**LESSON PLAN**

**D&AD, Lesson No 2: Creative Bravery**

THE PURPOSE OF THE LESSON

Understand creative bravery and where to start.

BY THE END OF THIS LEARNERS WILL HAVE EVIDENCE TO SUPPORT THESE OUTCOMES

Seen more examples of brave creative work, debated why it was brave and picked a ‘brave’ topic to work on.

|  |  |  |
| --- | --- | --- |
| 5 MIN | **RECAP**  Last lesson, we looked at the theme of bravery and started to look at |  |
| 10 MIN | **Why it's important to be brave as a creative**  *Info on creative bravery*  Tie into the common theme that being brave always means taking you outside of your comfort zone.  **Everyone is creative**  Creativity can appear in a lot of different forms. From being able to think of creative solutions to a problem, to be 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.  ***Exercise***  Get everyone to close their eyes.  Imagine a classic charity advert.  What comes into your head?  *Show generic examples of charity adverts on screen.*  “I bet everything you imagined looks like this”.  There’s so much creative work out there, it’s so hard to stand out when all the ideas look the same. The creative industries are looking for people who can think out of the box and develop brave ideas that have never been seen before. | Discussion/slides |
| 15 MIN | **EXAMPLE VIDEO**  The brief for this next video was to raise awareness of a plastic mass the size of France in the North Pacific. There’s lots of different ways they could have chosen to tackle this, but LADBible and the Plastic Oceans Foundation took a very different tact to what might have been expected and were truly brave with their idea.  **Trash Isles**  <https://drive.google.com/open?id=1G8vuRNLiaPGOsyUnmoVCGOG7kWCMF4YP>  What makes this stand out? What makes it different from other campaigns? Do you think this is a good way to highlight the problem or do you think they could have done anything differently? Would this inspire you to act?  Selling this kind of idea in a market place that looks like what we saw before is a tough sell. But by making work like this it becomes an advert that really stands out. | Discussion |
| 10 MIN | **Getting started**  First, we need you to pick a topic you want to work on for the next two lessons.  We want you to pick a subject theme that scares you a little or seems really intimidating, and you’re going to pitch a solution or campaign to raise awareness on this issue next week.  **EXAMPLES**  Climate change, bullying, immigration, free speech, trolling, pandemic.  These are all important subjects. Bravery isn’t doing something controversial for the sake of it, or something silly. We need to respect the subject matter.  Think about the examples we’ve seen so far like Trash Isles and Fearless Girl and the issues they’ve tackled. What could your issue be?  Now we’ve given you some inspiration, it's time for you to pick the topic you’re going to work on.  Make a list of topics in small groups (5 min) and then decide which issue resonates with you the best that you would like to work on. |  |
| 5 MIN | **Share back topics**  Check that the topics are all suitable, help students struggling to pick one, and try and encourage diversity of topics across the group. |  |
| 5 MIN | **End of lesson**  *Get students to do some research on their topic of interest to bring back to the next lesson.* |  |