

Name Jordan Goddard

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Grade 7th


School and Town Pegot Lakes, Pegot 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.

COLLECTING AND ORGANIZING THE DATA

Legend:

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

Name your product and explain why you chose this product.

Skinny Pop, because I have seen it everywhere and I think it's really good.

What ingredients are "bad" for your body?

Nothing Skinny Pop is gluten free, and has no GMB's.

What ingredients are "good" for your body?

- sunflower oil
- perfect amount of salt
- great popcorn kernels

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

1. Your IDEA # 1 (in words)

My first idea is to do a popcorn kernel, that would be a cartoon. It would be light brown, with huge eyes, and little feet.

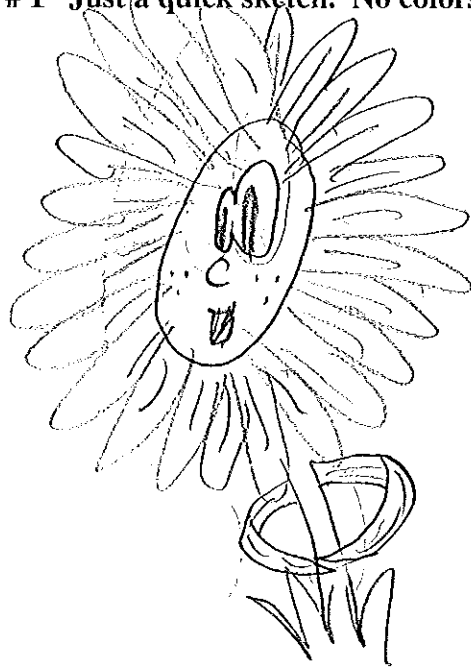
2. Your IDEA # 2 A different one (in words)

My second idea is a sunflower cartoon character, to represent the sunflower oil.

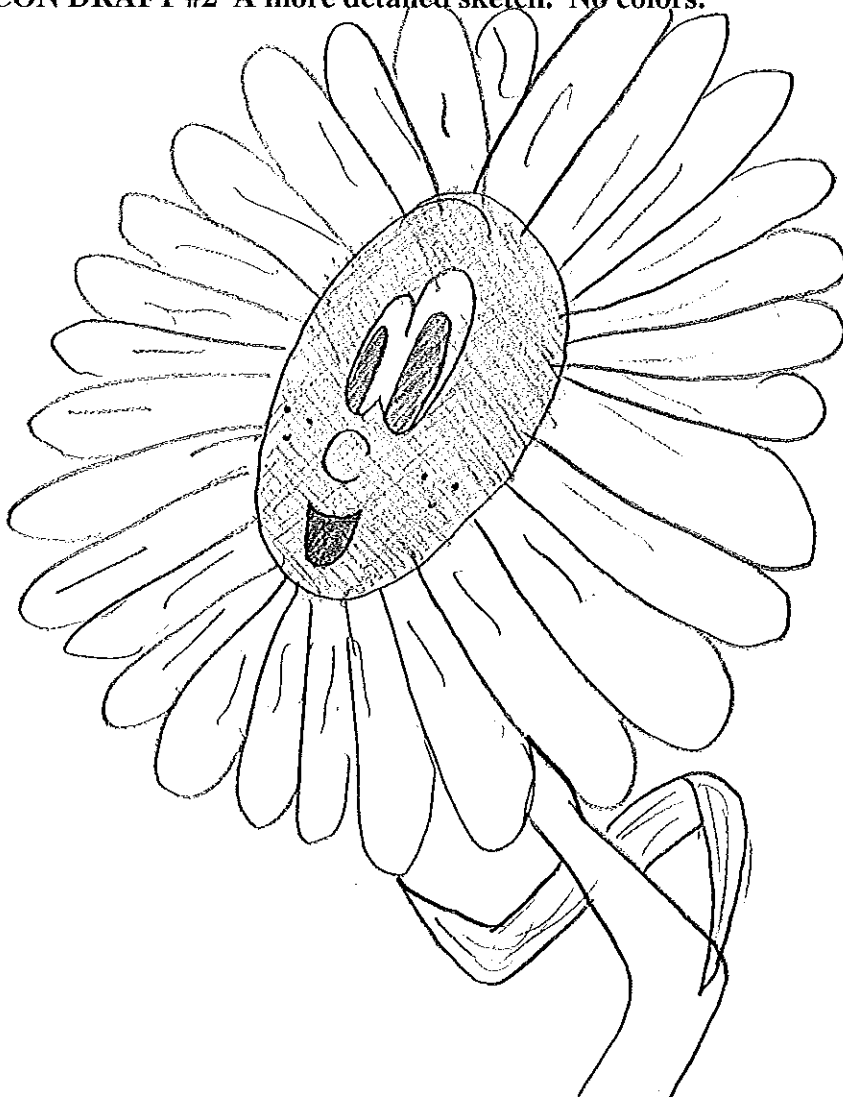
Your student partner's suggestions about your idea.

She thinks I should stay with my first idea and create it with paint.

ICON DRAFT # 1 Just a quick sketch. No colors



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



Write a paragraph explaining why your icon will become iconic.

My icon will become iconic because of the product its supporting, Skinny Pop is becoming popular all over the U.S so people know the name, My icon will also become iconic because there aren't many sunflower icons on the market today. My icon will be remembered because of the cartoony figure and its bright colors.

How will you USE YOUR ICON TO market/advertise your product?

My icon will say things like "I put the skinny in Skinny Pop", and other catchy phrases to get peoples attention. People will wonder "Hhmmmm, whats that brand of popcorn, the one with the sunflower. Oh yeah, Skinny Pop,

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.

