**LESSON PLAN**

**D&AD, Lesson No 3: Creative Bravery**

THE PURPOSE OF THE LESSON

Develop brave ideas.

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

Started to come up with a selection of brave ideas based on the examples given.

|  |  |  |
| --- | --- | --- |
| TIME | TASK | RESOURCES NEEDED |
| 5 MIN | **Recap** on the last lesson. Each chose topics we’re going to develop ideas for and went away and did a bit of research on those topics to help us start to come up with ideas today. |  |
| 10 MIN | **Thinking about the topic**Before we start coming up with ideas, let's have a think about how we can come up with brave and creative ideas.  | David King’s Article |
| 10 MIN | **Putting it into action**Let’s have a go at putting this thought process into action.To begin with, let’s try and think of some safe approaches. Make a spider diagram / mind map of some ideas that you would *expect* other people to do when raising awareness or trying to solve your idea. | Small groups, discussion, pens, paper |
| 10 MIN | **Developing your ideas**Great. Now you’ve got a really interesting starting point. The next thing we want you to do is to try and come up with more unexpected ideas.Before we get started on this, let’s take a look at another example of work that really go beyond the expected.**Lacoste - Save our species**<https://drive.google.com/open?id=1SpUUfcpdhYgrzRj5gHZ4oAftCBlbw7TR>Where do ideas like this come from? **Julie Seal - IDEAS**<https://drive.google.com/open?id=13CegJoiAZ8cfR7TJakWq6JZBcH1uXnZy> | Paper, pens, discussion. |
| 10 MIN | **Finding brave ideas**As Julie mentioned, it can take some time to really try and find the best method for you to come up with ideas. One of the best ways to get into the right mindsets for ideas is to make sure you’re open to any ideas that arise...Play “Yes & And…”<https://drive.google.com/open?id=19EBwziRDj-AiPeWefD3nHdwuM16LulCD> |  |
| 10 MIN | **Starting to find your own ideas**Now we’re all in an ideas mindset, let’s spend the last 10 minutes of the lesson starting to come up with some ideas... |  |