

60 second Deadline

How long does it take to come up with a good idea?

Answer: *The time it takes you to reach your deadline.*

No matter whether you have hours or minutes, a solid deadline will force you to cough up a great ad idea fast—and probably quicker than any other brainstorming method. “In these kinds of hair-trigger creative situations, you learn to trust intuition and go with what feels right on the page.

Designers don’t want to hear this, however. Don’t great ideas materialize after you’ve agonized over the ninety-seventh iteration of your layout? Nope. In as little as one minute, creative lightning can strike. And in the process, that blank page before you can reveal a jewel of an idea.

In the following challenge, prepare yourself for the briefest of deadlines. You might be surprised at the results.

name: _____

🕒 60 minutes • writing, advertising

Goal: Increase creative thinking, problem solving & confidence

“Good work habits lead us to address specific problems systematically. Sometimes we even stumble upon a great idea along the way.”

- Eric Karjaluo

Challenge

Chose 7 household items and put the names of them in a box. With a stopwatch at your side, randomly pick one item out of the box and take exactly sixty seconds to write a slogan that could be associated with that item. Do that for each of the seven items, sixty seconds each time. Then choose the most exceptional slogan from your rapid brainstorming and design a billboard for that product. Be sure to render your headline prominently in it. Design your billboard in the supplied illustrator file.

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