

GRADE 11 · UNIT E: CLIENT PROJECTS

Client Project: Brand Style Guide

Lesson 23 of 44 · Day 3 of 3

DO NOW

Apply & critique: students apply their brand to 2 mock applications, then swap with a partner and use "I notice / I wonder" to check for consistency errors.

TODAY'S PLAN

Apply & critique: students apply their...

TODAY'S VOCABULARY

Brand Consistency

EXIT TICKET

Name one specific rule from your style guide that keeps your brand looking consistent.