

**Instructor:**  
Amy (Hawk) Peck  
ahawk@uakron.edu

**Make. Brand. Sell**  
Summer 2011  
Rm. 127B

7100:489-406  
MTWTh 1:00 - 5:00 pm  
July 11 - August 11

### **Course Description**

A studio elective course where students brainstorm and come up with a product that they will create, brand, produce and sell via an online site such as Etsy.com.

Prerequisite: none

### **Course Objectives**

Create a product to sell, brand the product to promote consumer awareness and market the product through social media methods such as blogging and Facebook. The students will have access to sewing machines, screen printing equipment (a yudu, gocco, etc.) and other resources.

A secondary goal of this class is to introduce the students to the ever-growing world of craft and hand-made objects which also goes back to environmental sustainability and awareness.

Projects will include:

#### **1. Make: design and create your product**

Create a product based on your talents and skills... or something that you've always wanted to make or build... with the potential to sell to others.

- Research current trends
- Develop concepts
- Draw up a pattern or create a design
- Determine materials that you will need to use
- Make a prototype
- Work out a pricing structure in order to make a profit
- Figure out a plan for production keeping efficiencies in mind
- Make final product and plan for reproduction in order to sell multiple items

#### **2. Brand: design a logo and identity system for your product**

Create a logo for your product which will then be developed into an identity system which includes a business card, price tags, a postcard and a web banner.

- Concept logo ideas through sketching
- Digital page composition
- Determine cost effective way to make multiple copies

#### **3. Sell: create an online presence for your product**

Once the product has been created, made and branded it's time to promote and sell it.

- Research your audience
- Photograph your product to make it visually appealing and desirable
- Write a product description
- Set up your Etsy.com page
- Make a PDF or email newsletter to send to blogs and post on Facebook and other social networking sites
- Get the word out!

#### **Supplies you must bring to class:**

1. Sketchbook / tracing paper
2. Materials you want to use to create your product
3. Supplies for using screen printing station, sewing machines, etc.

#### **Websites for reference:**

<http://www.etsy.com/>

<http://www.bennygold.com/>

<http://www.johnnycupcakes.com/blog/>

<http://super7store.com>

<http://www.etsy.com/people/somethingshidinghere>

<http://craftzine.com/>

<http://indiecraftdocumentary.blogspot.com/>