

Creative Brief - Personal Impact Poster

First & Last Name:

Period:

[Exemplar Creative Brief](#)

Brainstorming

Brainstorming Objective

This brainstorming will allow you to create the foundation of your design. The more effort you put into brainstorming, the easier it will be to create a strong design.

Step 1: Inspiration Pieces (15 mins)

You will need to find at least 6 different inspiration pieces. These **ARE NOT** images you will be using in your design. Look for designs that use inspiring elements.

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.	
6.	

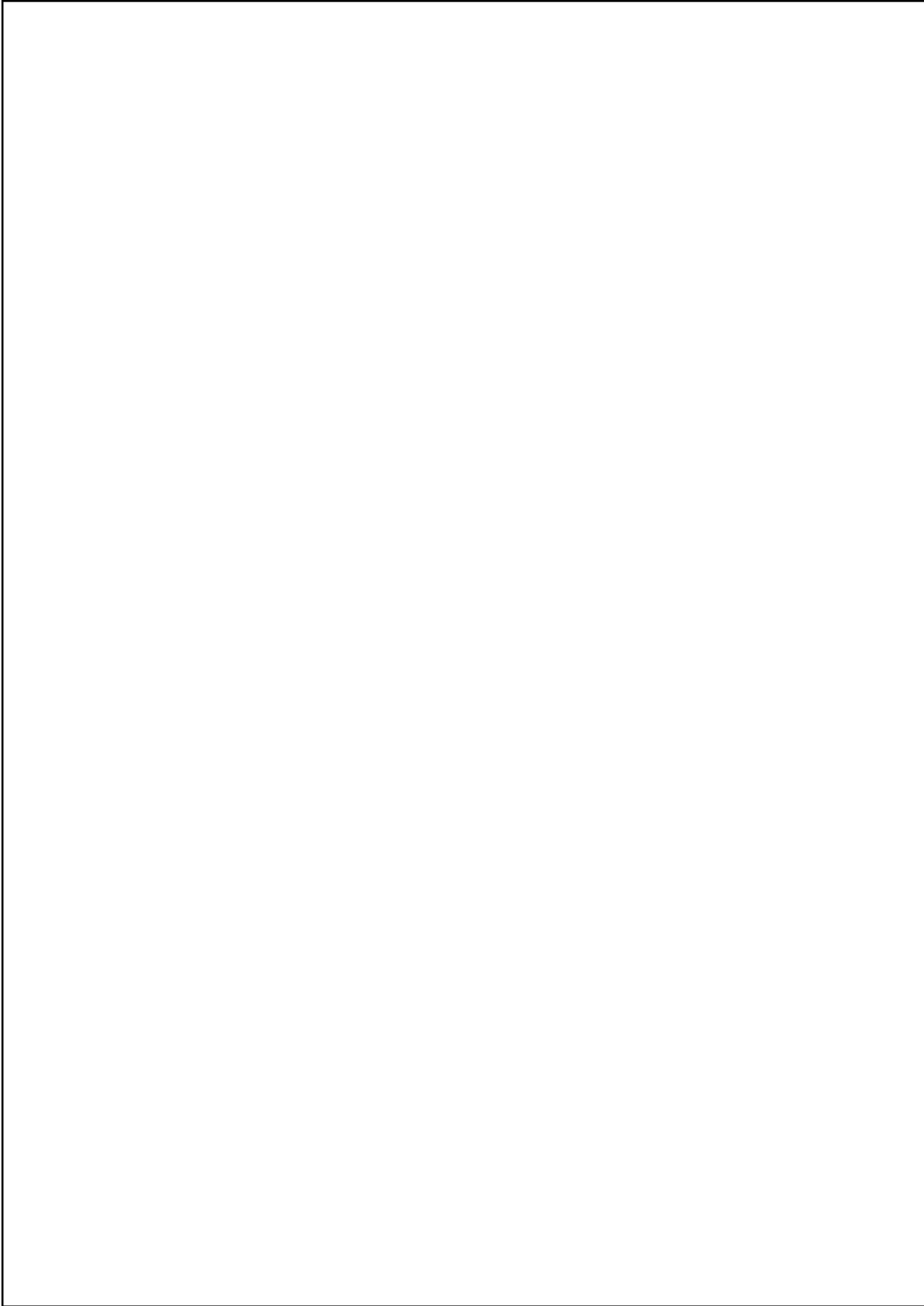
Step 2: Sketch (30 mins)

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](#)



Step 3: Event (5 mins)

This design must represent an event or topic that impacted you. Explain what this event is and why it personally relates to you.

