FREE TEACHING RESOURCE / 3–5 / 25

Community Market Labels

STUDENT STUDIO BRIEF • your idea, your decisions

Name: _____ Class: _____

Your challenge

Design a readable label for a fictional market object or community product. Make three early ideas before selecting a direction. Give the viewer evidence of your intention and revise after critique.

Big question: How can a label be both useful and expressive?

What a strong artwork will show

- The final artwork solves this problem: Design a readable label for a fictional market object or community product.
- Artwork includes two label drafts tested for legibility and revised.
- Process evidence shows three different options before selection.
- Visual decisions demonstrate lettering and support the intended audience.
- Feedback results in at least one visible revision that the student can explain.

My investigation

What do I notice in my references or in the world around me?

Whose experience or viewpoint does this idea reflect?

What do I still need to learn, verify or ask permission to use?

Generate before you decide

Try 3 different possibilities. Each should change the subject, arrangement, medium, viewpoint or message.

IDEA 1	IDEA 2	IDEA 3

My plan

My audience is _____ . My most important visual choice is _____ .

I chose idea # ____ because:

Critique → revision

A peer noticed:

The change I made was:

Reflect with evidence

What do you want the viewer to notice first?

What changed between your first plan and final work?

Which part would you improve next, and how would you know it worked?

My next studio goal: I will improve _____ by _____. I will know when _____ is visible.