

Appreciation of Diversity

The purpose of this activity is for students to investigate the more complex world of branding, especially signature brand labeling, as it relates to youth culture and the marketing of “cool”.

Write down the brands of clothing you like and choose not to wear, or what brands they do or don't wear based on their family's budget. Is one brand associated with a 'preppy' or 'nerdy' personality while another is associated with a 'skater' personality? Understand that the use of stereotyping in advertisements and marketing hype has shaped the search for oneself.

The purpose of this activity is to “unbrand” ourselves. Each student is asked to think about what his or her own brand – one that is an original piece of artwork and that truly reflects your individual personality might look like. You may not use any copyrighted logos, slogans or other commercial representations. You are to design your individual brand. Then students are asked to write a one-to-two paragraph statement explaining the design, how they arrived at their final design, and what the brand communicates about themselves.