Badge Builder

Period 6

Group 4

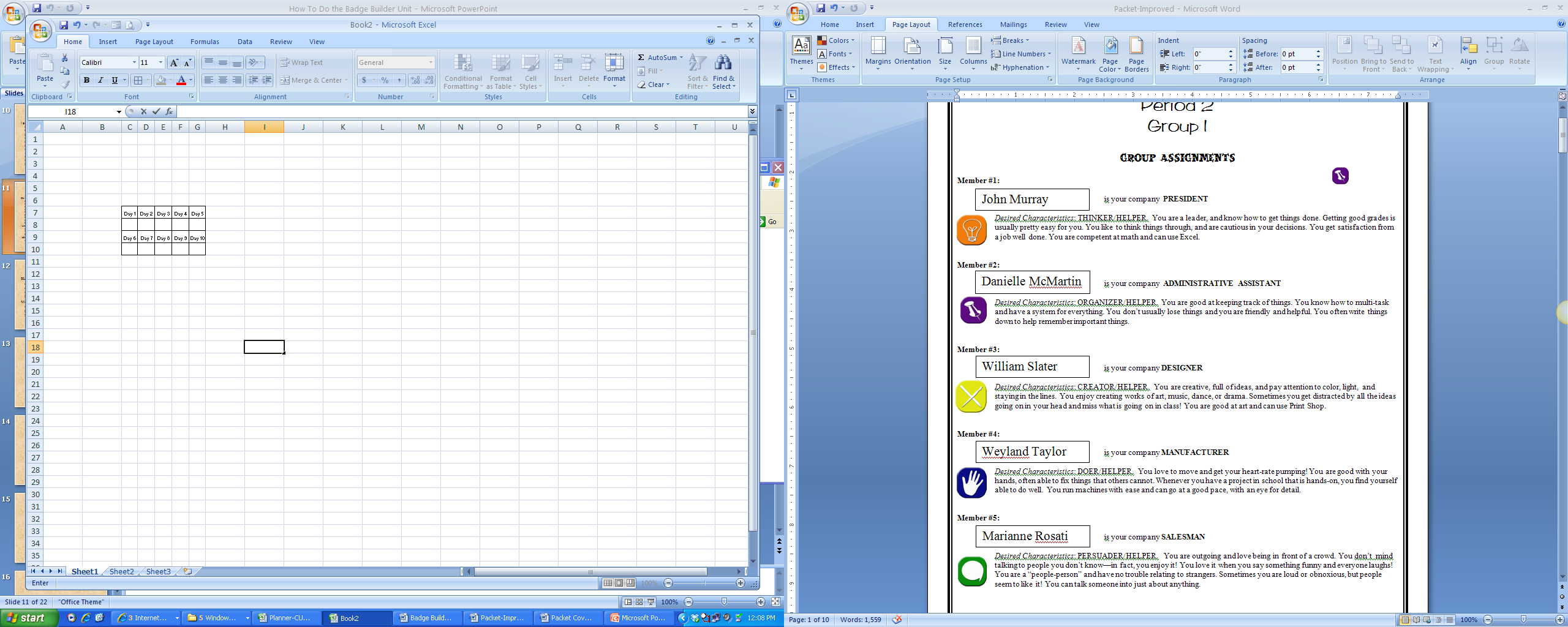
Roll Call

Mark A for absent or leave blank.

