

In Class Exercise 8 Creative Brief: Encourage Blood Donations

This exercise is to be done with your teammate/s

In Class Exercises are designed to take a total of 1 hour. Brainstorm for :30.

Next :30: Decide what solution works the best and sketch an 8.5 x 11 solution.

Blood donations are more necessary than ever during the current COVID-19 pandemic, and blood centers throughout America are taking measures to ensure that donations continue in a safe manner for blood donors and recipients.

Problem to solve: Encourage Blood donations during the pandemic at a local blood donation center.

Support points: Every day, blood donors help patients of all ages: accident and burn victims, heart surgery and organ transplant patients, and those battling cancer. In fact, every two seconds, someone in the U.S. needs blood.

Blood donation centers are taking the necessary precautions to make sure donating blood is as safe as possible during the pandemic: masks, cleaning/disinfecting, social distancing when possible.