



Designing a New Parade Balloon

[Check out these balloons](#)



What company did you choose?



The background is a light cream color with several autumn-themed illustrations. At the top center is a large orange pumpkin. To the left of the pumpkin is a small yellow flower with a green stem. To the right of the pumpkin is a small, thin, brown branch. In the bottom left corner is a green leaf. In the bottom right corner is another small, thin, brown branch. There are also several small, dark brown circles scattered across the background.

Company Background



What are the core values of the chosen company?





**Which specific products or services define the
company's identity?**





Analysis of Parade Entries



When did this company first enter the parade? What was their first parade entry? Include an image below.

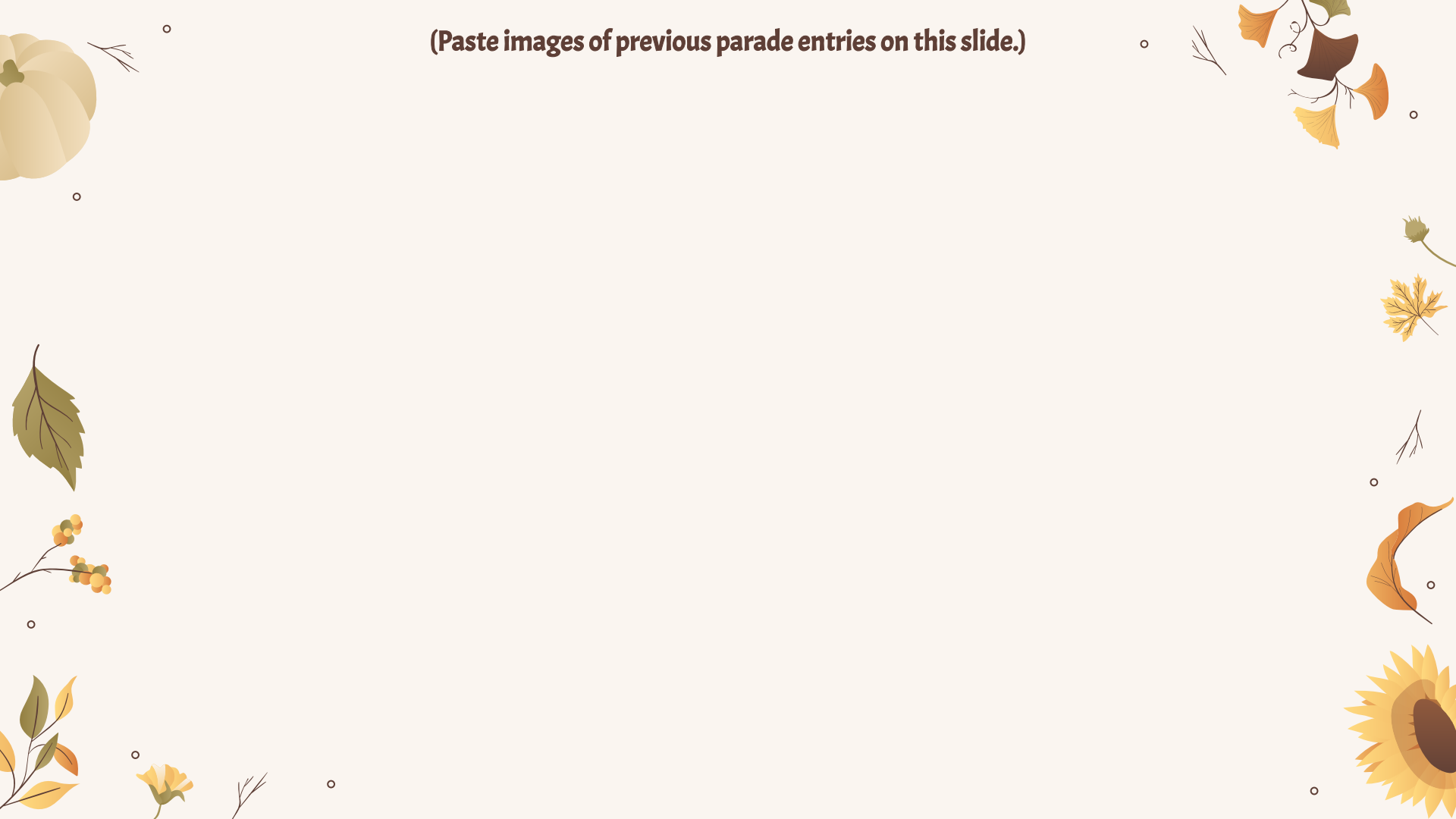




**Look back at previous parade entries this company
has made (both balloons and floats, if applicable).
Paste images of the company's previous entries onto
the next slide.**



(Paste images of previous parade entries on this slide.)





What recurring themes or motifs can you observe in the company's past parade entries? Are there specific symbols, colors, or characters that appear consistently?





