****

**Name
Grade\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ School and Town\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**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:**

|  |  |
| --- | --- |
| \* = sugar0 = fatD = Chemical dye P = protein (meat, peanut butter, cheese) apple = fruit |  W = water  R = Red B= Blue Y = Yellow |

**RESEARCH**

Name your product and explain why you chose this product.

**INGREDIENTS**What ingredients are “bad” for your body?

What ingredients are “good” for your body?

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

1. **Your IDEA # 1 (in words)**

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

**Your student partner’s suggestions about your idea.**

**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.

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

**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.