

The Creative Minute

(Weeks 2, 3, 4, 5, 8 and 10) the class will have a “Creative Minute” where 2 teams will present a project from <https://www.adsoftheworld.com> that they believe was effective in solving a creative problem.

The examples can be found in any of the categories (found under “Mediums” dropdown menu on website).

A member of each of the teams will take the reins of the zoom meeting and share their screen.
The team will show the chosen idea and answer the 3 questions below:

1. What is the problem that this example solved?
2. How did the design and art direction support and/or communicate the idea?
3. What do you think worked especially well or why do you like it?

No formal PDF is necessary but a considered, and thoughtful opinion is required.
Approximate length of presentation per team: 05 min.

Example: https://www.adsoftheworld.com/media/outdoor/hyundai_welcome

Hyundai “Welcome” Outdoor, Australia

1. What is the problem that this example solved?
Hyundai wants people to get out and enjoy life outside after Covid 19 lockdown orders were lifted in Australia.
2. How did the design and art direction support and/or communicate the idea?
The visuals are surprising: Welcome mats typically welcome you as you enter the home, Hyundai welcomes you back to the outside world.

The contrast between the darkness inside the house and the brightness of the outside illustrates what it’s like to emerge from a lockdown.
3. What do you think worked especially well or why do you like it?
It’s a really simple idea. The car looks friendly and enticing- waiting to go explore.
The welcome mat and path draw your eye directly to the car door.