Group Assignments

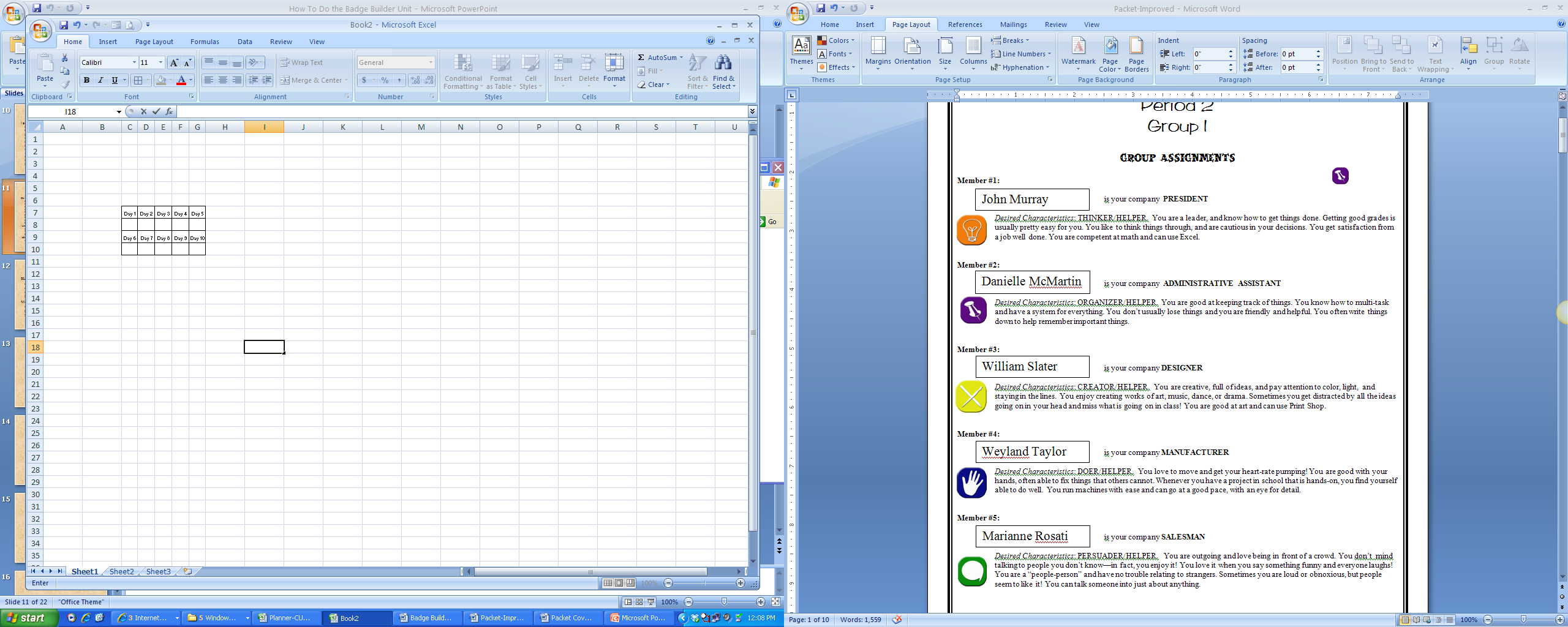
**Member #1:**

is your company **PRESIDENT**



*Desired Characteristics*: THINKER/HELPER. You are a leader, and know how to get things done. Getting good grades is usually pretty easy for you. You like to think things through, and are cautious in your decisions. You get satisfaction from a job well done. You are competent at math and can use Excel.

