ADOBE PERSONAL BRANDING CHALLENGE

CLASSROOM IMPLEMENTATION

TIME REQUIRED

This unit is divided into five lessons, each focusing on a different aspect of the challenge. Each lesson is designed to be completed in 1-2 class periods, depending on your schedule and the pace of your students. Remember to adjust the pace and depth of each lesson based on your student's needs and prior knowledge.

OVERVIEW

This lesson plan is designed to guide teachers in implementing the Adobe Personal Branding Challenge in their classrooms. It's structured as a series of lessons that will help students develop their personal brand using Adobe Express tools.

Materials Needed

- Computers with internet access
- Adobe Express account for each student
- Handouts for each lesson (optional)

INTENDED OUTCOMES

At the conclusion of this session, students will be able to:

- Develop a comprehensive personal brand.
- Use Adobe Express tools for logo design, resume creation and personal statement layout.
- Create a professional-quality website for the project components.

LESSON 1: INTRODUCTION AND SELF-ASSESSMENT

Objective: Students will understand the challenge requirements and begin exploring their personal brand.

ACTIVITIES:

1. Present the challenge guidelines to the class (15 minutes)
2. Self-assessment activity: Students complete a personal SWOT analysis (30 minutes). Have the students consider the following: “What makes you unique, and how can you showcase that uniqueness to potential employers or clients?” and discuss the impact of personal branding in today’s job market to capture students’ interest.

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3. Introduction to Adobe Express: Demonstrate basic features and navigation (If your students are familiar with Adobe Express you may not need to use this module) Use DECA and Adobe Branding Series Module 1: Intro to Adobe x DECA (60 minutes)
4. Show a brief video clip of influencers and entrepreneurs discussing their personal brands.
5. Homework: Research successful personal brands in their field of interest

Teacher Tips

- Encourage students to be honest and reflective in their self-assessment
- Emphasize the importance of authenticity in personal branding

LESSON 2: PERSONAL BRAND DEVELOPMENT

Objective: Students will develop a comprehensive plan for their personal brand and conduct research to support their decisions.

ACTIVITIES:

1. Mini-lesson on personal branding principles (20 minutes)
2. Guided brainstorming: Help students develop key aspects of their brand (30 minutes)
    a. Core values and passions
    b. Target industry and career goals
    c. Unique selling proposition
    d. "What qualities do you want your brand to convey?"
    e. "How can you visually represent your brand?"
1. Introduction to creating mood boards in Adobe Express. Use DECA and Adobe Branding Series Module 3: Developing Custom Brand Kits with Adobe Express (30-60 minutes, depending on how familiar your students are with Adobe Express)
3. Work time: Students create a visual brand board using Adobe Express (25 minutes)
4. Homework: Research professionals in their target industry

Teacher Tips

- Provide examples of successful personal brands in various industries (see application activity for some examples)
- Encourage students to think about long-term career goals
- Emphasize the importance of consistency across all brand elements

LESSON 3: PERSONAL LOGO DESIGN

OBJECTIVE: Students will create a personal logo using Adobe Express.

ACTIVITIES:

1. Mini-lesson on logo design principles (20 minutes)
2. Demonstration of Adobe Express logo maker and design tools (15 minutes)
3. Hands-on practice: Students create their personal logo (45 minutes)
4. Peer feedback session (10 minutes)

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TEACHER TIPS

- Showcase examples of effective personal logos
- Encourage students to create multiple versions and iterate based on feedback
- Remind students that simplicity often leads to more memorable logos

LESSON 4: RESUME DESIGN

OBJECTIVE: Students will create a visually appealing resume using Adobe Express templates.

ACTIVITIES:

1. Mini-lesson on modern resume design and content principles (20 minutes)
2. Demonstration of Adobe Express resume templates. Use DECA and Adobe Branding Series Module 4: DECA and Your Professional Network (60 minutes)
3. Work time: Students design their resume (55 minutes)
4. Progress check-in and teacher feedback (10 minutes)

TEACHER TIPS

- Remind students to maintain brand consistency with their logo and color scheme
- Encourage creative use of Adobe Express features to make resumes stand out
- Emphasize the importance of tailoring resume content to their target industry

LESSON 5: PERSONAL STATEMENT AND SOCIAL MEDIA INTEGRATION

OBJECTIVE: Students will create a personal statement and consider how to integrate their brand into social media.

ACTIVITIES:

1. Mini-lesson on writing effective personal statements (20 minutes)
2. Demonstration of Adobe Express text layout and design features (15 minutes)
3. Work time: Students create their personal statement on letterhead (45 minutes)
4. Discussion: Integrating personal brand into social media profiles (20 minutes)

TEACHER TIPS

- Provide a structure or template for personal statements
- Discuss the importance of consistent branding across all platforms
- Encourage students to think about their unique story and how to convey it concisely

ASSESSMENT

- Formative assessments through progress check-ins and peer feedback sessions
- Summative assessment based on the final project submissions, using the judging criteria outlined in the challenge guidelines

EXTENSIONS

- Organize a mock job fair where students present their personal brands

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- Encourage students to create a LinkedIn profile that includes their personal brand and resume.
- Invite local business professionals to provide feedback on student projects

RESOURCES

- Adobe Express tutorials
    - DECA and Adobe Branding Series 2024
- Personal branding articles and examples
    - **Personal Branding** blog: Personal Branding Examples for Students (9/2/25)
    - **Medium** (membership required for ad-free articles): Personal Branding for Students (2/18/24)
    - **LinkedIn:** Personal Brand Statement Examples & Tips to Create Your Own
- Resume design best practices
    - **Indeed** blog: How to Craft a High School Resume in 6 Steps (9/11/24)
    - **Student Research Group** blog: The Best Resume Tips for High School Students (1/26/24)
    - **Appily** blog: High School Resume: A Step-by-Step Guide.
- Video links
    - Personal Branding FOR STUDENTS | Get graduation, first job, career-ready (15 minutes)
    - 5 Steps to Building a Personal Brand You Feel Good About | The Way We Work, a TED series (6 minutes)

APPLICATION ACTIVITY

Inspiring Personal Brand Examples

1. Malala Yousafzai
    - Brand: Education activist and youngest Nobel Prize laureate
    - Key elements: Courage, advocacy for girls' education, global influence
2. Greta Thunberg
    - Brand: Climate change activist and youth leader
    - Key elements: Passion, direct communication, global movement builder
3. LeBron James
    - Brand: Basketball superstar and philanthropist
    - Key elements: Athletic excellence, community involvement, business acumen
4. Emma Watson
    - Brand: Actress and women's rights advocate
    - Key elements: Intelligence, feminism, fashion icon
5. Mark Zuckerberg

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- Brand: Tech innovator and entrepreneur
- Key elements: Innovation, connectivity, casual leadership style

6. Beyoncé
    - Brand: Music icon and cultural influencer
    - Key elements: Talent, empowerment, visual storytelling

Key Takeaways:

- Authenticity in personal values
- Consistency across platforms
- Clear mission or cause
- Distinctive visual identity
- Engagement with audience/community

These examples showcase diverse fields and approaches to personal branding, which can help students understand that personal brands can be built in various ways across different industries and causes. Each example demonstrates how individuals have leveraged their unique strengths, passions, and values to create a recognizable and impactful personal brand.

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