Inspire Engagement through Appearance and Branding:
Making Clothes with Missions that Start Action and Stick

Renne Emiko Brock-Richmond (Zinnia Zauber in SL)
SLCC Thursday, August 13, 12 to 2 pm
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Summary:
Zinnia Zauber teaches this cursors-on workshop on how to create apparel that promotes your organization through relentless and consistent interactive branding. Using image enhancement software, successfully achieve connectivity and familiarity with your organization by creating apparel that articulates your message distinctly, demonstrates your credibility, solidifies loyalty, and emotionally inspires the wearer.

Presenter:
Renne Emiko Brock-Richmond (Zinnia Zauber in SL) is an artist, instructor, and superhero promoting the importance of creative education and community participation in the arts that are active and inclusive. In SL and RL, Zinnia / Renne creates art and apparel that embrace the empowerment of brilliant hues, individualism, and acceptance.

Objectives:

Branding – Define yours

Color Communication – Discover how your use of color is perceived physically and psychologically

Clothes with Missions – Create it

Please pick three words that describe your company / organization and circle them.

inspiring	successful	productive
dynamic	considerate	ecstatic
energetic	powerful	elaborate
passionate	affectionate	emotional
intuitive	thoughtful	rational
intelligent	imaginative	idealistic
insightful	humanistic	innovative
strategic	practical	hospitable
pure	modest	protective

Branding
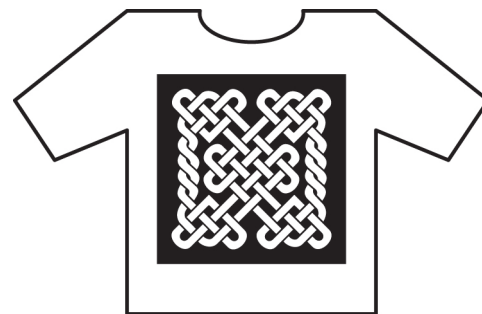
What is Branding?

A brand is defined as a name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of business and to differentiate them from those of another.

A successful brand will achieve these objectives:

• Articulate your message distinctly

• Demonstrate your credibility

• Emotionally connect to your target

• Inspire the participant

• Solidify loyalty

Define Your Brand

Brand - a perceived impression or image.

Identity - visual elements and unique essentials of the brand.

Logo / Wordmark – a symbol that identifies your company / organization. A wordmark uses one or more words.

Slogan – a message produced for target audience.

Style Guide / Style Sheet – an important identity document to maintain consistency that indicates the company / organization's specific visual and verbal elements like the logo, color palette, wordmark, slogan, clever taglines, and strategy images.

Brand Spokes Model /Ambassador - someone / something that represents the brand in action. Like the Sock Puppet Dog for Pets.com, he was more popular than the product.

The tough questions!

You will create a foundation for defining your brand by answering these questions:

1. What is your logo?

2. What is your wordmark?

3. What colors are used to identify your company / organization?

4. Do you have a slogan or motto for your company /organization?

5. What kind of message does your catchphrase send to your clients /customers / participant?

6. What is the mission of your company / organization? How do you accomplish this mission?

7. What does your company / organization specializes in?

8. What are your products and/or services? Describe the elements of these products and/or services.

9. What are the essential principles of your products and services? Vocalize the value of your company / organization's actions.

10. Who is your target market?

11. Who do your products and services attract?

12. Can you describe your company / organization's character or personality?

13. What kinds of words represent your products or services?

14. How do you get the attention with those characteristics?

15. Do they attract your target market?

16. Who is your direct competition?

17. How are you different than them?

18. How do you connect with your customers / participants now?

19. What is the significance of your company / organization to you?
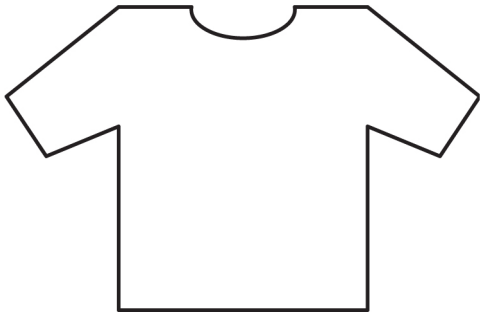
Build Your Brand's Game Plan

A strong and nimble brand can influence, motivate, impress, and build credibility. What are the goals you imagine your brand will accomplish?

