



CREATIVE BRIEF

Analog Design

Produce your own non-digital artwork promoting diversity, equity, and inclusion in your community

BACKGROUND

The work of making our society more diverse is complex, challenging and critical to our goal of providing equitable and excellent opportunities for all of our people. It requires widespread community acceptance and support.

OUR GOAL

Your art should communicate the benefits of diversity and prompt some action in the audience. The action might be an act of kindness, a contribution to a relevant organization, support for a candidate or a moment of personal reflection.

TARGET AUDIENCE

The message should be aimed at your school community: New York City teenagers and young adults, parents, teachers and school staff.

TOOLS

Use any graphic communications medium: paint a picture, draw a comic strip, craft a collage, create a sculpture, or make anything else that does not require a computer, software or digital images. Take a picture of your work with a cell phone and send it in. (Or put it in an envelope and mail it in.)

DELIVERABLES

FIRST ROUND:

Show the idea as a sketch or rough draft with copy and images that help describe the concept.

FINAL ROUND:

After feedback from the Judges, refine the final work suitable for public display.

JUDGING RUBRIC: Research, Concept, Originality, Presentation, Technical Craftmanship