

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the Learning object	<b>Knoweb works on visual identities</b>
Thematic area	<input checked="" type="checkbox"/> <i>Development or improvement of the company website</i> <input checked="" type="checkbox"/> <i>Development or improvement of the visual identity of the company.</i> <input checked="" type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://www.youtube.com/watch?v=dG5mGUjDVyE">https://www.youtube.com/watch?v=dG5mGUjDVyE</a>
Description of the context	<i>Knoweb works on the visual identity of its clients to make them enlarge their customer base.</i>
Practical activity to be performed	<p><i>Try to perform the visual identity of a company of your choice thinking about what type of company it is and which media mostly adapts to its needs.</i></p> <p><i>-What media would you use? Newspaper, Web or just a Social Network profile?</i></p> <p><i>-What would you focus on if you would write an article about the company? What are the products that could mostly catch customers?</i></p> <p><i>-How would you perform its logo?</i></p> <p><i>-How would you perform its website? What message of the company that has to be underlined?</i></p> <p><i>-What kind of media contents could best represent the company on a Social Network (such as Youtube, Instagram or Facebook)?</i></p>
Results to be achieved	<i>The aim of this project is to perform the visual identity of a company in order to enlarge its client base. Students have to understand what type of company is it, what type of products are the best to push, what media contents have to be published on Social Networks and what message the company should focus on.</i>
Guidance and suggestions	<i>Try to be clear when you have to communicate to the clients, don't write too much and make the website catchy. Try to understand what to focus on and use your creativity.</i>
Mistakes to avoid	<i>Try to avoid too long writings on social media and website, and try to avoid big companies with an already good visual identity: it's easier to work on little companies that you personally know.</i>

