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 students' 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 unit, students will be able to:

- Develop a comprehensive personal brand.
- Use Adobe Express to create a personal logo, résumé and portfolio.
- Develop portfolio content including a personal statement, skills showcase, project highlights and call to action.
- Create a professional-quality personal brand website.

Copyright © 2026 DECA Inc. | All rights reserved.

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).
    a. Ask students to consider, "What makes you unique, and how can you showcase that uniqueness to potential employers or clients?" Then discuss the impact of personal branding in today's job market.
3. Introduction to Adobe Express: Demonstrate basic features and navigation. If your students are familiar with Adobe Express, this step may be optional. Under the Learn side panel, share the Tour of Adobe Express for Education
4. Under the Activities panel have students complete the Imagine the Future You activity in Adobe Express. (30-60 minutes, depending on students' familiarity with Adobe Express)
5. Show a brief video clip of influencers and entrepreneurs discussing their personal brands.
6. 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?"
3. Introduction to creating mood boards in Adobe Express. Under the Activities side panel use the Create a Character Mood Board guided activity (30-60 minutes, depending on students' familiarity with Adobe Express) Students should establish colors, typography, imagery and overall aesthetic
4. Work time: Students create a visual brand board using Adobe Express (25 minutes)
5. Homework: Research professionals in their target industry

Copyright © 2026 DECA Inc. | All rights reserved.

Teacher Tips

- Provide examples of successful personal brands in various industries *(see application activity below 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)

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. Have students review the resume templates in Adobe Express. Remind students to include the LinkedIn banner requirement
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: PORTFOLIO AND WEBSITE ASSEMBLY

OBJECTIVE: Students will create the required portfolio components and assemble their personal brand website using Adobe Express.

ACTIVITIES:

1. Mini-lesson on writing an effective personal statement (20 minutes)
2. Students draft a 250–300 word personal statement (20–25 minutes)

Copyright © 2026 DECA Inc. | All rights reserved.

3. Students create a visual skills showcase (15–20 minutes)
4. Students select key projects, achievements or experiences and write 50–100 word summaries explaining the challenge, their role and the outcome (20–25 minutes)
5. Students develop a clear call to action (10 minutes)
6. Students assemble their logo, résumé and portfolio in the required Adobe Express website template (30–45 minutes)
7. Peer review for consistency, professionalism and readability (15 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
- 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 and guided activities within Adobe Express
- 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 (6/15/26)
    - **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 (8/17/26)
- 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)

Copyright © 2026 DECA Inc. | All rights reserved.

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: Advocacy, feminism, fashion and global visibility
5. Mark Zuckerberg
    - 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.

Copyright © 2026 DECA Inc. | All rights reserved.