

Creative Brief - Historical Poster

Name:

Period:

[Exemplar Creative Brief](#)

Brainstorming

Brainstorming will be graded on the final project grade

Brainstorming Objective

This worksheet will help you become familiar with a topic and understand the specifics of the topic even more. You can't design without having an understanding of what you are creating. By taking time to complete this in a detailed manner, you will be able to develop a concept, complete a detailed sketch and have a specific plan before you start designing.

Do not just randomly select a topic. Take time to really think about a topic that interests you and you can connect with personally.

Potential Topics

- Black History Month, Hispanic Heritage Month, Native American Heritage Month
- Wars
- Inventions

Find more ideas at History.com if you need help finding a topic.

Step 1: Topic Research (10 mins)

Complete the topic research below in order to grow your knowledge of your topic. You will need to do this by searching online to learn more about your topic.

Exemplar Topic Research	
What historical event or person are you going to create your design about?	
Why is this topic personally important to you?	

Step 2: AI Topic Research (5 mins)

You need to understand your topic in order to design for it. You will use AI Magic School to help you with this process.

Objective: To use AI to help take your written concept and develop more so you can create a successful and detailed sketch.

[AI Brainstorming Exemplar](#)

Step 1: What is the historical topic and why did you select it? *Write in complete sentences and answer all the questions below. The more details the better for AI.*

The historical topic that I am going to design about is

This is an important topic because

Some key images or photos that I may use are

My primary focus to improve my design skills will be

Exemplar:

The historical topic that I am going to design about is the Hungarian Revolution of 1956.

This is an important topic because my family escaped from Hungary during this time.

Some key images or photos that I may use are the Hungarian flag and freedom fighters.

My primary focus to improve my design skills are unknown right now.

Step 2: AI Collaboration

Copy and paste what you wrote directly into [Magic School](#). Ask specific questions about how to use tools or for AI to clarify or elaborate on an idea. Take time to flush out a good concept.

Step 3: AI Results

Once you are done working with the Chatbot you copy and paste the results below.

Directions

1. Click on Actions
2. Select Summarize>Bullet Points

3. Use the Copy icon on the bottom left of the chat window to copy and paste your results below.

Step 3: Inspiration Pieces (15 mins)

You will need to find at least 5 different inspiration pieces. These **ARE NOT** images you will be using in your design. Look for designs that use inspiring elements.

Inspiration Help

- Search for history posters
- Find posters that you like just certain elements about them. It doesn't need to be the whole design you like or are interested in.
- Look for Photoshop tutorials that may inspire you

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You must...

Complete using complete sentences and correct grammar.

Inspiration Image Exemplar Inspiration Pieces	Why did you select this image? Explain in 1 or 2 sentences.
1.	
2.	

3.	
4.	
5.	

Step 4: Sketch (30 mins)

You will need to create 1 sketch for your design that includes the elements below. Make sure you add plenty of notes and details.

Sketch Requirements

1. Very detailed notes about concept and tools being used

2. Any questions that you may have

Upload a clear photo of your sketch below - [Sketch Exemplar](#)

50% Progress Rubric

Check In	Missing 0 (F)	Unsatisfactory Incomplete 50 (F)	Partially Proficient Somewhat Completed 70 (C)	Advanced Completed 100 (A)	Grade
Project is 50% Complete	My design is 50% completed by having the following: - The basic design is complete but may lack some images or effects that you plan on using. - You have used a high number of design skills. - Concept is clear. Next steps: - Revisions will need to be made to ensure design principles (hierarchy, flow, typography, etc.) are being used correctly. - More details and elements need to be added to the design to raise the quality. - Additional skills/tools will be found and used at a high-quality.				
Comments:					

Personal Project Objective

Step 1: Start of Project

Objective Purpose

You will write your personal project objective. This will help to guide you during the project and ensure you push yourself as a designer to grow.

Remember your objective should be:

1. *Something that will continually push yourself and your designs.*
2. *Something that is not a short-term goal.*
3. *Start with My objective is to... and then I know I have it when...*

Good Exemplar (B Grade):

My objective is to create a vector character that will push me to learn new skills and tools.

