

Three Creative Ideas - Lynnette Beatty

Project Specifications

Fill out the project specifics that you get from the Project Specification Generator.



The image shows a web form titled "Project Specification Generator". It has a dark blue header with the title in white. Below the header, the form is divided into sections. The first section is "Product", with a text input field containing "Bar of soap" and a note "(You will need to pick a specific brand)". The second section is "Demographics", which contains six input fields arranged in two rows of three. The first row contains "Gender:" (Female), "Age:" (45-54), and "Relationship:" (Single). The second row contains "Education:" (High school), "Income:" (\$40,000 - \$59,000), and "Media Consumption:" (Magazines and Facebook). At the bottom of the form is a large dark blue button with the text "Generate Project Specs" in white.

Project Specification Generator		
Product Bar of soap (You will need to pick a specific brand)		
Demographics		
Gender: Female	Age: 45-54	Relationship: Single
Education: High school	Income: \$40,000 - \$59,000	Media Consumption: Magazines and Facebook
Generate Project Specs		

Product

Product Name: **Bar of Soap**

Product Brand (you get to choose this): **Olay**

Target Audience Demographics

Gender: **Female**

Age: **45-54**

Relationship: **Single**

Education: **High School**

Income: **\$40,000-\$59,000**

Media Consumption: **Magazines and Facebook**

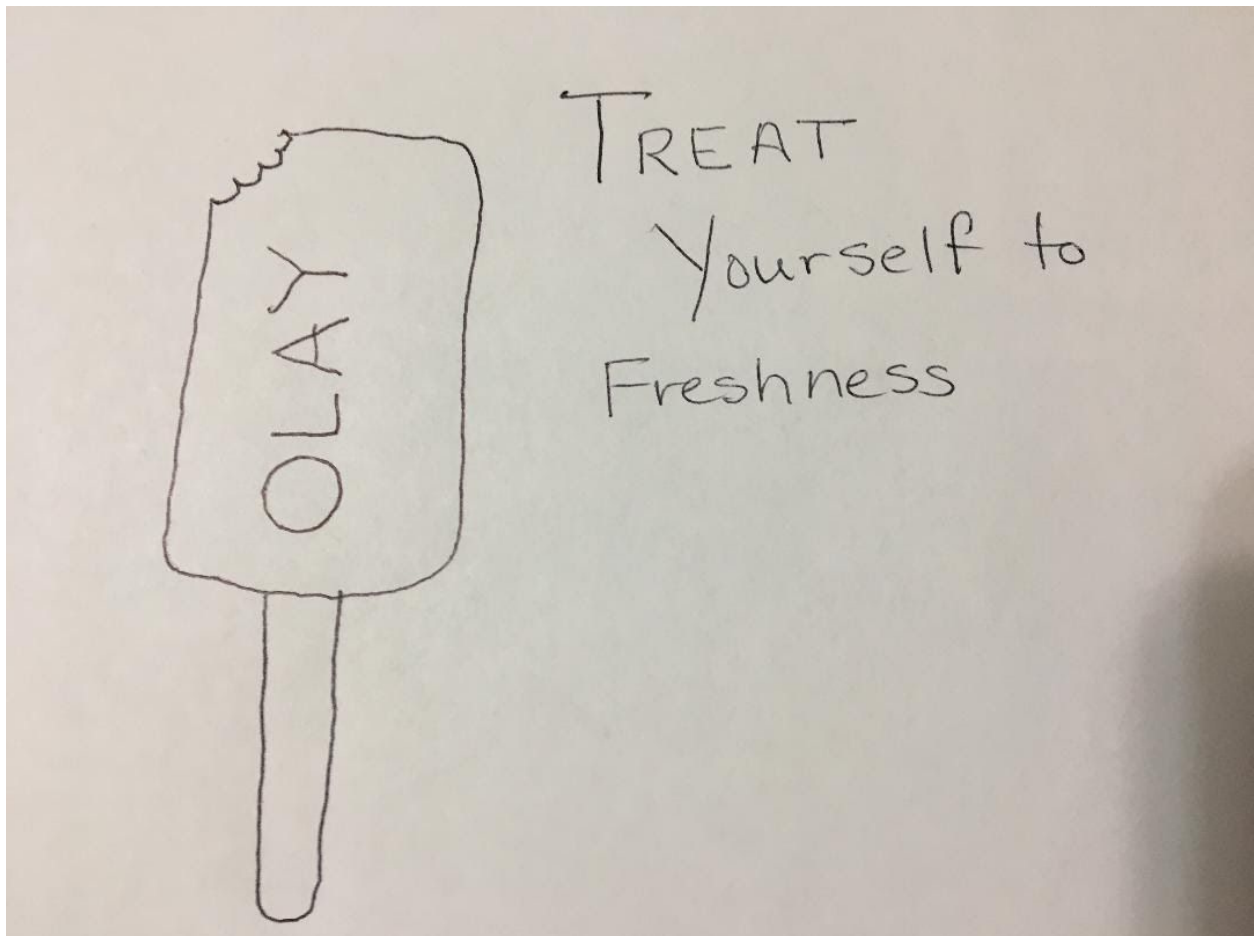
Ideas & Sketches

Provide a sketch and description of your three creative ideas. All three ideas should be based on the same product and target audience demographics listed above.

