

### **In Class Exercise 3 Creative Brief: Art Direction Challenge**

**This exercise is to be done with your teammate/s**

**In Class Exercises are designed to take a total of 1 hour.**

**A. Use a timer and give yourselves :05 minutes for each of you to sketch out new art direction ideas based on each of the following 6 prompts:**

1. Play with the main visual of your campaign...if it's all type-find a visual, if there's a large main visual, make it tiny with lots of white space, if you are using illustration, try photography... explore new possibilities.
2. Brainstorm a way to use a texture in your campaign.
3. Oh no! All your computer fonts have disappeared!  
How would the type look if you had to hand letter the typography?
4. Your entire computer crashed! How could you design the layouts if you couldn't use a computer?  
Is there an unplugged way to design your campaign? (Cut paper, collage, explore options...)
5. If you have people in your layouts, take them out.  
If you don't have people in your layouts-put a person/people in your layout.
6. Go back in time to 1970...how would your campaign look? (google "print ads of the 1970's")

**B. Set a timer for :30 min to complete the next 2 steps:**

1. Decide as a team which of the new ideas based on the prompts you like.
2. Apply the new art direction to one of your campaign executions and create two 8.5 x 11 sketches with the new art direction. **You don't have to use this as your final execution,** but maybe you discovered something interesting or at least confirmed an earlier art direction idea.
3. You only need to upload the 2 new 8.5 x 11 sketches into Google Slides.