

THE CREATIVE CLASS

MODULE ONE

The Power of Subtlety

Prompt:

Think of a brand that relies on minimalistic design. How does simplicity communicate more than complexity in some cases?

Objective:

Unearth the silent strength in visual restraint. When is less truly more?

Starter:

“Apple’s logo: An apple with a bite. Simple, but what does it convey to you?”

HOW WOULD YOU DESCRIBE THE APPLE LOGO?

Icons and Symbols: Universal Language?

Prompt:

Discuss iconic symbols like the peace sign, recycling, or Wi-Fi symbols. Why do they work across cultures and languages?

Objective:

Understand the universality of certain visuals. Can one image mean the same thing everywhere?

THE CREATIVE CLASS

Starter:

“The ‘thumbs up’ gesture: Friendly approval or cultural misstep?”

HOW CAN YOU USE ICONS AND SYMBOLS IN YOUR WORK?

Emotion in Color

Prompt:

Brands pick colors carefully. Red for urgency, blue for trust. How do colors make you feel? Is the emotional impact universal?

Objective:

Explore the emotional depth of color choices in design.

Starter:

“Facebook, LinkedIn, Twitter – they all love blue. Coincidence?”

HOW DO YOU USE COLOR TO MAKE AN EMOTIONAL STATEMENT

THE CREATIVE CLASS

Visual Clichés: Harmful or Helpful?

Prompt:

Stock photos of people shaking hands to symbolize partnerships. Is relying on visual clichés lazy, or is there value in immediate recognition?

Objective:

Probe the line between overused visuals and the power of familiar imagery.

Starter:

“That photo of a light bulb to symbolize an idea. Eye-roll or effective?”

WHAT CLICHES DO YOU THINK WORK AND WHICH DO NOT?

THE CREATIVE CLASS

The Past Predicts the Future

Prompt:

Examine old advertising and visual campaigns. What has changed in visual language, and what can it tell us about where we're headed?

Objective:

Appreciate the evolution of visual communication and predict future trends.

Starter:

"Ads from the 80s: Big hair, bold fonts. Quirky or a mirror to society?"

Visuals aren't just to be seen.

They're to be discussed, dissected, and delved into.

WHAT DO YOU PLAN ON BRINGING FROM THE PAST TO THE FUTURE
AND HOW

AND WHY?

Let's do this.

Let's understand.

After all, the more we dissect and learn, the more we see.