Idea #1

“Treat yourself to freshness”

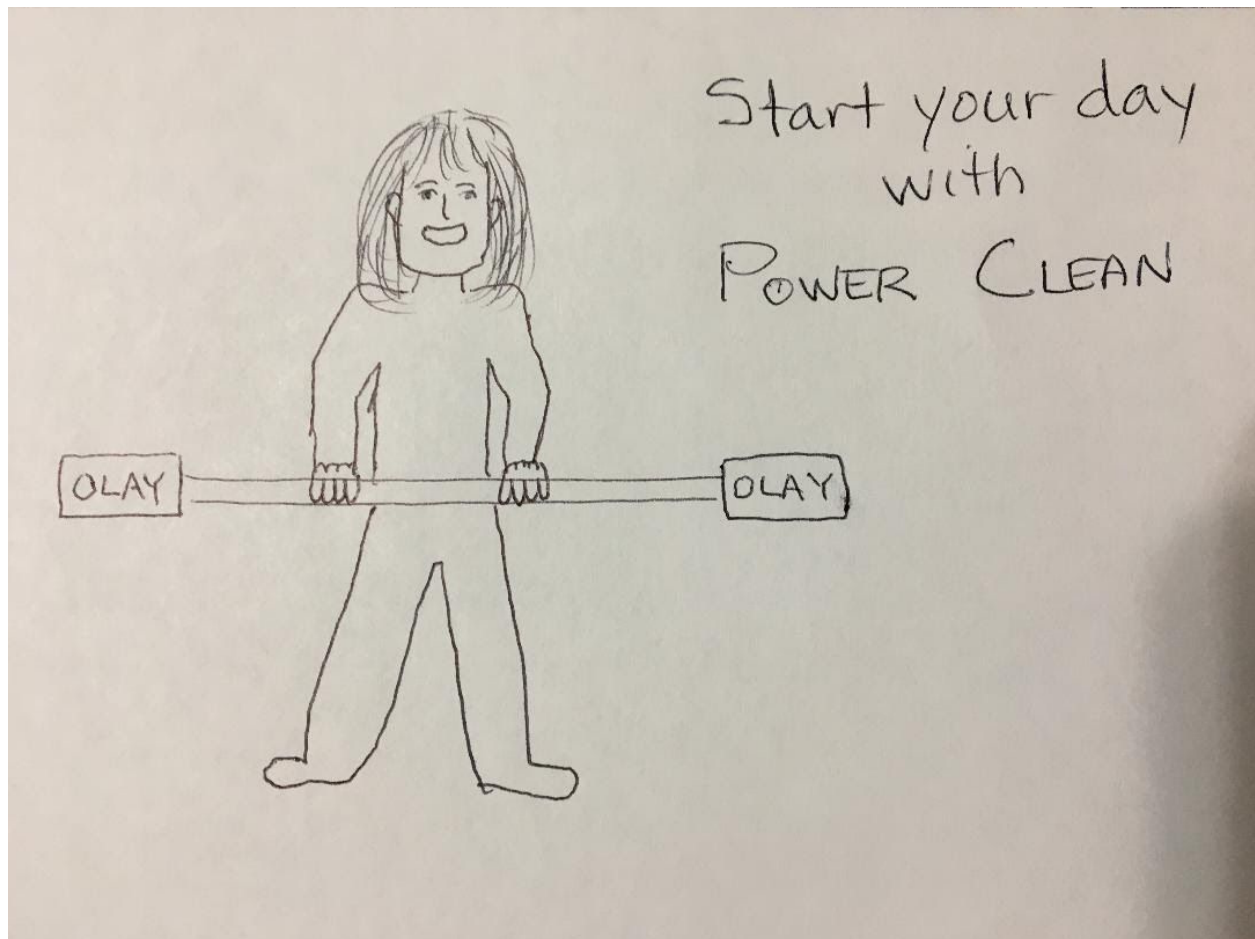
This idea illustrates a bar of soap on a popsicle stick.



