

REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	Make full strategy of organisation visual identity. Organisation is interested on proposals – internship place
Thematic area	<input type="checkbox"/> Development or improvement of the company website <input checked="" type="checkbox"/> Development or improvement of the visual identity of the company <input type="checkbox"/> Development or improvement of the Social Media Marketing strategy
Link to the Video	https://www.youtube.com/watch?v=SZwNXMY2XPM
Description of the context	<p>Founder of Public Institution “Menų kambarys” (Art Room) Žiedūnė Duobaitė briefly presents the organisation, its activities, marketing tools that they have and shares doubts regarding visual recognition of “Menų kambarys” in the events.</p> <p>Žiedūnė Duobaitė names some ideas but the strategy created by this field specialist would be the best. And that could be as an internship in the friendly, volunteering based organisation.</p>
Practical activity to be performed	Go through and analyse the Video interview, understand company expectations. Think for list of questions for the first meeting with company representatives regarding developing visual identity of the organisation (due to understand more detailed company expectations, possibilities, etc.).
Results to be achieved	<p>List of questions for the first meeting with the company due to get essential information for creating organisation’s visual identity strategy.</p> <p>Create 3 proposals of organisation’s visual identity.</p>
Guidance and suggestions	<p>Analyse what information you can find about the organisation on internet.</p> <p>Find at least 3 the newest/most effective visual identity elements that were used by other companies. Think about “Menų kambarys” visual identity strategy, what can be used in it.</p> <p>Be creative and think for unique proposals.</p>
Mistakes to avoid	Old fashion, ineffective proposals.