Sentence Stems
The event that will be the topic of my design is... These represent me because...
High-Quality Exemplar Reflection
I selected 9/11 as my design topic. I selected this topic because it was probably the largest global event during my lifetime. This impacted a lot of people I knew because our mentality of our safety changed.

Theme Description: Write at least 3 sentences

Step 4: Group Brainstorming Next Steps - Completed After Group Brainstorming (5mins)

Complete After the Group Brainstorming Session

After completing the group brainstorming, what are your next steps? Explain if you have changed your concept and why you have. Don't just repeat what your group said.

Sentence Stems
After my group brainstorming session, my next steps will be... After my brainstorming, I have changed my design concept because... Group brainstorming helped me because...
High-Quality Exemplar Reflection

After brainstorming with my group, I have decided to make the balloons planets to fit with the space theme. They also suggested looking for tutorials on how to make a nice glowing effect on the planets. This will be beneficial because it will make a stronger hierarchy in my design.

Next Steps: Write at least 3 sentences

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	<p>My design is 50% completed by having the following:</p> <ul style="list-style-type: none"> - 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. <p>Next steps:</p> <ul style="list-style-type: none"> - 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:					

Project Rubric

Exemplar Self-Evaluation

Competency	Unsatisfactory 10-0 (F)	Partially Proficient 14 (C)	Proficient 16 (B)	Advanced 20 (A)	Competency Mastery
Design Principles <i>(i.e. balance, white space, flow, hierarchy, color theory)</i>	Design principles are used somewhat successfully together to enhance the creative and cohesiveness of a design.	Design principles are used somewhat successfully together to enhance the creative and cohesiveness of a design.	Design principles are used successfully together to enhance the creative and cohesiveness of a design.	Design principles are used very successfully together to enhance the creative and cohesiveness of a design.	/20
Grading Questions			Self-Evaluation		Grade
<ul style="list-style-type: none"> - How well did you use all of the design principles throughout your design? - How well did you intentionally balance your design by considering where you placed certain elements? - How well did you create hierarchy by creating a central image? 					A, B, C, F
Comments					
Competency	Unsatisfactory 10-0 (F)	Partially Proficient 14 (C)	Proficient 16 (B)	Advanced 20 (A)	Competency Mastery
Skills/Tool	A lack of skills/tools were applied in combination to expand	Appropriate skills/tools were somewhat successfully applied in	Appropriate skills/tools were successfully applied in combination	Appropriate skills/tools were very successfully applied in combination to	/20

	designer's knowledge.	combination to expand designer's knowledge.	to expand designer's knowledge.	expand designer's knowledge.	
Grading Questions			Self-Evaluation		Grade
<ul style="list-style-type: none"> - How well did you use new high level skills or tools? If so, explain what this was very clearly in the grade rational section. - How well did you use your previous skills at a very high level? - How well did you use photo editing skills? 					A, B, C, F
Comments					
Competency	Unsatisfactory 20-0 (F)	Partially Proficient 28 (C)	Proficient 34 (B)	Advanced 40 (A)	Competency Mastery
Invention <i>(i.e. creativity, attention to detail, originality, use of time)</i>	Design lacks attention to details and creativity through exploration and risk-taking to identify and solve graphic design problems.	Design shows some level of attention to detail and creativity through exploration and risk-taking to identify and solve graphic design problems.	Design shows a high level of attention to detail and creativity through exploration and risk-taking to identify and solve graphic design problems.	Design shows a very high level of attention to details and creativity through exploration and risk-taking to identify and solve graphic design problems.	/40
Grading Questions			Self-Evaluation		Grade
<ul style="list-style-type: none"> - How well did you solve by revising your work throughout the design cycle? - How well did you use <u>all</u> of class time wisely? 					A, B, C, F

<p>- How well did you explore your creativity and use high attention to details?</p> <p>- How well did you follow all of the project requirements listed at the top of the rubric?</p>		
Comments		
<p style="text-align: center;">Professionalism Traits</p> <ul style="list-style-type: none"> • Time Management - 10pts lost for work turned in late. • File Management - 5pts will be deducted for missing files or files not setup correctly. • Self-evaluation - 5pt will be deducted for not completing this at a professional level. • Tardies - 5pts will be deducted for being tardy more than once during a project. • Design Cycle - 5pts will be deducted for brainstorming missing. 		20/20
		Final Grade