



Final Exam - Level 1

Students will demonstrate their understanding of the principles of entrepreneurship by planning, creating, and launching their own Etsy business. They will research and brainstorm ideas for products, develop concepts and prototypes, test and refine their products, create branding and packaging, and launch their business on the Etsy platform. Through this project, students will gain experience in problem-solving, decision making, and critical thinking, as well as developing skills in creativity, communication and digital tools. Additionally, they will learn how to gather and analyze customer feedback and use it to improve their business.

Research and Brainstorming: - #1

Research different Etsy businesses and products to get an idea of what is currently popular and successful. Brainstorm ideas for products they could create and sell based on their interests and skills.

Topic _____

Idea #1	Idea #2
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Topic _____

Idea #1	Idea #2
---------	---------

Topic _____

Idea #1	Idea #2
---------	---------

Topic _____

Idea #1	Idea #2
---------	---------

Topic _____

Idea #1	Idea #2
---------	---------

Topic _____

Idea #1	Idea #2
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Basic Instructions:

Concept 6 different ideas

Include 2 different item ideas you could sell

Each concept should be different

Something you know you can do and sell

Download Concept Sheet & Print!





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Concept Development - #2

Once they have a general idea of the products they want to create, develop the concepts further by making sketches and notes on materials, colors, and designs.

Artist, (traditional, music, actors, etc.)

?

Fonts

?

What inspires you?

?

Era or Time Period

?

Project Statement - T-Shirt Design

?

Color Schemes

?

Other Imagery

?

Styles

?

Basic Instructions:
 Begin by developing an image or mood board
 Fill it up with anything that inspires you or would help you for design the ideas you are trying to create.

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Prototype Development and Testing - #3

Create a prototype of the product. This could be a rough draft, a mock-up or a sample. Test the prototype with potential customers, gather feedback and use that feedback to refine the product.



Basic Instructions:

Develop out the final prototype and branding for your Etsy page and example of what you want to sell.

You will need to use the adobe products for these final steps at least for the branding.





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Final product and launch -:#4

Develop a brand and packaging design that will make their product stand out.



Basic Instructions:

Develop out the final pieces needed to complete the branding and one final prototype to set up for your portfolio. Don't forget to about creating a few marketing pieces to sell the product... Instagram ads, etc.