



CREATIVE BRIEF

Graphic Design

Create a poster 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 11" x 17" poster should show 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 report to a regulatory authority.

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 digital publishing software you have learned, from MS Word to PhotoShop and Illustrator. Be sure to credit any found images from the Web or stock photos that you use.

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, compose the final printable file suitable for posting on a billboard, subway sign or bus shelter kiosk.

JUDGING RUBRIC: Concept, Originality, Clarity of Message, Typography, Illustration, Printability