

THE CREATIVE CLASS

MODULE ONE

Assignment 1: The Power of Simple

Find an advertisement, either print or digital, that you think is overly complicated.

Re-design it.

Make it simpler.

Make it clearer.

Submit both the original and your redesigned version.

Assignment 2: Balancing Act

Take a snapshot of your everyday environment.

It could be a room in your house, a view from a window, a bustling street corner.

Now, turn it into a graphic representation, a visual narrative.

Pay attention to balance.

Are all elements harmoniously co-existing?

THE CREATIVE CLASS

Assignment 3: Directing the Eye

Choose a social media post from a business you admire.
Analyze it.
Where does your eye go first, second, third?
Is the hierarchy clear?
Is there a path?
Now, create your own social media post.
Guide us.
We'll follow your lead.

Assignment 4: Consistency is Key

Pick a brand with a strong visual identity.
Analyze their last 10 posts on any platform.
Identify the elements that make them consistent.
Is it the color scheme?
The typography?
The image style?
Now, create your own visual identity.
Design 3 posts that show us what consistency looks like.

THE CREATIVE CLASS

Assignment 5: The Ultimate Visual Story

This is your final act.
Create a visual story that represents your personal brand.
It could be an infographic, a series of photos, a comic strip, or anything else visual.
But remember, it should tell a story.
A story about you.
A story that connects, engages, and resonates.
Make it count.

Assignment 1: The Power of Simple

Find an advertisement, either print or digital, that you think is overly complicated.
Re-design it.
Make it simpler.
Make it clearer.
Submit both the original and your redesigned version.

Assignment 2: Balancing Act

Take a snapshot of your everyday environment.
It could be a room in your house, a view from a window, a bustling street corner.
Now, turn it into a graphic representation, a visual narrative.
Pay attention to balance.
Are all elements harmoniously co-existing?

THE CREATIVE CLASS

Assignment 3: Directing the Eye

Choose a social media post from a business you admire.

Analyze it.

Where does your eye go first, second, third?

Is the hierarchy clear?

Is there a path?

Now, create your own social media post.

Guide us.

We'll follow your lead.

Assignment 4: Consistency is Key

Pick a brand with a strong visual identity.

Analyze their last 10 posts on any platform.

Identify the elements that make them consistent.

Is it the color scheme?

The typography?

The image style?

Now, create your own visual identity.

Design 3 posts that show us what consistency looks like.

Assignment 5: The Ultimate Visual Story

This is your final act.

Create a visual story that represents your personal brand.

It could be an infographic, a series of photos, a comic strip, or anything else visual.

But remember, it should tell a story.

A story about you.

A story that connects, engages, and resonates.

Make it count.