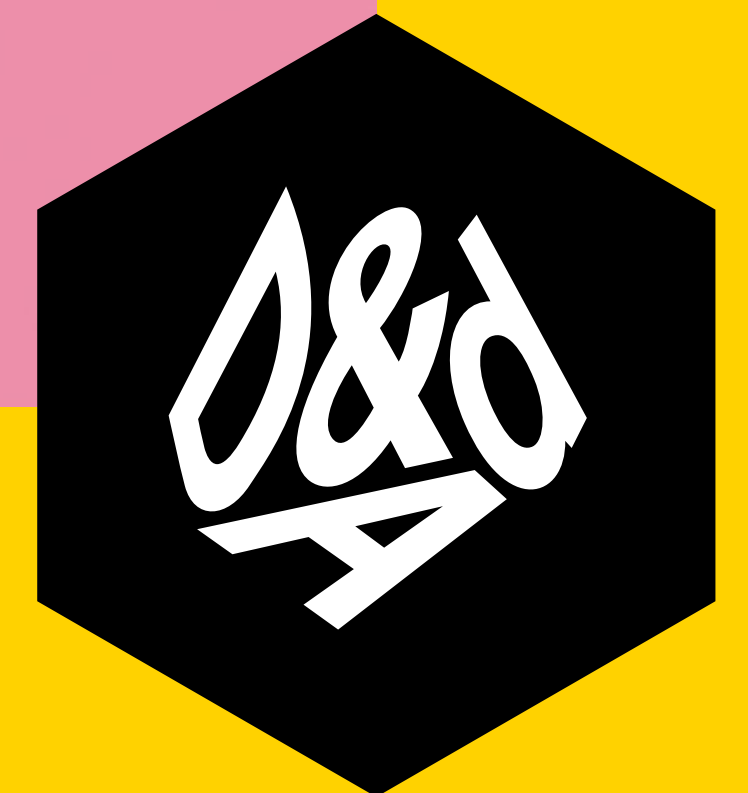


# CREATIVE BRAVERY

## Lesson 3

Develop brave ideas.



# Recap

Last lesson, we looked at **how brave ideas can make work stand out**, and picked topics we're going to make brave ideas from.

# How to come up with brave ideas?

Being creatively brave isn't easy, as Dave King, Design Director at StudioLR, knows. His D&AD Award-winning work for **Seamab School** very nearly never made it... if it wasn't for a bit of bravery and positive thinking. He will share with you his top tips to create brave, creative work.

→ Please read David King's article provided in the lesson materials.

DAVE KING'S TOP TIP NO.1

# MAKE IT PERSONAL

**How do you relate to the topic?**

**Any personal anecdotes?**

DAVE KING'S TOP TIP NO.2

# TAKE RISKS

**All successful work  
starts with a risk.**

DAVE KING'S TOP TIP NO.3

# **BUILD MOMENTUM**

**Replace perfectionism and doubt  
with curiosity and playfulness.**

DAVE KING'S TOP TIP NO.4

# **BRAVADO IS NOT BRAVE**

**Saying "I don't know" is brave.**

DAVE KING'S TOP TIP NO.5

# ENJOY YOURSELF

**Have fun. There's no limit  
to how brave you can be**



**Let's put it all  
into practice**



# Watch the video & discuss

- What makes it stand out?
- How is it an unexpected idea?

→ [Link to the video](#)



# IDEAS

## **Where do they come from?**

→ [Link to the video](#)



→ [Link to the video](#)

IDEAS  
**Get into the  
right mindset.**

Play  
**“Yes, and...”**  
with yourself  
or others



# Ideas time

## **Write it all down**

Now that you're in an ideas mindset, spend the next 10 minutes coming up with some early ideas for your problem. Don't worry about how crazy or weird they seem just now, write down everything that comes to your mind, we'll edit later.

# END OF LESSON 3

