

Research and Brainstorming Guide

Step 1: Define the Purpose of Your Artwork

- What social issue or message does your artwork address?
 - Examples: environmental conservation, mental health, community connection
- Who is your target audience?
 - Who do you want to see your artwork? Teens? Adults? Government officials?
- What emotions or reactions do you want your audience to feel when they see your artwork?
 - Do you want them to feel inspired, angry, curious, hopeful?

Step 2: Consider your Location

- Consider downtown areas, near public transit, busy parks, or shopping districts.
- Look for locations in neighborhoods or spaces that connect to the community you're addressing.
- Use Google Maps' *Street View* to "walk" around different areas.
- Drop pins on locations that stand out to you. Write down **3** different options and make notes of what you like about them:

1.

2.

3.

Step 3: Make your Final Choice and Start Sketching

Choose your best option which:

- Aligns with your artwork's message
- Engages your target audience
- Is accessible and visible
- Has the space and atmosphere you need

Create 3 **thumbnail sketches** on the back of this paper. Experiment with different compositions, imagery, and shapes.

Step 4: Share and Discuss

Respond to one or more of these prompts in a class discussion:

- What location did you choose and why?
- How does your location affect the meaning of the work and reach your target audience?
- Give a brief description of your work and the issue it addresses.