



Outline Your Skillshare Class

Video Lesson Outline

Class Title:

Discovering Your Brand: The Color Palette

Class Description

The following class will provide a guide to finding the perfect color palette that would represent your start up's brand. Color Theory will help associate your target demographic with your unique brand properly. I will walk you through an ideal creative process which will inspire a color palette which will define your business look consistently across all marketing tools. These colors are important with brand association for your demographic.

Video Lesson Title	Video Format	Video Length	Talking Points & Key Concepts
<i>Introduction</i>	Screencast with Talking Head	1 minute and 30 seconds	Introduce myself Give an overview of the class, class project and explain how this class can benefit the student
Supplies	Screencast	30 seconds	Layout of the supplies needed for the class project
Unit 1: Our Branding Stage	Screencast		Explanation of what part of the branding process we are covering in this class. Why it is an important stage Give resources to back explanation.
Unit 2: The Creative Process	Screencast with Talking Head		Supplying questions to ask and discover or make moodboards in order to begin deciding on a color palette that will consistently represent brand association
Unit 3: Using Color Theory to finalize a good palette	Screencast		Briefly go over color theory and guide students on how to use the meaning of colors to empower their brand. Provide resources to learn more

			about color theory
Unit 4: Getting Creative with the palette	Screencast		Explain how to utilize a color palette for brand association in different ways such as on a website, social media and print marketing
Class Project and Quick Tips	Screencast		Explain class project and give advice on how to be successful
Final Thoughts	Screencast with Talking Head	2-3 minutes	Wrap up by congratulating and thanking students on choosing this class and completing their projects Encourage to post project and give feedback to other students Ask for feedback about the class and encourage idea for the next class Give students info to view my online portfolio Ask students to follow my social media outlets

Class Project

Project Description

We will simulate a new business and use its description, tone, and ideal demographic to coordinate knowledge of color psychology/theory which will help us create the best fit color palette that will sustain the mock business's brand.

For this class project you will need the following:

- A notebook and pencil to sketch ideas
- Use of the following link <https://color.adobe.com/create/color-wheel>
- Basic understanding of color theory

A simple example of what a final project would look like:



++There is no actual skill level required for this class. But I do make recommendations for types of studies and resources to learn in order to better understand the concept of color theory and as it relates to branding.**