Do some Market Analysis to answer these question, your branding efforts will be influenced by the answers. Branding isn't just about your company; it is about how an audience reacts to your company.
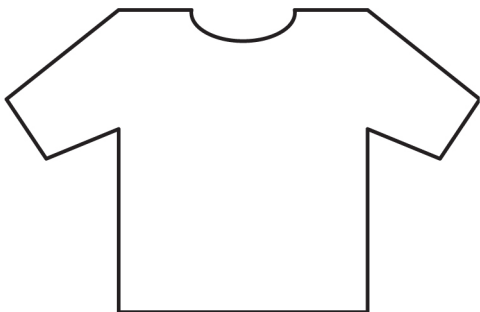
A. How does your target audience interact with your brand?

B. How does an audience react to your company / organization right now?

C. How would you like them to think about your company / organization, like a first impression?

D. What will attract your target audience to your products or services?

E. How will you compete for your consumer / audience loyalty and devotion?

What about Marketing?

Marketing is the vital activity of presenting products or services to potential and current customers to encourage them to consume or support more.

Marketing is very different now than even 5 years ago. Current modes of marketing operation:

- Image is everything

- Novel is out, relentless and consistent interactivity is in

- Use of all media is required

- Work and play well with others and share marketing opportunities

- Accessibility, you are always open

- DIY (Do It Yourself)

- Listen to your audience

- Free is a very good price

Three Cs of Marketing

Clarity   Consistence   Connection

Stay on Target!

Enthusiasm is better than Perfectionism!

Just do it!

Color Communication

Superheroes are a great metaphor for defining engagement with an enthusiastic mission. Action-Packed Superheroes have to rely on first impressions. The most important part of a costume is the color and what it represents. Color gives explicit messages. For example, those messages express how gregarious, serious, thoughtful, or shy a superhero is. With color, superheroes can instantly communicate their purpose and articulate their true nature. A costume will easily announce from a great distance that you are on the way. This gives supervillains a clear signal to get the hell out of the way.

Hue are you? What does color mean?

yellow = inspiring	gold = successful
amber = productive	orange = dynamic
peach = considerate	coral = ecstatic
scarlet = energetic	red = powerful
maroon = elaborate	magenta = passionate
pink = affectionate	mauve = emotional
purple = intuitive	violet = thoughtful
indigo = rational	blue = intelligent
cyan = imaginative	teal = idealistic
emerald = insightful	green = humanistic
lime = innovative	olive = strategic
brown = practical	beige = hospitable
white = pure	grey = modest
black = protective	

1. Do the words you picked to describe your company / organization correspond with the colors you use in your branding?

2. What colors would improve your message and promote your mission?

3. Can you use these color inspire action?

Clothes with Missions

Resources:
Lots of links and downloads here for making clothes including tutorials and downloads.
http://wiki.secondlife.com/wiki/Texture_Tools

http://wiki.secondlife.com/wiki/Clothing_Tutorials

http://www.robinwood.com/Catalog/Technical/SL-Tuts/SLPages/RSWTShirtStart.html

http://nicolaescher.com/tutorials/clothing-in-second-life.php

Image Enhancement Basics for Clothes:

Layers - Layers are useful because they let you add components to the image and work on them one at a time, without permanently changing your original image. For each layer, you can adjust color and brightness, apply special effects, reposition layer content, specify opacity and blending values, and so on. You can also rearrange the stacking order and link layers to work on them simultaneously. The bottommost layer is at the bottom of the Layers Palette and is usually locked until you convert it to a regular layer.

