



CREATIVE BRIEF

Photography

Create up to three photographs 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 photos 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 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 digital camera and software you have learned, from cell phone apps to PhotoShop and Illustrator. If needed, edit and enhance your photos. Be sure to credit any found images from the web or stock elements that you use.

DELIVERABLES

FIRST ROUND:

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

FINAL ROUND:

After feedback from the Judges, refine the final digital images suitable for public display or for illustrating a book cover, magazine article or web page.

JUDGING RUBRIC: Concept, Originality, Composition, Contrast, Digital Effects