**Member #2:**

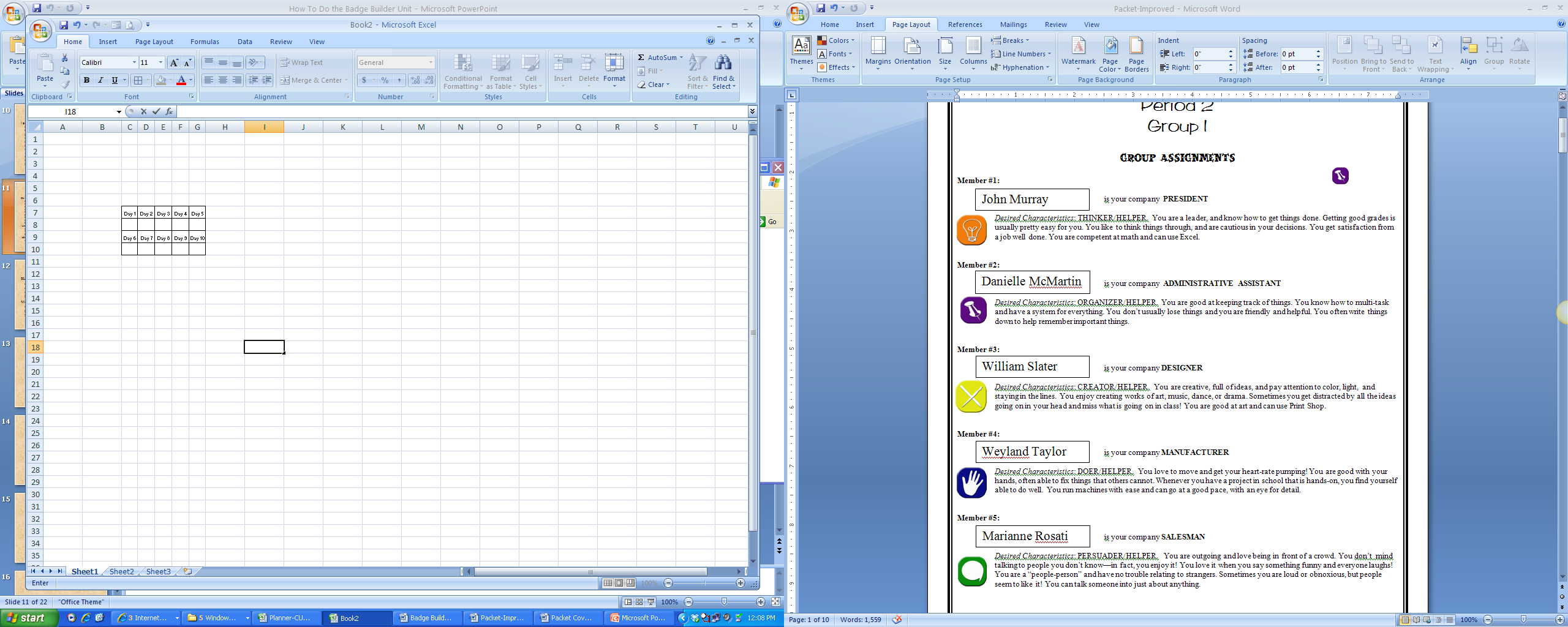


is your company **ADMINISTRATIVE ASSISTANT**



*Desired Characteristics*: ORGANIZER/HELPER. You are good at keeping track of things. You know how to multi-task and have a system for everything. You don’t usually lose things and you are friendly and helpful. You often write things down to help remember important things.