Layers are like stacked, transparent sheets of glass on which you can paint or have images on. You can see through the transparent areas of a layer to the layers below. You can work on each layer independently if selecting the layer highlights it. Important! Look for the visual clue that you have a layer selected before attempting an edit. Each layer remains independent until you combine or merge the layers.
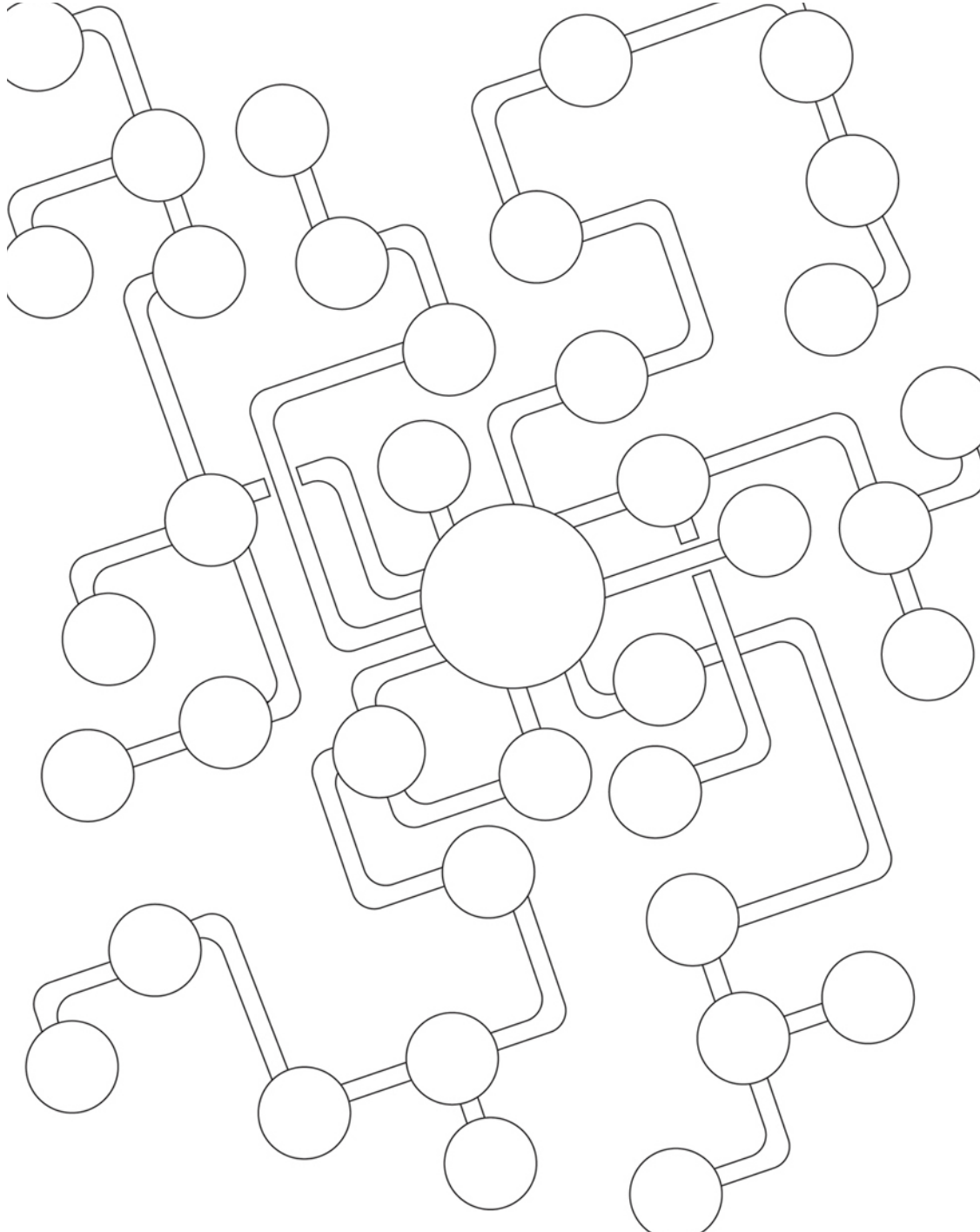
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want to remain opaque.
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GA.

5. Check your Alpha Channel.
6. Title and click the Save button.
7. If you are using an Alpha Channel, choose 32 bits/pixel in the dialog box or 24 bits/pixel if not.
8. Do not use compression.
9. Click OK.

Try to preview you designs before uploading them to Second Life like with the SL Clothes Previewer - By Johan Durant. (free for Windows and Mac)

Then upload the file to Second Life!

channels of a RGB mode image, or a channel mask.

Alpha channels - contain transparency information about the image. They are masks with various levels of transparency. Black is transparent and white is opaque. They let you save and load selections. You can edit alpha channels using any of the editing tools. When a channel is selected in the Channels palette, foreground and background colors appear as grayscale values. You can reuse stored selections or even load them into another image.