**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 Needed:

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

Instructions:

Select an artist or group name that represents the “real you.” This is a made-up name, not a real band name.

1. Create a personal logo and include it on your CD cover.
2. Select a title for your that represents how others see you
3. Select at least six song titles. These must be real songs and include the artist.
4. One for the type of friend you are
5. One for the types of friends you have
6. One that describes where you feel most comfortable
7. One that describes what you would like to accomplish
8. One that describes what you do well
9. One that describes what makes you feel good
10. Choose a producer – your most influential family member or teacher
11. Choose an agent – your most influential teacher or employer
12. Design the front and back cover of the CD. Make sure to include your artist name, CD title, and logo (size= 4.5”x 4.5”).

**Written Report**

1. How would you market your CD? Type a summary on the following (one-page minimum)
2. **Product**: Why these songs are a real representation of you and why you selected the songs.Explain your choice of producer and agent.
3. **Price:** how much you would charge (per cd, song, etc.)
4. **Place:** where people could get your music
5. **Promotion:** how you will promote your CD
6. **Extra credit**: design the inside of the CD jacket