

Name \_\_\_\_\_

Class \_\_\_\_\_

Date \_\_\_\_\_

## By the end of this worksheet I can...

- ☐ propose creative ideas based on my research
- ☐ generate lots of ideas before judging them
- ☐ choose a concept using criteria and feedback, and record why

### I DO

## Worked example Read how a full-mark answer is built

*You have six concepts for a kindness campaign.*

### 1 Describe how you would choose the best concept. (3 marks)

**Points that earn marks** from the marking instructions: one ✓ per point

- ✓ Compare against the brief and research findings
- ✓ Score against criteria (originality, impact on the audience, practicality) in a table
- ✓ Get feedback from the target audience and record reasons for choosing and rejecting

### WE DO

## Guided practice Use the starters and word bank to help you

*Your research found that teenagers ignore posters but share short videos.*

### 2 Write an annotation linking a concept to this research. (2 marks)

#### Sentence starters

One ... is ..., which means ...  
Another ... is ..., so ...

#### Word bank

research · Concept · responds · finding ·  
refers · shareable · explains · second

Tip: 2 marks = 2 separate, developed points.

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### YOU DO

## On your own No notes. Check your answers afterwards.

### 3 Quick check: tick one box for each.

#### a) When should you judge ideas?

- ☐ While you are still generating them   ☐ Never: every idea is equally good   ☐ After generating lots of them   ☐ Before doing any research

#### b) Why record why you rejected some ideas?

- ☐ To fill pages   ☐ It shows your critical thinking   ☐ It's required by law   ☐ It makes the folder heavier

#### c) What does "diverge" mean in idea generation?

- ☐ Generate lots of different ideas   ☐ Pick one idea quickly and develop it   ☐ Throw away ideas that seem odd   ☐ Copy an existing product closely

d) What should concepts be based on?

- ☐ Whatever looks coolest   ☐ The cheapest option   ☐ The teacher's idea   ☐ The research you've done

**4 Key terms: write the letter of the matching description next to each term.**

- |                                   |       |                                                                          |
|-----------------------------------|-------|--------------------------------------------------------------------------|
| 1. <b>Concept</b>                 | _____ | <b>A</b> Narrow down to the best ideas using your research and the brief |
| 2. <b>Diverge</b>                 | _____ | <b>B</b> Go wide: generate lots of different ideas without judging       |
| 3. <b>Converge</b>                | _____ | <b>C</b> More ideas make an original one more likely                     |
| 4. <b>Quantity before quality</b> | _____ | <b>D</b> A creative idea proposed in response to the brief               |

**5 Explain what is meant by 'Linking concepts to research'. (2 marks)**

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**6 Explain what is meant by 'Comparison table'. (2 marks)**

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## Check and reflect

Mark your answers with the answer sheet. Go back to the checklist on the site and re-rate each "I can" statement above. Which one still needs work?

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