

Student Idea Book

Name Morgan Mudgett

Name 7th
Grade

School and Town Pequot Lakes Middle School


Send your FINISHED Idea Book (scan it as a jpg and turn it into a PDF) to drb@bridgescreate.com.

NAME THREE REASONS YOUR FAVORITE ICON IS EFFECTIVE.

• Very cute • funny • tiny

COLLECTING AND ORGANIZING THE DATA

Legend:

* = sugar	W = water
0 = fat	R = Red
D = Chemical dye	B = Blue
P = protein (meat, peanut butter, cheese)	Y = Yellow
 = fruit	

RESEARCH

Name your product and explain why you chose this product.

Yoplait yogurt, they don't have an icon and I think they should.

INGREDIENTS

What ingredients are "bad" for your body?

corn starch, sugar, citric acid

What ingredients are "good" for your body?

nonfat milk, fruit,

Do the ingredients give you ideas for an icon? Include colors, materials and other details.

1. Your IDEA # 1 (in words)

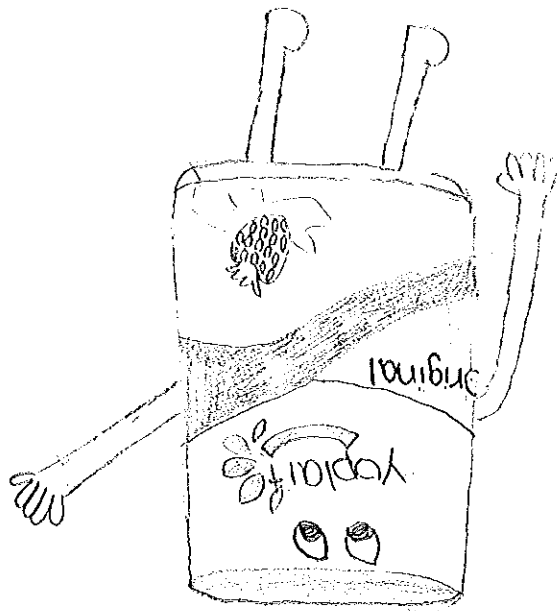
A little yogurt container with arms, legs, and eyes. The container will be original. The eyes will be cute not real looking.

2. Your IDEA # 2 A different one (in words)

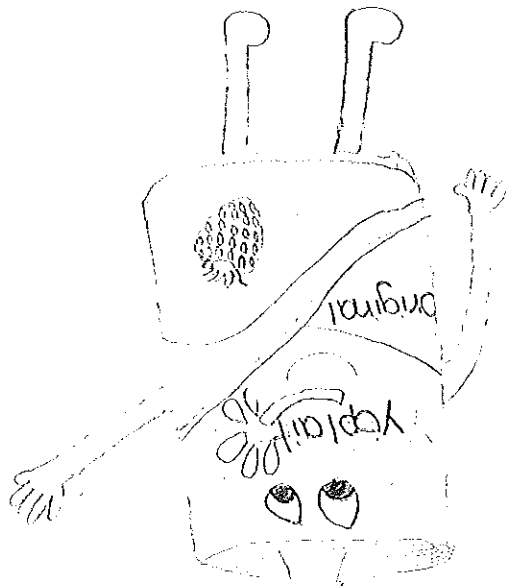
A spoon that has eyes and hops around saying I only want to be used with healthy foods.

Your student partner's suggestions about your idea.

Have the icon look like a cartoon, so it is more cute and funny.



ICON DRAFT #2 A more detailed sketch. No colors.



ICON DRAFT #1 Just a quick sketch. No colors.

Write a paragraph explaining why your icon will become iconic.

I think my icon is really good because I am using the product its self and making it look fun to eat not just to adults like the yogurt commercials kind of do now but also for kids too.

How will you use your icon to market/advertise your product?

I do have one idea of how I could use my icon in a commercial. He could walk up to people and say really cute things and when people taste him they say something like "you are not healthy" but then he says he is and tells all the good things about yogurt. That way it appeals to kids because of the cute icon and to adults because it is good for you. He could also walk around at fairs and kid events.

FINAL ICON DESIGN

**IF YOU ARE MAKING A STOP MOTION OR ANIMATED ICON USING PIXALS,
GO TO THAT TOOL FOR THIS PAGE. PROVIDE THE URL OR THE FILE.**

Make this in FULL color and label the characteristics to explain why you made these design decisions.

