Slogan and Visual Message Assignment

# Background Research

You will need to research the company, the cause, and possible slogans. You will also need to explore ways in which messages can be conveyed visually.

# The Slogan

Create a memorable motto or phrase that will help stakeholders remember your idea or purpose. The slogan should be:

* Short and Concise
* Convey your message
* Appealing to the targeted audience
* Memorable, and
* Likable

# The Visual Message

Design a visual message to stakeholders about your social cause. It can be a postcard, brochure, infographic, or other visual aid. The visual message goal is to communicate the company’s direction to support a social cause. It should include:

* Images and varied font sizes
* Be a maximum of 1 page
* Include a brief description of the social cause
* Describe the company’s involvement in the cause
* Progress in the social cause
* Other