I know I have it when my vector characters look more unique compared to my vector monsters and I have used two new skills or tools accurately.

High-Quality Exemplar (A Grade):

My objective is to create a vector character that will push me to learn new skills and tools.

I know I have it when my vector characters look more unique compared to my vector monsters and I have used two new tools accurately, which will be at least the curvature tool and a tool to blend colors well. I am unsure what tool to use for that though.

Write Your Objective Below

My objective is to

I know I have it when

Step 2: End of Project Objective Reflection

Read back through your objective. Were you successful in reaching your objective? Yes or no and why? What could you do to help reach your objective in the future? You need to fully explain your answer using academic vocab and correct grammar. Write at least three sentences when reflecting.

Sentence Stems

I reached my objective because...

I did not reach my objective because...

Next project I could reach my objective by....

High-Quality Exemplar Reflection

I feel that I somewhat met my objective because I used the curvature tool alot in my design and used it well. I didn't figure out how to blend colors very well and this is obvious in the background. I can search for more tutorials to help with this. I can also ask Victor next time

because he was using a specific tool to do this that I haven't seen before. I will also use new tools, like the convert point tool to help increase the amount of tools I know.

Your Objective Reflection

Objective Rubric

Competency	Unsatisfactory 25-0 (F)	Partially Proficient 30 (C)	Proficient 40 (B)	Advanced 50 (A)	Competency Mastery
Quality	Your critique provides little or no critical thinking and feedback.	Your critique provides some critical thinking and feedback.	Your critique provides a high level of critical thinking and feedback.	Your critique provides a very high level of critical thinking and feedback by explaining your reasoning.	/50
Competency	Unsatisfactory 10-0 (F)	Partially Proficient 14 (C)	Proficient 16 (B)	Advanced 20 (A)	Competency Mastery
Design Vocab	There is little design vocab being used correctly.	There is some design vocab being used correctly.	There is a high level of design vocab being used correctly.	There is a very high level of design vocab being used	/20

				correctly.	
Grammar	There are many grammar mistakes.	There are many errors in your grammar including not capitalizing I or using periods correctly.	There are minor errors in your grammar.	There are no errors in your grammar.	/20
Professionalism Traits Time Management - 10pts lost for work turned in late.					10/10
Comments:					
				Final Grade	

Project Rubric

Competency	Unsatisfactory 10-0 (F)	Partially Proficient 14 (C)	Proficient 16 (B)	Advanced 20 (A)	Competency Mastery
Design Principles (i.e. balance, white space, hierarchy, flow, contrast typography)	Design doesn't demonstrate an understanding of the design principles.	Design demonstrates a basic understanding of the design principles.	Design demonstrates a successful understanding of the design principles with room for growth.	Design demonstrates a very successful understanding of the design principles to enhance the creative and	/20

				cohesiveness of a design.	
Comments					
Competency	Unsatisfactory 10-0 (F)	Partially Proficient 14 (C)	Proficient 16 (B)	Advanced 20 (A)	Competency Mastery
Skills/Tool (How well did you use new skills on this design?)	Design doesn't demonstrate appropriate use of skills/tools.	A basic understanding of skills/tools were used.	Appropriate skills/tools were successfully applied with room for growth.	Appropriate skills/tools were very successfully applied in combination to expand designer's knowledge.	/20
Comments					
Competency	Unsatisfactory 31-0 (F)	Partially Proficient 35 (C)	Proficient 40 (B)	Advanced 45 (A)	Competency Mastery
Invention (i.e. creativity, attention to detail, originality, use of time)	Design lacks attention to details and creativity.	Design demonstrates a basic level of attention to detail and creativity.	Design demonstrates successful attention to detail and creativity with room for growth.	Design demonstrates a very successful use of attention to details and creativity through exploration and risk-taking to identify and solve graphic design problems.	/45
Comments					
Professionalism Traits					

• File Management - 5pts will be deducted for missing files or files not setup correctly. • Tardies - 5pts will be deducted for being tardy more than once during a project. • Design Cycle - 5pts will be deducted for brainstorming missing.		15/15
Final Grade		