

1 HOW TO FIND
YOUR CONCEPT

2 HOW TO KNOW
**IF YOUR CONCEPT
IS GOOD**



1 HOW TO FIND YOUR CONCEPT

REMEMBER:

IT NEEDS TO START WITH
THE VERBAL

INSPIRATION IS EVERYWHERE!

Keep your eyes open & never let go of your camera phone

You're looking for

CONCEPT IDEAS & VERBAL STATEMENTS

– not just design ideas

INSPIRATION IS EVERYWHERE!

Keep your eyes open & never let go of your camera phone

BARNES & NOBLE

ON A BUDGET

INSPIRATION IS
EVERYWHERE!

Chef Landon Hopkins
James Beard Award Winner

I AM
ATL.



**I LEAVE MY
TROPHIES BEHIND
AND BRING ON
THE HEAT.**

I am a James Beard Award winner and one of *Food & Wine's* best new chefs. For the new kitchen of Southern traditions, where local ingredients and great hospitality are always on the menu, I'm inspired by over 3,000 Atlanta chefs on a mission to deliver you a mouthwatering performance. Plan on Atlanta and come see what's cooking.

IAMATL.net



INSPIRATION IS
EVERYWHERE!

Not your average hybrid.

All-New Optima Hybrid



Class-leading
40 MPG/HWY¹



Class-leading
206 total horsepower²



2011 Top Safety Pick
Insurance Institute for Highway Safety



At first glance, it's obvious that the all-new Kia Optima Hybrid is not your average midsize sedan. Look past its stunning design and what you'll find is even more exciting. We gave it one of the industry's most advanced lithium polymer batteries which, being lighter and more powerful than anything else on the market, helps deliver class-leading 206 total horsepower² and class-leading 40 MPG/HWY¹. The Optima also boasts a long list of features like standard push-button start and Bluetooth[®] wireless technology³, available power-folding mirrors⁴, class-exclusive panoramic sunroof⁵, heated and cooled seats—and of course, it's a 2011 IIHS Top Safety Pick. With so much to offer, it's easy to see why the all-new Kia Optima Hybrid is unlike any other hybrid.



Initially only available in certain states with limited availability. Expected to open up to additional states in Fall 2011. ¹Class-leading claim based on comparison of 2011 and available 2012 midsize hybrid sedans as of September 2011. 2013 Optima Hybrid EPA fuel economy estimates are 20 city/40 hwy mpg. Actual mileage may vary. ²Class-leading claim based on comparison of 2011 and available 2012 midsize hybrid sedans as of September 2011. ³A compatible Bluetooth[®] wireless technology enabled cell phone is required to use Bluetooth[®] wireless technology. The Bluetooth[®] and iMark and logo are registered trademarks owned by Bluetooth SIG, Inc., and any use of such marks is pursuant to license. Other trademarks and trade names are those of their respective owners. ⁴Feature only available on 2012 Optima Hybrid. ⁵2012 Optima Hybrid expected to be available November 2011. Options not available on all trims and might cost more. Class claim based on comparison of 2011 and available 2012 midsize hybrid sedans as of September 2011.

Kia magazine ad

INSPIRATION IS
EVERYWHERE!

To his doctors, he's an

Inspiration

To his family, he's a

Hero

To all of us, he's a

Champion

When Cody was diagnosed with leukemia at just 10 months old, he stood out because of his bravery and resilience.

When the cancer reappeared in his brain and spine months later, a miracle happened at his local Children's Miracle Network Hospital and today Cody is again in remission. He was named the Champion ambassador for his state and thanks to Delta Air Lines, he and 50 fellow Champions took to the skies, spreading the word that these top children's hospitals need your help to make more miracles happen for kids like Cody.

Special thanks to Delta Air Lines for donating space in support of Children's Miracle Network Hospitals.



Children's
Miracle Network
Hospitals



To learn about a Champion
from your state, visit:
cmnhospitals.org/champion

INSPIRATION IS
EVERYWHERE!



BLUEBERRY VANILLA GRAHAM GREEK FROZEN YOGURT

If the Trojan Horse had been a cow, and the cow had been made of graham crackers, and its insides had been filled with vanilla Greek yogurt and blueberries, well, there wouldn't have been a war. There'd just be a bunch of happy people eating new Blueberry Vanilla Graham Greek Frozen Yogurt. And maybe a couple of stained togas.

