



## CREATIVE BRIEF

# Illustration

Create an illustration promoting diversity, equity, and inclusion in your community

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## 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.

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## OUR GOAL

Your digital artwork 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.

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## TARGET AUDIENCE

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

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## TOOLS

Use any digital illustration software you have learned, from drawing tools to PhotoShop and Illustrator. Be sure to credit any found images from the web or stock photos that you use.

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## 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 digital file suitable for illustrating a book cover, magazine article or web page.

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