FREE TEACHING RESOURCE / 9–12 / 07

Public Space, Public Voice

STUDENT STUDIO BRIEF • your idea, your decisions

Name: _____ Class: _____

Your challenge

Choose a public place and imagine a more readable, usable, welcoming visual system. Your responsibility is to explain whom it serves, how you know, and whom you still need to consult.

Big question: Whose point of view gets centered when we design a public place?

What a strong artwork will show

- A research brief with source/context details.
- Three distinct design proposals.
- A legible design prototype showing hierarchy and intended users.
- An annotated revision based on accessibility or audience feedback.
- An ethical presentation that distinguishes research from inference.

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.