It's really Greekin' good.

INSPIRATION IS EVERYWHERE!

Keep your eyes open & never let go of your camera phone

PINTEREST

INSPIRATION IS EVERYWHERE!

Pin it

Like

Visit Site

Send

Share



RIGHT NOW EXCELLENT
IS DOING SOMETHING
OTHER PEOPLE
THINK IS CRAZY.



EXCELLENT TRAINED
ALL WINTER.



EXCELLENT SCREAMS
THROUGH WELLESLEY.



Theme Copy
Meghan Percival



Edit

More from
mikehowardcreative.com



Pinterest

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ZINIO

free app for iphone & ipad
online at zinio.com (previews will be limited)

INSPIRATION IS
EVERYWHERE!



WHY ARE THESE TEENS SO
FAST?

A DECADE AGO, IT WAS RARE
FOR A HIGH SCHOOL GIRL TO RUN
THE 1600M FASTER THAN 4:50.
LAST YEAR, 35 OF THEM DID IT. CREDIT
KNOWLEDGEABLE COACHES, STRONG
PARENTS AND MULTISPORT INFLUENCES
FOR CREATING A GOLDEN AGE OF
GIRLS RUNNING.

BY MARC BLOOM

Alexa Blighman, Ellen Crayne and Sarah
Buckley were the top three girls in the
1600m at the Nike Cross Nationals last October.

50 RUNNING TIMES MAY 2014

Text

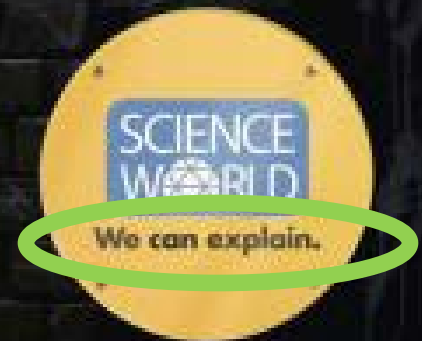
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ADS of the WORLD

adsoftheworld.com

INSPIRATION IS
EVERYWHERE!



INSPIRATION IS EVERYWHERE!

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ONLINE

Surfing the web, Facebook, Tumblr, Twitter, shopping...

INSPIRATION IS
EVERYWHERE!



