

DRAW A BEACH

AN ACTIVITY THAT SHOWS HOW MUCH THE PROJECT BRIEF CAN INFLUENCE THE OUTCOME OF A CREATIVE PRODUCT.



BY

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CREATE 2 BRIEFS.

'BRIEF A': A DESCRIPTIVE DIRECTION ABOUT HOW THE BEAUTIFUL BEACH SHOULD LOOK.

'BRIEF B': A CHECKLIST OF EVERYTHING THE BEACH SHOULD HAVE.

'BRIEF A'

"Draw a beautiful sandy beach with blue and red umbrellas, some dolphins swimming in the sea, palm trees with coconuts on the shore and birds flying beneath a shining sun."

SPLIT THE GROUP INTO TWO, AND GIVE EACH TEAM ONE OF THE BRIEFS.

'BRIEF B'

"Draw a beautiful sandy beach with:

- 5 blue umbrellas with 3 sections each
- 3 blue & red umbrellas with 4 sections each
- 2 red umbrellas with 6 sections each
- 3 dolphins
- 1 palm tree with 3 coconuts
- 4 palm trees with 2 coconuts
- 2 birds flying in the upper left corner
- 3 birds in the middle
- 1 sun to the right with 5 sunbeams"

GIVE THE TEAMS 3 MINUTES TO DRAW WHAT'S IN THEIR BRIEF. WHEN TIME IS UP, REVIEW THE FINAL ARTWORKS. BE THE ART CRITIC AND GIVE THEM FEEDBACK, MAKE IT FUN! FINALLY, ASK THE TEAMS TO REVEAL THEIR INSTRUCTIONS TO EACH OTHER.

**REVEAL YOUR
MASTERPIECES IN
3, 2, 1...!**



'TEAM A' WILL MOST LIKELY HAVE DRAWN A MORE PLEASANT PICTURE, WHILE 'TEAM B' WILL PROBABLY HAVE DRAWN VARIOUS ELEMENTS OF THE BEACH INCOHERENTLY. 'TEAM B' MAY HAVE ACHIEVED EVERYTHING ON THEIR LIST, BUT FORGOTTEN THE OVERALL GOAL.



THIS IS A GREAT WAY TO SHOW HOW KNOWING THE BIGGER PICTURE AND ALLOWING CREATIVE FREEDOM RESULTS IN A BETTER SOLUTION.



TO READ MORE ABOUT
THE 'DRAW A BEACH'
ACTIVITY, VISIT
AGILEAVENGERSHUB.COM

