

Branding Assignment

Read Article A by Will Richardson, originally published in the Journal of Educational Leadership about creating your own brand. It is entitled "Publishers, Participants All."

<http://www.ascd.org/publications/educational-leadership/feb11/vol68/num05/Publishers-Participants-All.aspx>

Then read and compare the Infographic B entitled "Students Like Social Media."

http://www.ascd.org/ASCD/pdf/journals/policypriorities/pp_v17n04_infographic_pdf.pdf

Answer the following questions and submit your form when finished.

* Required

Read the section of Article A entitled "Creating a Brand." In the context of this section, the work "branding" means *

- a. students creating their own logos and taglines.
- b. students collecting a portfolio of work on the school Intranet.
- c. students publishing a body of work that is globally accessible online.
- d. students posting and sharing photos and videos with friends.

Read the section of Article A entitled "Yes, you can talk to strangers." In this section, the writer is primarily discussing the main idea that *

- a. connecting with strangers online is a positive skill.
- b. students can benefit from the expertise of the people they encounter in online environments.
- c. every student should create an online blog to communicate with strangers.
- d. interactive video games provide multicultural experiences for students online.

Read the section of Article A entitled "Students as Change