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### Lesson 2

**Understand creative bravery and where** to start.





### Recap

Last lesson, we looked at the theme of bravery and started to look at some examples of creative bravery.

In this lesson we'll be looking at how creativity can be really useful when trying to solve big, scary problems.

# Why is it important to be brave as a creative?

**Everyone is creative, and our creativity can appear in a lot of different forms.** 

From being able to think of creative solutions to a problem, to being able to make something unique and innovative (like in art, science or engineering).

No matter how you use your creativity, to stand out your work needs to be brave.

## Close Your Eyes **magine a Charity Ad**





### When I needed them most, they were there.

Rohan experienced depression and panic attacks for 15 years before he attempted to take his own life. It wasn't until he contacted Mind and found the help he needed close to his home that he finally got the right support. It saved his life.

Act now and help turn another life ground.

Text MIND to 70007 to Jonate £3 a month.

### ner

Each month you will receive a text from Mind alerting you that £3 will be debited from your mobile account the next day. Do nothing to donate or...

Skip Payment for the month can be skipped by replying 'SKIP'

Opt out Replying 'STOP' will cancel any further payments permanently

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### WE'LL NEVER TURN **OUR BACKS ON ROUGH SLEEPERS**

COLOMBIA COMMUNITY CENTER

MAYOR OF LONDON **BUILDING A LONDON** FOR

HE'S

unicef 🥨

STARVING.

WE'RE

IT'S TIME

TO SHARE >>

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### **Did you imagine** anything like this?

All of these are great causes helping people every day, but with so much creative work out there, it's hard to stand out, and eventually, ideas can end up looking similar. The creative industry is looking for people who can think out of the box to develop brave ideas that have never been seen before and can change the way we think of the problems in our society.

YOU CAN HELP TOO

### Raising money for clean water is twice as easy.

A generous supporter, Keurig Green Mountain, has made a donation to bring clean water to the coffee-growing country of Ethiopia. Now, it can be unlocked by fundraising campaigns. Here's how it works: every dollar raised for Ethiopia unlocks a donation from Keurig for the same amount, up to \$740,000.

\$ 6 3 4 , 3 8 6

still available to be unlocked



### Cold. Hungry. Abused.

Will you be a hero in his eyes this Christmas?

18,741 incidents of abandonment, 220,421 reports of abuse. A call to our crueity ine every 30 seconds. Animals like Toffe have never needed a hero more...

That's why this Christmas RSPCA inspectors will be working every day - including Christmas day - to rescue animals from cruelty and abuse. Will you help them?

### **Text HERO to** 70020 to give £3

- enough to help answer a call to the RSPCA cruelty line and send an inspector to rescue an animal You can also donate on 0300 123 8181 or at rapca.org.uk/animalhero

Maximal Hero-





 $\rightarrow$  Link to the video

# Watch the video & discuss

What makes it stand out?
Would this inspire you to act?

### Let's create something brave.

Pick a cause or an existing problem. You're going to come up with a campaign or idea to solve, overcome or make people aware of your chosen topic. Your campaign will aim to create an impact around the topic in previously unexpected ways.

### Let's create something brave.

To be able to create unique ideas, please do some research on your chosen topic before you begin the next lesson.

Some example topics could be climate change, bullying, immigration, free speech, trolling, pollution or a pandemic.

These are all important subjects, but remember, **bravery** isn't doing something controversial for the sake of it, or something silly. We need to respect the subject matter and promote action from others to fix the problem collectively.

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