more than just a logo. Brand identity comprises the design choices that you make. It's the color palette of your website, the "voice" of your text content, and the imagery of your logo.

Your brand is how you present who you are and what you do. It is what sets you apart from the competition.

What are the five elements of branding?

- **Brand Position** – Describes what your company does and what your company values.
- **Brand Promise** – The single most import thing your company promises to deliver to consumers.
- **Brand Personality** – What your company is known for.
- **Brand Story** – Your company's history. Why it was created.
- **Brand Assets** – Your company's name, logo, colors, taglines, fonts, imagery

Your brand assets must support your brand promise, ALL your brand traits, and your brand positioning statement.

Building a Brand Strategy

To build a successful brand you must first establish a business vision. A business vision is what you want your business to become. What is your big picture?

Ask: What is your business vision? Have students write a brief statement.

Every successful brand came up with a plan. A brand strategy is a plan that outlines your goals and how you want to be represented. Consistency in branding is key.

ACTIVITY ONE

Have students look up each company. Have students pay attention to branding, message, and use of color.

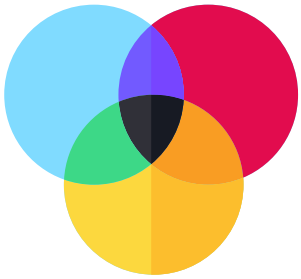
- Tesla's brand strategy is: Innovation.
- Coca-Cola: Brand Consistency.
- Apple: Creating a Movement.
- Colgate: Creates Trust.
- Starbucks: Social Strategy.
- Whole Food Market: Stand for Something.
- Nike: Sell a Story.

ACTIVITY TWO: CREATING A BRANDING KIT IN CANVA

Students will design a branding kit for their new business using Canva, then create a social media post. Coaches Note: Students will not actually post to social media.

How to design a Brand Kit.

- Login to Canva.
- Click on left side menu, select “Brand Kit.”
- The Brand Kit page displays.
- Follow prompts to add your logo.
- Next you will need to add your Brand Colors. Think of how color is used and the impression you want to make.
- Next, you will need to select your fonts and font size.
- Once you have selected all, click “Create Design” in the upper right corner.
- Select “Instagram Post.”
- A blank page will appear.
- Select the “Text” tab and add the following:
  - A heading
  - A subheading
  - A little bit of body



- Select the “Logo” tab, then select your logo. It will display in your post. Position it wherever you wish.
- Select the Styles tab, and your Brand Kit selections will appear.
- Select your “Brand Color Palette.”
- Position the text and logo however you like.
- If you do not like the brand colors you selected, you can change them by selecting Brand Kit from the Home page.
- Congratulations, you just created your first post!

To name the file

- In the upper right corner, click in the area that says “Untitled Design” and write a new name for the file.
- Canva will automatically “Save” your work.

COACHES NOTES

- Digital Design Learning Term of the Week:
  - Mood board: What designers use to collect lots of visual references for a new design project. These can be photos, graphics, or typography.
- Digital Design Question of the Week:
  - What is a Brand Voice? Brand voice is the way you talk to (or write for) your customers. It defines your brand's style of communication. Coca-Cola is a great example. They have a consistent brand voice. Coca-Cola's voice is positive, friendly, and down-to-earth. They are always showing us what a happy life looks like accompanied by a positive voice.
- STEAM Word of the Week:
  - Monochrome: In science it is only one wavelength. In visual arts, monochrome is different shades and tones of a single color.

Canva

Additional Branding Resource:

Canva offers tutorials on branding for business. https://designschool.canva.com/courses/branding-design/?lesson=whats-a-brand

MARKETING

Marketing is a process with many different layers. Marketing is something that we as consumers see in our everyday lives and may not even know it. Welcome to the world of marketing! Can you think of how a company markets its products to you?

- **Age Group:** 11-18
- **Skill Level:** Beginner
- **STEAM:** Visual Arts, Technology
- **Adult Helper:** As needed
- **Learning Objective:** Students will learn why marketing is important in business.

At the end of this module, students will be able to:

- State the four P's of marketing.
- Define marketing.
- Develop a simple marketing plan.

Activity One 30 minutes
Lesson 10 minutes
Coaches Notes 10 minutes

Here is what you need:
Computer, laptop, or tablet

What is marketing?

Marketing is the process of getting people interested in your company's product or service. This involves market research and advertising.

Why is marketing important?

Marketing is important because it enables you to build lasting relationships with your customer base. Marketing enables you to match consumer preferences with your products and services.

What is a marketing mix?

There is more to business success than just creating a great product. You must think about where to sell it, who will buy it, and how people will find out about it. This is where marketing comes in. The marketing mix helps you answer those questions. Once you have answered them, then you can come up with a plan and strategy. The "four P's" of the marketing mix are:

- Product – What is your product or service?
- Price – What will you charge for your product? Your price should cover the cost to make the product and the cost of your time.
- Promotion – Where will you promote your product?
- Place – How will you get your product to your customer?

There is one more P that you must also think about:

- People – Who are the people who need your product?

Creating a Marketing Plan

A marketing plan is a set of actions. It's the foundation for how you will get your product into the hands of buyers. A well-developed marketing plan includes a marketing mix.

DIGITAL DESIGN: Week 8

ACTIVITY ONE

Students will create a simple marketing plan by answering the questions from the marketing mix.

1. What is your product or service?
2. Are you the only one selling this product or offering this service?
3. What price will you charge for the product or service?
4. Is your price higher or lower than your competitor's price? Students may have to search online for their competitors.
5. Who are the people who need a product like yours?
6. How will you promote your product?
7. How will you get your product to your customer?

COACHES NOTES

- Digital Design Learning Term of the Week:
  - Readability: The ease with which text can be read.
- Digital Design Question of the Week:
  - What is a Marketing Strategy? A marketing strategy is your overall game plan for reaching potential customers and getting them interested in your product or service. A marketing strategy includes your company's value, key brand message, and voice.
- STEAM Learning Term of the Week:
  - Color Psychology: The study of how colors affect a person's perceptions and behaviors. In marketing and branding, color psychology focuses on how colors affect consumers' impressions of a brand and their interest in purchasing a particular brand.

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