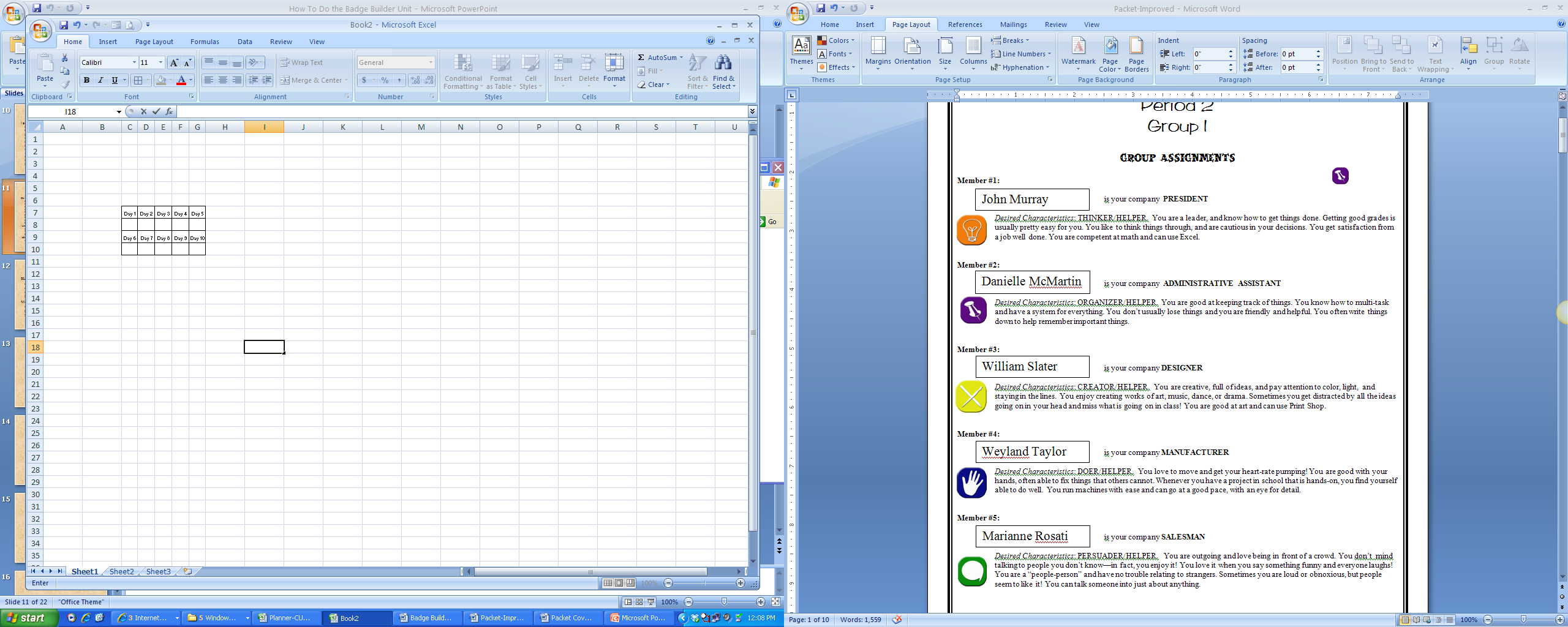
**Member #3:**

is your company **DESIGNER**



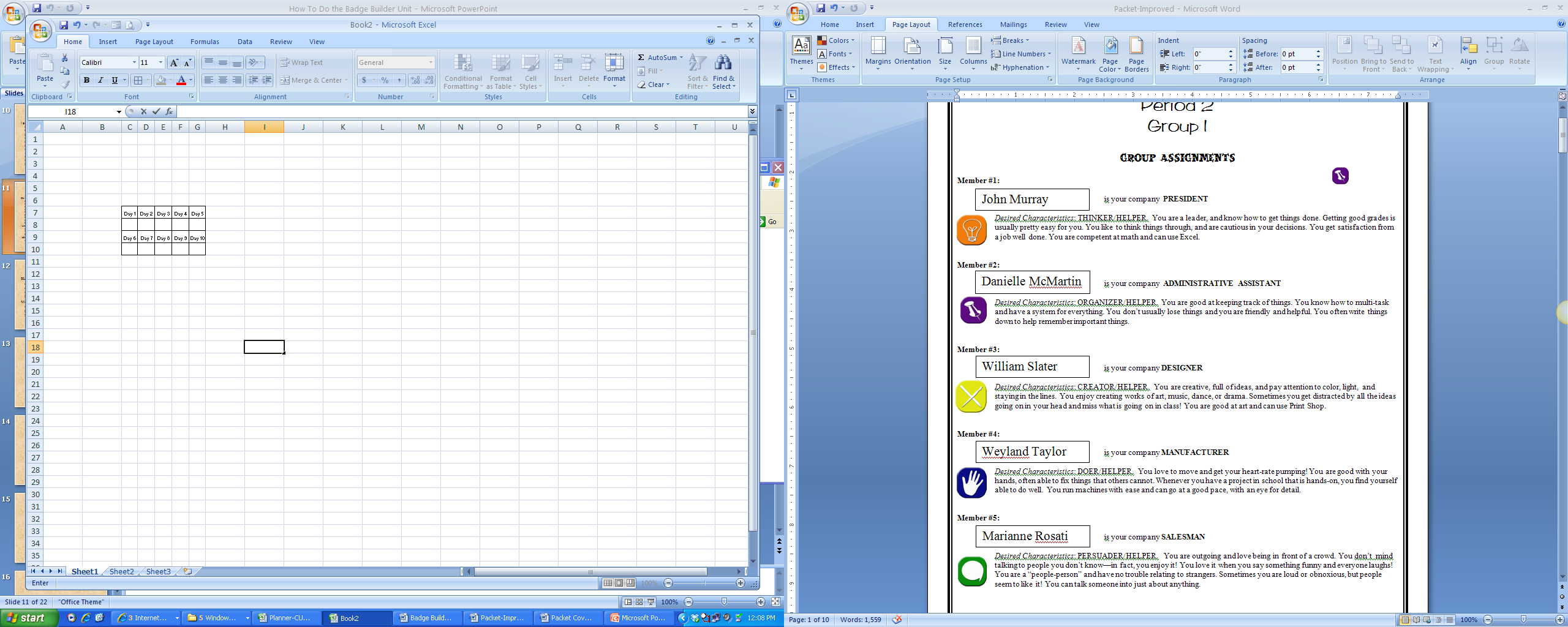
*Desired Characteristics*: CREATOR/HELPER. You are creative, full of ideas, and pay attention to color, light, and staying in the lines. You enjoy creating works of art, music, dance, or drama. Sometimes you get distracted by all the ideas going on in your head and miss what is going on in class! You are good at art and can use Print Shop.

