

“Lights, Camera, Action!”

This week was the true “Lights, Camera, Action,” or kickoff of the year in ISM. The classes at Reedy High School have already prepared their first speeches and presented them to their peers. They have even started working in their websites, colour schemes, and contact lists for when they are ready to call professionals in a week or two.

Mr. Speice the ISM teacher at Reedy has given his classes a lecture about the importance of professionalism for interviews. He made it clear that presenting oneself professionally is imperative to make a good impression during a first meeting. Having a firm handshake, and proper clothing are some of the first steps to making a good first impression. Once the classes had learned about professionalism, it was time to start working on branding.

Branding is what one does to make their name and “brand” memorable. It includes many aspects such as colour scheme, fonts, and repeated words or phrases (Geico: fifteen minutes could save you fifteen percent or more on car insurance). This also has a lot to do with topics that people have chosen. For example, a pediatrician would choose colours that might be found in a nursery, like pastels. Branding is another important step to making a good impression on others. If there's a common theme that can be found in a person's work, it makes them more memorable and therefore brings them closer to the forefront of people's minds. This would be extremely helpful when wanting to get a job. Making oneself positively memorable to the employer is almost always a good thing.