**Your Personal Brand**

**Objective**

Now is the time to shine and create something all about ***you***! Your job is to create and market a CD cover that represents you as you look toward life after high school.

**Materials**

Computer; Internet; personal pictures; blank CD cases; quality glossy or matte paper; printer

**Procedure**

1. Select an artist or group name that represents the ***real you***. This should be a ***made-up*** band name, not a real band name.
2. Create a personal logo and include it on your CD cover.
3. Select a title for your CD that represents how others see you.
4. Select at least six song titles. These must be ***real*** songs and must include the artist.

a. One song title for the type of friend you are.

b. One song title for the types of friends you have.

c. One song title that describes where you feel most comfortable.

d. One song title that describes what you would like to accomplish.

e. One song title that describes what you do well.

f. One song title that describes what makes you feel good.

1. Choose a producer - your most influential family member.
2. Choose an agent - your most influential teacher or employer.
3. Design the front and back cover of the CD. Make sure to include your artist’s name, CD title, and logo (size= 4.5”x 4.5”).

**Written Report**

How would you market your CD? Type a one-page (minimum) summary including the following.

* **Product-** Why are these songs a real representation of you and why did you select thesongs? Explain your choice of producer and agent.
* **Price-** How much would you charge (per cd, song, etc.)?
* **Place-** Where could people get your music?
* **Promotion-** How will you promote your CD?
* **Extra credit-** Design the inside of the CD jacket.