**Member #4:**

is your company **MANUFACTURER**

*Desired Characteristics*: DOER/HELPER. You love to move and get your heart-rate pumping! You are good with your hands, often able to fix things that others cannot. Whenever you have a project in school that is hands-on, you find yourself able to do well. You run machines with ease and can go at a good pace, with an eye for detail.

**Member #5:**

is your company **SALESMAN**

*Desired Characteristics*: PERSUADER/HELPER. You are outgoing and love being in front of a crowd. You don’t mind talking to people you don’t know—in fact, you enjoy it! You love it when you say something funny and everyone laughs! You are a “people-person” and have no trouble relating to strangers. Sometimes you are loud or obnoxious, but people seem to like it! You can talk someone into just about anything.

Our Company

Create a company name. Brainstorm some ideas and choose the best one. If you have trouble deciding, the President gets final say.



Company Name:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Now you will create a slogan. Remember that your slogan is about your company, not your product. Slogans can be very short and simple. If you cannot decide on a slogan, the Salesman gets the final say.



Company Slogan:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Next you will create a logo. This can be done in Print Shop or even Word by the Designer. Your logo can be very simple. Using the Shapes option in Word or Print Shop is a great idea! Print a copy of your logo and place it in the box provided.



Company Logo:



Paste your logo here

Example:

The Badge Babes

Admin.jpgBadge Builder Student Instructions

*Administrative Assistant – check off each item as they are completed, even if they are completed on a different day than listed. Fill this out throughout the entire project. If the person is not here to do their job, someone else must do it.*

**Day 1 – Know Your Company**

* Admin.jpgTake roll
* President.jpgChoose a Company Name and slogan and write it in your packet
* Designer.jpgDesign a logo in Power Point
* Save Logo as your group number in My Pictures
* Drag logo into Rees Hand-in
* Delete the picture, then pull it in from where you saved it. Make it smaller and then print it.
* Manuf.jpgCut picture and glued into packet
* Start brainstorming ideas for your badges on the Brainstorming sheet

**Day 2 – Product Planning**

* Admin.jpgTake Roll
* Continue brainstorming ideas for badges. Draw them in your packet. You may use the internet to come up with ideas.
* President.jpgDesigner.jpgStart designing buttons in Print Shop. Use the badge template saved in **Student Common/Rees CTE Intro/Badge Builder.** *Make sure you save this file in your DOCUMENTS and clearly label it. If you lose this file, it could cost your group LOTS of money!*
* Enter each design into your Business Plan, on Step One. Saved in **Student Common/Rees CTE Intro/Badge Builder**
* As **EACH DESIGN** is finished, print it and give it to the manufacturer.
* Cut out each design and glue it to the Final Design Plan.
* Designer.jpgGet each design approved my Mrs. Rees
* Make any changes to the design as specified.

