

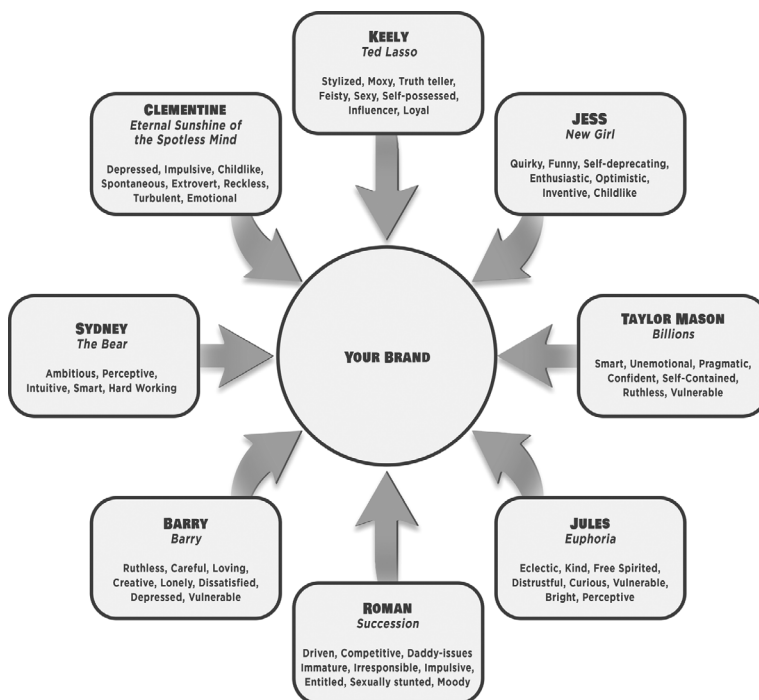
WORKSHEET 7: Branding Boxes



In an effort to give you lots of ways to play with brand and type, a student gave me another methodology.

Try creating a box for a character you feel you could play that's already in the media and has a distinct characteristic. Fill that box with the characteristics.

If I go back to the prior examples:



Look at the common adjectives that relate to you and adapt those for your own type/character description. If you're a combo of two or more characters, combine certain characteristics from each to create your own.

It's important to stress that this is not what you admire about them or wish you were, instead look at what you have in common with them and what is true to your personality and values.