

# Product Driven Planning

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Period: \_\_\_\_\_

**Instructions:** use this worksheet to help guide you through the Product Driven Creative Planning Process. There are a variety of ways of completing each task and there are different expectations for different levels for how much time and how detailed you get with each stage of the process. For that reason, be sure to check with the requirements given in class before starting.

1: Topic Big Idea (main topic) for Project: \_\_\_\_\_

Requirements:

Time: \_\_\_\_\_ Media: \_\_\_\_\_

Size: \_\_\_\_\_ Other: \_\_\_\_\_

## 2. Brainstorming

Brain Dump Brainstorming

Focusing on *multiple solutions* for the "Bigger Picture"

Refine Brainstorming

Taking 1-2 "Big Picture" solutions and generating details



### 3. Planning Complete these steps in order and *meaningfully* use all space given.

#### A. Research/Explore

Take time to look up source image, research information you may need to help develop imagery, explore how other artists have approached similar problems. *Document this journey in a Google Doc of your choice and/or in your sketchbook/paper.*

#### B. Simple Thumbnails

Create *multiple simple small sketches*. Focus on how you are *GENERALLY* going to compose (put everything together). The goal here is to generate *extremely* different compositions with NO details!

#### C. Detailed Thumbnails

Take 1-2 ideas from your Simple Thumbnails you like the best and do a sketch with just enough detail to get an idea of what it will really look like and how to Block-It-In. If its for something 3D include multiple views so you know what it will look like in the round. This step may or may not require making a prototype/moquette- check the requirements given in class.