**Day 3 – Design Day**

* Admin.jpgTake Roll
* Designer.jpgContinue to finish your designs and do anything from yesterday’s list that you haven’t done yet.
* Admin.jpgAfter all designs are finished, print copies for your badges.
* Admin.jpgPrint a few extra copies in case of losses
* Designer.jpgFill out Manufacturing page—write down the name of each button you are making.
* If your group has finished all of the above, write your name on the board where indicated, to let Mrs. Rees know you are ready to make your buttons
* If there is time, you might be making buttons today! When called, bring your packet and the plastic bag with your group number on it.

**Day 4 – Design & Production**

Admin.jpg

* Take Roll
* Continue finishing your designs, and doing anything on the previous day’s lists that you haven’t done yet.
* Designer.jpgALL **DESIGNS** MUST BE COMPLETED BY THE END OF THE PERIOD.
* President.jpgIf you have written your name on the board and are just waiting to be called, you may play games.
* Manufacturer and President begin completing the “Voting Preparation” page, which is a separate page that will be given to you.
  + President ensures that the buttons are listed in the RIGHT ORDER—as they are listed on the business plan.
  + Manufacturer cuts out copies of each DESIGN, and glues them into place.
  + Glue a picture of your logo as well.

**Day 5 - Production**

Admin.jpg

* Take Roll
* Wait for your group to be called to make your badges. All groups must be finished **making** their badges by the end of the period.
* Make your badges in an assembly line
* President.jpgCompete the Voting Preparation page—paste all designs onto the page in the proper order (same order as listed in your Business Plan) attach your logo, and turn in to the basket.
* Admin.jpgRecord any losses (or no losses) on the Manufacturing page of your packet.
* Admin.jpgPresident.jpgAfter you’ve made your badges, put one of each design on the wall where Mrs. Rees shows you to have a photo taken of it.
* Put your badges back in the bag and put the bag in the basket.
* If you have finished your badges, you may begin on your advertisements and promotions on Day 6.

**Day 6 – Advertising & Promotions**

* Admin.jpgTake Roll
* President.jpgAs a group, decide which promotions you would like to do.
* Fill out Step Two of the business plan, where you decide what to do for your promotions.
  + Make sure you enter it correctly—you will lose points when you turn it in if you do it wrong!
* **If you choose to do a Teaser Poster**, you may work on that today. A Teaser poster should include:
  + Your Company Logo (saved in Student Common)
  + A border
  + PICTURES of your badges, (no prices)
  + Your Period
    - Anyone in the group may make the teaser poster
    - Use the pictures of your badges saved in Student Common.
    - In Print Shop, go to Insert, File and then go to Student Common/Rees CTE Intro/Badge Builder/Quarter/Badge Photos.
    - With the inserted picture highlighted, go to Effects>Crop and Orientation. Choose the circle and draw a circle around one of the badges and press ok. Repeat the process for all badges.
  + Show your Teaser to Mrs. Rees for approval, then take your Teaser Poster to Mr. Simpson’s room when finished.
* **If your group does Flyers**, you must create it in Print Shop using the Greeting Card option. ANYONE can do this job, but I suggest your Admin Assistant or your Designer.
  + Go to Print Shop and select Greeting Card. Choose Start From Scratch, Tall, and Side fold.
    - Create your flyer. It should have pictures of each design, it’s assigned number, your group name, and your period.
    - Group all elements together by holding down the SHIFT key and selecting each element. I suggest you start with small elements first then the large. Left click and choose Group.
    - Edit, Copy. Then click on the arrow below where it says “front”. Paste your flyer on the two inside sections. Then click the arrow again and paste it on the back page.
    - Print the number of copies you have entered into Step 2, and cut or slice them.
* Designer.jpg**If your group wants to rent a frame**, come see Mrs. Rees to sign up for the frame you want. Just look at the number on the back and she will sign you up.
* **Begin creating your Advertising posters**. There should be two of them. These are NOT the same as the teaser poster, and it is **REQUIRED** by all groups!
  + **This is the salesman’s job, but you may want to split it with another team member of your choice to get it done faster, especially if you are one of the last groups to finish your badges**.
  + One poster should have a picture of each badge and the price
  + The other should have just your logo and slogan
* President.jpgVoting Preparation page MUST be turned in today in order to give Mrs. Rees time to get it ready for the voting process after the Badge Fair.

