



VIVID ARTS ELITE

CIRCLE



ASSIGNMENT

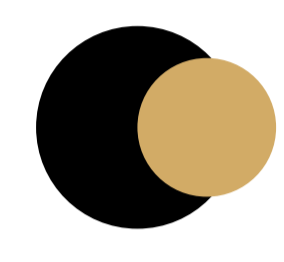
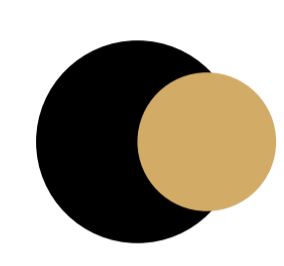
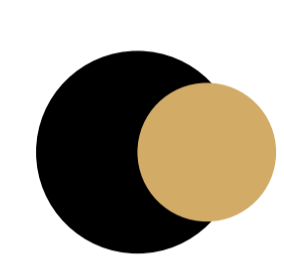
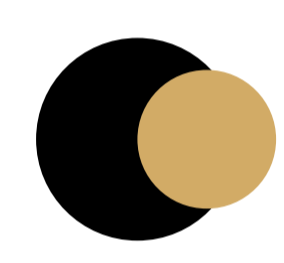
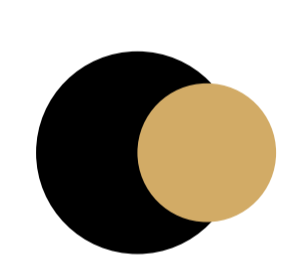
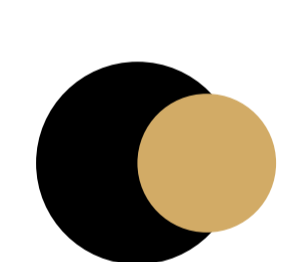
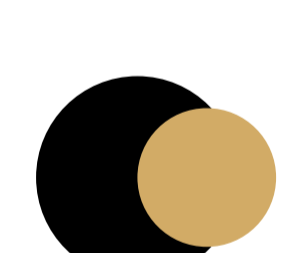


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This week's assignment is all about you and the image you want the world to see, that is, your brand. This exercise is the first of a series of assignments to help you establish your brand and have a professional look with all your branding identity content.

Answer the following questions:

-  What do you consider your purpose (Why do you do what you do?)
-  Exploring your purpose
-  Your purpose is your big picture, the vision of what you want to achieve. When you combine values, engage your passions and take "on-purpose" action, you can follow your personal road map to the destinations you choose.
-  What are your values, and What are the core beliefs for developing your works?)
-  How is your personality, how do you want to be seen, what is your winner's image?
-  Your uniqueness (What makes your art unique?)
-  Your Message (What is your work looking to communicate?)

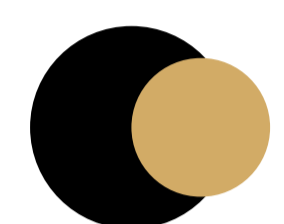


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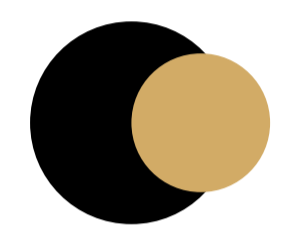
CIRCLE

Now that you know all the information you need to create your brand identity content let's start building or reviewing your brand. Before you start creating (or revisiting) your design assets, you need to define the basics of your design structure and your brand identity.

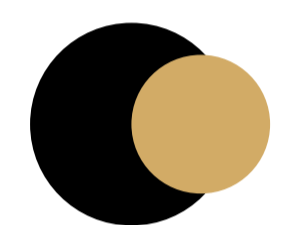
Identify or choose the following elements:



TYPOGRAPHY



COLOR PALETTE



SHAPES



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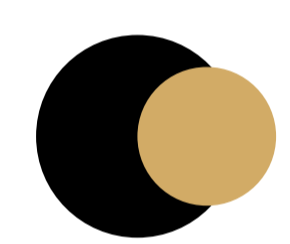
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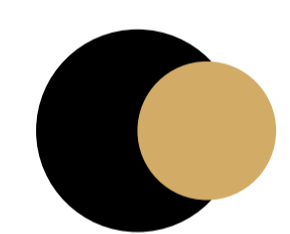
Now that you've figured out the foundation of your design, it's time to bring your brand identity to life and translate who you are into design assets that you can use in your marketing.

Keep in mind that you might already have all these elements; if you don't, this is an excellent time to get them done.

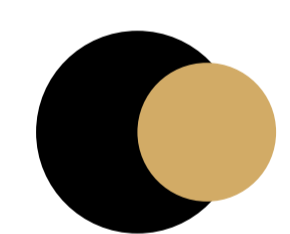
Take some time this week to collect all of the following information and content. We will be reviewing these materials next week during our meeting.



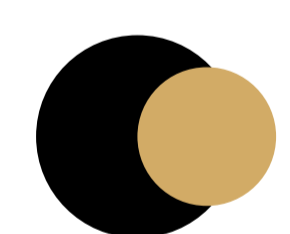
Name



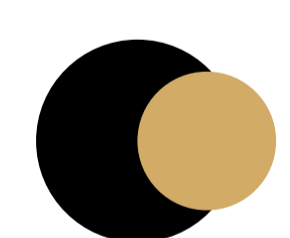
Logo



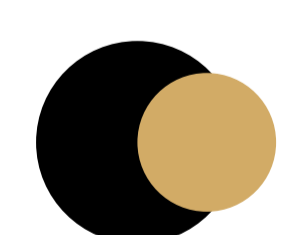
Typography



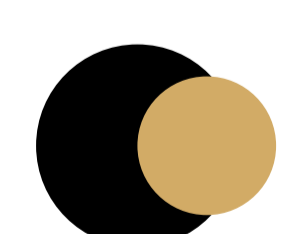
Tagline



Colors



Voice



Images of the main artworks that represent you

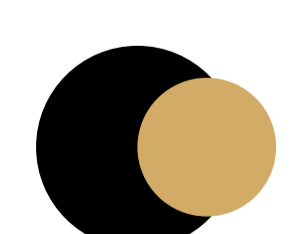


Photo of Yourself

Be kind and patient with yourself; remember that this is a journey; we go step by step and everyone at their speed. Take your time but most importantly, stay focused and inspired.





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THANK YOU

