**Workshop 10 – Amplifying the Creative Messasge**

**Homework**

**a) Take five of the 7 ideas and create some top line ideas of your own relate them to your Diploma project.**

**(Hopefully, this will help with your idea development).**

**b) Then develop one or two of them further, thinking about how executionaly they could work together as a campaign**

**Marking:**

1. 5 x each idea = 2 marks  each
2. Idea development = 10 marks

***Please note :*** *This is about the quality of thinking. Not your ability to visualize. You chose how to present your ideas in a way that best articulates your thinking*