**Day 7 – Finish Advertising & Promotions**

* Admin.jpgTake Roll
* Do anything today that you did NOT get done on Day 6’s list.
* Print posters from print shop
* Back it on provided poster board, put Velcro on the four corners, and write the names of everyone in the group on the back
  + Admin.jpgPut the poster up on the wall when finished
  + Feel free to add cut out pictures around the edges of your poster to make it stand out.
* President.jpgFill out the Cashiering page in the packet (just the designs part) Be prepared to fill out the rest of it tomorrow at the Market.
* President.jpgFill out the “Are We Ready?” page in the packet.
* Get “Are We Ready” signed by Mrs. Rees (lose 10 pts if you do not get it signed—can only get it signed today!)

**Day 8 – The Market**

Admin.jpg

* Admin.jpgTake Roll
* Fill out Cashiering sheet throughout the Market—keep track of votes, sales, and orders.
* Salesman leaves table to get sales—go out there and talk to people!
* Collect money throughout the market

**Day 9 – The Results**

Admin.jpg

* Take Roll
* President.jpgFill out step 3 of the Business Plan—enter sales, votes, orders, etc.
* Admin.jpgTurn Business Plan in to Rees hand-in. (Do this quickly!)
* Designer.jpgFill out Group Evaluation **(All members participate)**
* Print double copies of all orders *(Do not print pictures of your badges! Print the originals you designed!)*
* Cut out orders with circle cutters (2 for each order)
* Designer.jpgPut orders in bag, in your box*. (You are fined if you leave this out!)*
* Sort votes and money in piles on Mrs. Rees’ podium
* President.jpgCreate graphs in Excel in Step 4
* Print finished graph
* Admin.jpgAttach graph to packet and turn in to basket

Designer Brainstorm

**Directions**: Using this and any other scratch paper you may need, start brainstorming ideas for your buttons. Write down sayings, sketch drawings, take notes on colors you would like to use. Remember that you may make as many as 8 different designs. This is just a scratch paper—you do not have to have your final designs here. Keep in mind that you must leave a large margin around the edge of your button, which will be tucked in under the button. Don’t use the entire space for your design.



Final Design Plan

**Directions**: Fill out the following information using the Excel sheet you are working on. Paste a picture of each design in the spaces provided. Get the approved box checked my Mrs. Rees. Once approved, you cannot change your designs!

**Design 1:**  **Design 2:**

Approved Approved



**Design 3:**

Approved

**Design 4:**  **Design 5:**  **Design 6:**

Approved Approved Approved



Manufacturing

**Directions:**

On Manufacturing Day, your group will form an *assembly line*, to ensure that you create your buttons quickly and efficiently. If you follow these instructions, each group should only take a few minutes to make their buttons, so that other groups can then have a turn. The Admin. Assistant will fill out the bottom of this page.