Do the parade entries reflect a connection to the holiday season or to the brand's overall identity? How are the seasonal elements integrated into the designs?





What unique design features or technological innovations stand out in the company's parade entries?






How does the company's brand identity translate into the parade entries? Are there specific logos, mascots, or slogans prominently featured, and how to they contribute to the overall design?








Were there any collaborations with artists, celebrities, or other brands in past entries? How did these collaborations add a unique touch to the parade representation of the company?






Did the company incorporate any interactive or dynamic elements to engage the audience? Consider things like movement, sound, or special effects that enhance the spectator experience.







What makes the past parade entries memorable? Are there particular moments, floats, or balloons that left a lasting impression on viewers? How did the company achieve this?






Have there been noticeable changes in the company's parade entries over the years? How has the design style or approach evolved, and what might have influenced these changes?






Assess the balance between maintaining a consistent brand image and introducing innovative elements. How has the company managed to keep its identity while adapting to new creative trends?






How does the company incorporate cultural elements or traditions into its parade entries? Does the representation align with the diverse audience of the Macy's Thanksgiving Day Parade?





Have there been instances where the company used its parade entries to convey social messages or support a cause? How effective were these efforts in communicating the company's values?





Conceptualizing a New Parade Balloon





Refer back to the company's core values. How can these values be visually represented in a parade balloon?







Refer back to the company's products and services. How can these products and services be incorporated into the design of a parade balloon? Are there any iconic products (that haven't already been featured in the parade) that could serve as focal points for the parade?







What elements contribute to the overall brand identity of the company? How can these brand elements be integrated into the design to ensure instant recognition? Are there visual symbols or trademarks that should be emphasized in the balloon?






How can the parade entry establish a connection with the audience based on the company's core values? In what ways can the balloon resonate with the emotions and preferences of spectators? How do you want the audience to feel when they see the balloon?





What interactive elements could be added to engage the audience and highlight the company's products or services? Are there opportunities for movement or dynamic features that enhance the float's appeal?





Which color palette aligns with the company's branding? How can these colors be used effectively in the design?






What unexpected or surprising elements could be added to the design to capture attention and make a lasting impression on the audience? How can the float or balloon stand out from others in a way that is true to the company's character?






Designing a New Parade Balloon



Describe your new balloon concept. How does your concept fit in with the company's brand and values? How are you planning to convey the company's brand image through the balloon?






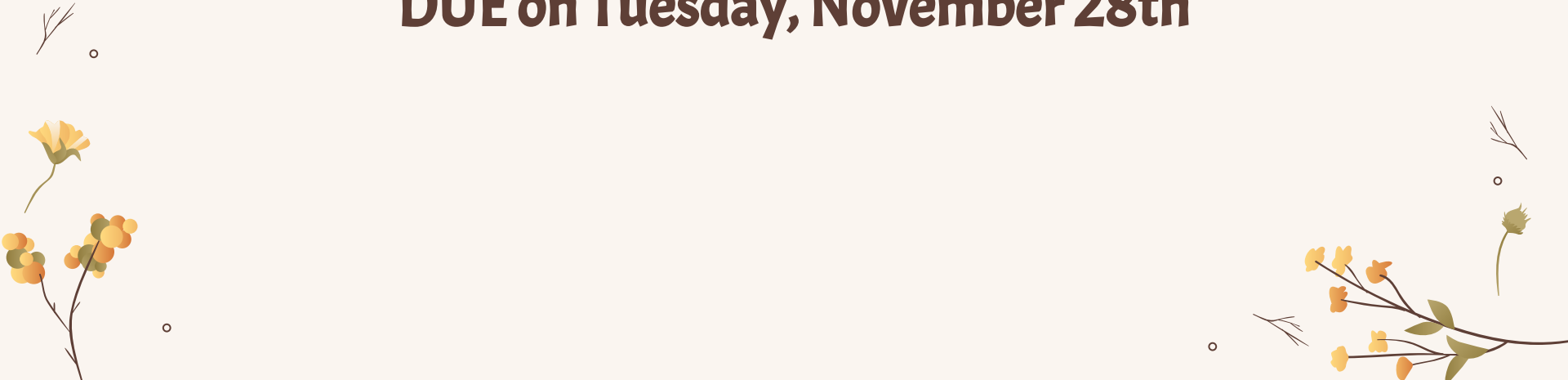
Describe unique or distinguishing features you will incorporate into your balloon to help spectators associate your company with the balloon (colors, logo, slogan, imagery, etc.).



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A yellow maple leaf is in the top left corner, and a green leaf is in the top right corner.

Design a mockup of your balloon using poster board and coloring utensils. You will have to cut out your balloon.

A yellow flower and a branch with orange and yellow berries are in the bottom left corner. A branch with yellow flowers and green leaves is in the bottom right corner.

You will need to work on this at home...
DUE on Tuesday, November 28th

(Example of winning design)