Idea #2

“Start your day with Power Clean”

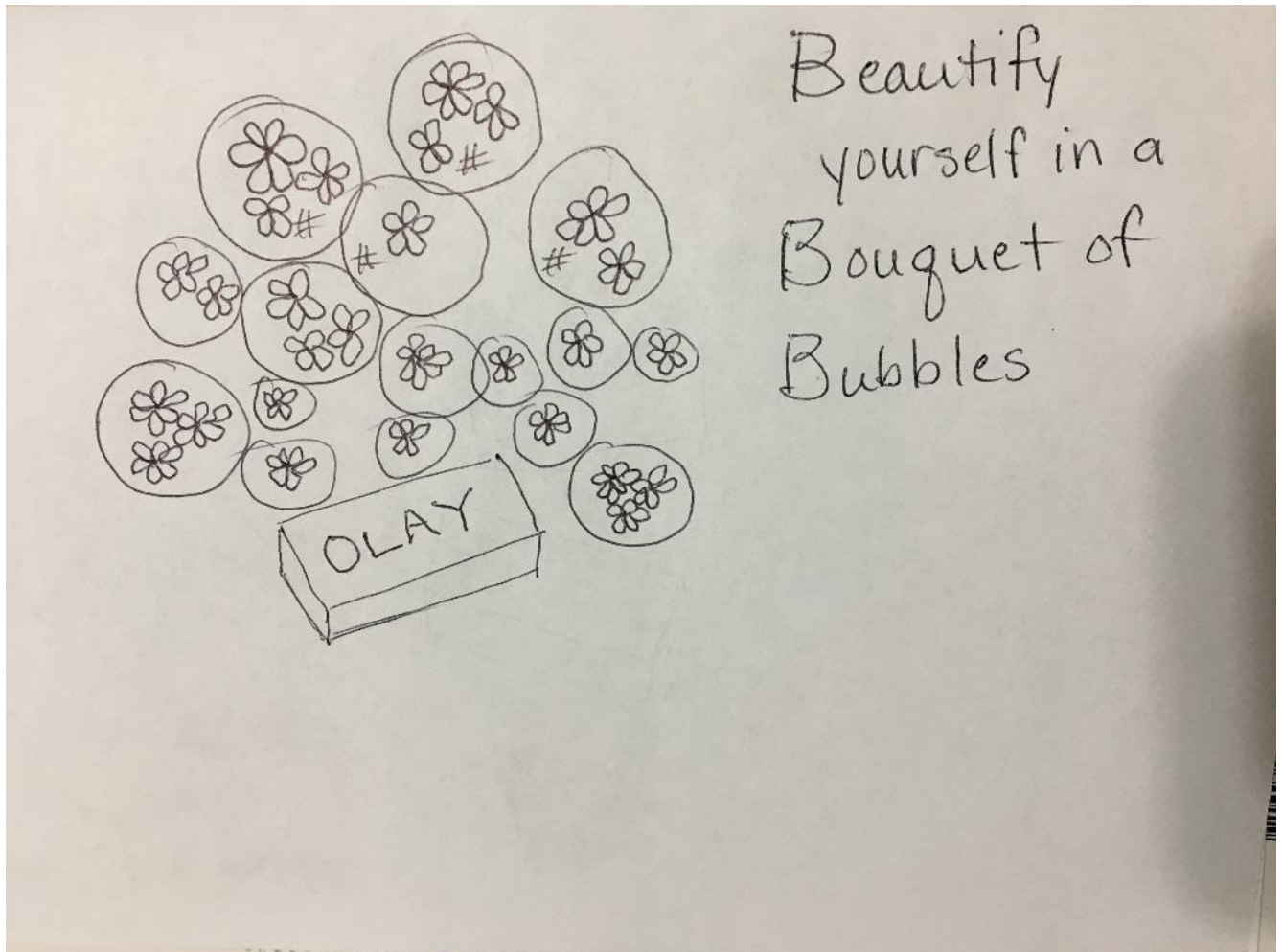
This idea illustrates a muscular woman lifting a barbell with soap on each end.



Idea #3

“Beautify yourself in a Bouquet of Bubbles”

This idea illustrates a bar of soap with bubbles above it, with flowers inside the bubbles.



Add & Subtract Report

I decided to do push-ups instead of watching T.V.

So I added push-ups and subtracted T.V.

Progress

How many days did you complete these additions and subtractions from your daily routine? Explain your experience with these changes to your routine.

I have completed 5 days of additions and subtractions.

Monday 2020-2-24: Instead of watching T.V., I went to my bedroom and did 10 push-ups. It has been a long time since I have done push-ups, so my arms are weak.

Tuesday 2020-2-25: I did 11 push-ups instead of watching T.V. It was harder for me today than yesterday, but I pushed through it and did one more.

Wednesday 2020-2-26: I did 12 push-ups instead of watching T.V. I felt a little stronger today and was able to do the push-ups without much trouble.

One year ago today, I slipped on ice and broke my left arm. It has been very weak. I know that the push-ups will help to strengthen it.

Thursday 2020-2-27: I did 13 push-ups instead of watching T.V. I felt really good about being able to do the push-ups 4 days in a row.

Friday 2020-2-28: I did 14 push-ups instead of watching T.V. I want to continue doing push-ups every day to tone up my arm muscles.

I don't miss watching T.V. at all. I'm glad I am spending my time doing something that will benefit my health.

Submission

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