**A LOSS IS WHEN YOU MAKE A BUTTON THAT HAS A DEFECT AND CANNOT BE USED.**

**ADMIN ASSISTANT: Fill out the name of each of the ten badges you are making BEFORE going to the table to make them. If you are doing more than one of a particular design, list it each time you are making it. (So, if you are doing three of one design, write it down three times.)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Design** | **Name** | **✓** | **Losses** |
| Button 1 |  |  |  |
| Button 2 |  |  |  |
| Button 3 |  |  |  |
| Button 4 |  |  |  |
| Button 5 |  |  |  |
| Button 6 |  |  |  |
| Button 7 |  |  |  |
| Button 8 |  |  |  |
| Button 9 |  |  |  |
| Button 10 |  |  |  |

Total Losses: \_\_\_\_\_\_\_\_\_\_\_

Are We Ready?



Directions: The president will fill out this sheet, and ensure each section is completed by the end of the period. Mark an X in either the “Done” box or Not Applicable (N/A) box if that particular direction does not apply to your group. When completed, bring to Mrs. Rees to get checked of. Then you group may get into games.

|  |  |  |
| --- | --- | --- |
| Done | N/A | Salesman copy.jpg |
|  |  | Salesman copy.jpgPoster finished, on wallSalesman copy.jpg |
|  |  | * Manuf.jpgVelcro on corners |
|  |  | * Names, Period, and Group # on back |
|  |  | President.jpg |
|  |  | Step 1&2 filled out |
|  |  |  |
|  |  | Admin.jpg |
|  |  | Frames ordered (if applicable) |
|  |  | * President.jpgManuf.jpgCome to Mrs. Rees and tell me the number on the back of the frame you want |
|  |  | Voting Preparation sheet filled out and turned in to basket |
|  |  |  |  | * President.jpgManuf.jpgCome to Mrs. Rees and tell me the number on the back of the frame you want |
|  |  | Flyers made and sliced, ready to go out. |  | Voting Preparation sheet filled out and turned in to basket |
|  |  | * Make sure you have entered the cost into Step 2. |  |  |
|  |  |  |  | Teaser Poster finished and delivered to Mr. Simpson (if applicable) |
|  |  | Cashiering page filled out |
|  |  | * Write the names of each design in the first column |
|  |  | Admin.jpg |
|  |  | Count badges in bag |
|  |  | * Make sure you have all ten badges present |
|  |  |  |
|  |  | Designer.jpgAdmin.jpg |
|  |  | Print 2 copies of your badges |
|  |  | * These are for orders. Make 2 copies of each badge design. Do not cut them out. |
|  |  | * Place these pages in your admin assistant’s folder. |
|  |  | President.jpg |
|  |  | Send President to Mrs. Rees with this complete sheet for approval. |
|  |  |  |



Cashiering

Directions: **THIS IS TO BE FILLED OUT AT THE MARKET**. While you are at the market, the manufacturer and President will keep track of what you sell and collect the money. Fill out the name of each badge. As you sell, put a check next to each sold badge. To order badges, write the name (first and last) of the customer. **You cannot do more than three orders total.** After selling time is closed, voting time will begin—record all votes in the vote token column—if they do not get recorded, you will not get credit for them!

|  |  |  |
| --- | --- | --- |
| Market Sales  (record in these boxes only the badges that you already created and have been sold in the Market) | | |
| **Badge**  (list all 10 badges) | | **Sold**  (Check mark if sold) |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |
| 6 |  |  |
| 7 |  |  |
| 8 |  |  |
| 9 |  |  |
| 10 |  |  |

Make sure to fill out the name and design of each of your four orders. If you don’t, your company will be docked money!

|  |  |  |
| --- | --- | --- |
| Order 1 | Order 2 | Order 3 |
| Name: | Name: | Name: |
| Design: | Design: | Design: |

Amount made from sales: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Evalulation



After you have completed all of this packet, as well as the Business Plan, as a group, answer the following questions:

1. As a group, what was one of your strengths?
2. As a group, what was one of your weaknesses?
3. What are some things other groups did that was a good idea?
4. What are some things other groups did that was NOT a good idea?
5. What could you have done, overall, to improve how you did?
6. What have you learned from this activity?

**