

# Creative Brief

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## *Growing Up Absurd*

1. Overview
  - a. Purpose is to provide an overview of Goodman's highly influential, best-selling counter-cultural criticism, *Growing Up Absurd*.
2. Resources
  - a. Wiki: [https://en.wikipedia.org/wiki/Growing\\_Up\\_Absurd](https://en.wikipedia.org/wiki/Growing_Up_Absurd)
  - b. Full Free Text: <https://theanarchistlibrary.org/library/paul-goodman-growing-up-absurd>
3. Audience
  - a. Informational; for those interested in the New Left movement, 1950-60's American youth radicalism + student activism
4. Message
  - a. The focus should be on connecting the main ideas of the book with the initial response received in addition to the main criticisms and legacy received since publication
5. Tone
  - a. Tone should be radical, historic, and earnest to ideological criticisms and revisions
6. Visual Style
  - a. I picture the visual style as 'populated', referencing the energy of the movement at the time. Because of the fact that the book and author have been widely forgotten, I think negative space could play a role in communicating the 'dying' of a movement.