

## Instructions

During this week, you should be in touch with me about your project idea so that you can turn it in here by the end of the module. You can contact me either through the Canvas Inbox or we could set up a Zoom session if you'd like to talk about it in real-time.

My main advice is to choose a project that you can actually use in the workplace, taking into consideration how visible and high-stakes you want it to be. Please note not all design projects will fit the course criteria so you will be required to adapt it to the course assignment requirements. So for example, if you choose a project that is associated with a startup, your own business, or a real-life work project you may have to modify it for the purposes of course.

All deliverables for this course will be based around the development of a mock design project for a current or past employer. Selecting a company with staff willing to give feedback at different points in the course will be helpful with different course activities.

The project selected must meet these criteria:

- Meets an actual design need for the company.
- Is a complex project requiring a development team with multiple creative skill sets (e.g. writing, editing, graphic design, web design, front-end coding, print production, illustration, etc.)
- Involves an area for which user data can be gathered.
- Does not involve confidential or inappropriate information.

Once you have an appropriate project in mind, create a 3-5 page project summary including the following information:

1. Summarize the project
2. Explain the objectives, the problem being addressed, and how success would be measured
3. Define the target audience
4. Outline the deliverables needed
5. Identify the competition
6. Provide the project timing
7. Estimate an overall budget
8. List the key stakeholders and decision-makers at the company

As described in the guidelines, each of your portfolio project components will be graded with comments so that you will have meaningful feedback to factor into your final project. My feedback, along with peer comments from the discussion boards on each of these modules, will provide you the opportunity to reflect and revise so that you can create your best final project portfolio at the end of the course.

## **Professional Women's Hockey League (PWHL) Brand Identities for Franchises**

This project proposal revolves around the newly founded PWHL, their original six teams, and some possible expansion teams. The objective of this project is to create brand identities for the original six teams, Toronto, Ottawa, Minnesota, Boston, Montreal, and New York, all of which do not have team names yet, and just operate under their cities name. By creating some brand identities for these teams, it will give fans a sense of pride, togetherness, and fandom by having an identity to align with, rather than just a city name.

The target audience for this project is women and girls ages 4-60. I know this is a large age range, but I think it's important to include young girls that are searching for role models as well as women that have been wanting to support women's professional sports but maybe aren't fans of soccer or basketball.

The deliverables for this project include branding, mascots, home, away, alternate, retro, and potentially some other bold/color rush style uniforms, additional merchandise, and social media templates, and website mockups for the original six teams, Toronto, Ottawa, Minnesota, Boston, Montreal, and New York, and some possible expansion locations.

Competition for this project could go down a variety of angles. The two that come to mind for me are other womens (and mens too) professional teams and their team names and other design agencies or designers that are creating brand concepts for these teams. One thing to keep in mind when it comes to team names, is also being conscious of past team names from professional women's hockey leagues that no longer exist, or still have active trademarks.

Project timing would span across the next 6 months, keeping in mind that any merchandise should be designed and ordered by September 2024, in time for the excitement to build for the following season which will start in either December 2024 or January 2025. The timeline would start with research and brainstorming on team names, then creating identities, websites, social templates, uniforms, and finally merchandise as we near the final month of the timeline, if not sooner depending on the duration of the other stages.

Overall budget would be somewhere in the range of \$10,000-\$20,000, factoring in branding being anywhere from \$1,000-\$5,000, web development costing \$5,000-\$10,000, and ordering merchandise, which can cost anywhere from \$3,000-\$10,000 depending on the vendor and quantities. Please note this budget is per team, not for all six teams combined.

Key stakeholders in this project would be league executives, team executives, marketing and communication staff for each team, potentially players if they have a voice in the brand process, and fans for market research and focus groups.