Source: NCAA homepage

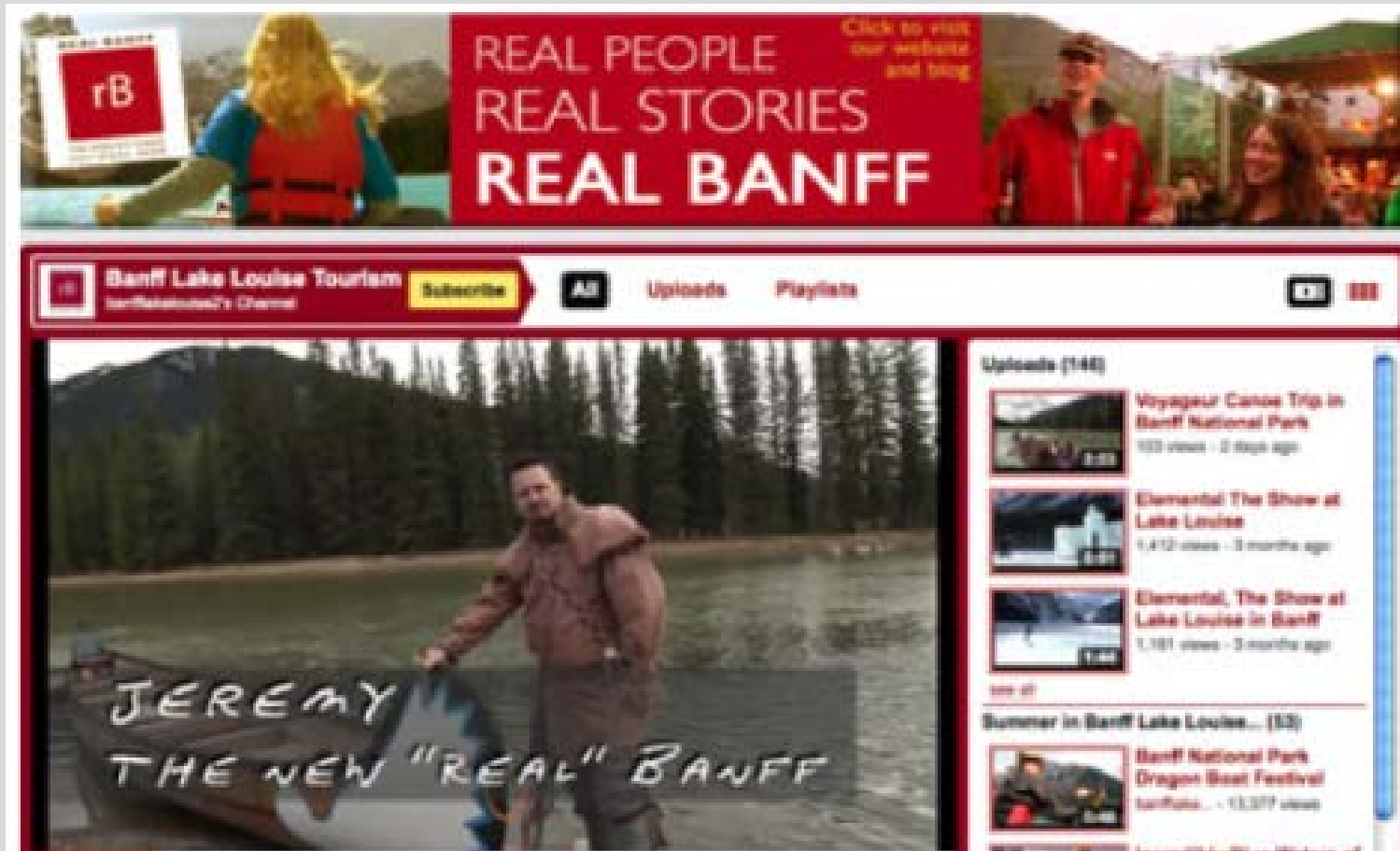
INSPIRATION IS EVERYWHERE!

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ADVERTISING AGENCY PORTFOLIOS

Look for the tab that says “work”, “portfolio” or “clients”

INSPIRATION IS
EVERYWHERE!



Source: Brandarcade.com

INSPIRATION IS EVERYWHERE!



**IT'S IN YOUR
GOOSEBUMPS.**

Let's face it, hunting isn't just something you do. It's who you are. At Cabela's, we feel the same way. That's why it's in our nature to support you with thousands of experts, more than 50 years of experience and every last bit of expertise, so you can treasure this passion for the rest of your days.

CABELAS.COM/ITSINYOURNATURE

Cabela's



**IT'S IN YOUR
SECOND LANGUAGE.**

IT'S IN YOUR NATURE.™

Let's face it, hunting isn't just something you do. It's who you are. At Cabela's, we feel the same way. That's why it's in our nature to support you with thousands of experts, more than 50 years of experience and every last bit of expertise, so you can treasure this passion for the rest of your days.

CABELAS.COM/ITSINYOURNATURE

Cabela's



**IT'S IN YOUR
UNSPOKEN FRIENDSHIPS.**

IT'S IN YOUR NATURE.™

Let's face it, hunting isn't just something you do. It's who you are. At Cabela's, we feel the same way. That's why it's in our nature to support you with thousands of experts, more than 50 years of experience and every last bit of expertise, so you can treasure this passion for the rest of your days.

CABELAS.COM/ITSINYOURNATURE

Cabela's



**IT'S IN YOUR
MORNING COMMUTE.**

INSPIRATION IS EVERYWHERE!

Keep your eyes open & never let go of your camera phone

GRAPHIC DESIGNER PORTFOLIOS

INSPIRATION IS
EVERYWHERE!

LONG STORY SHORT. I'M AN

SHORT STORY LONG. I grew up in Cedar Rapids, Iowa - the second largest city in the corn state, with my twin brother and

INTERACTION DESIGNER

two awesome sisters. In my early years I spent more time playing NBA Jam than I did with toying around with a computer, let

LIVING IN THE BAY AREA

alone design or art. I actually didn't go to school for design either. I spent my college years as a Computer Science Major at

WITH MY FAMILY. I READ

the University of Iowa After a couple years of Mathematical Induction and Big-O Notation (which was actually kind of

BATMAN GRAPHIC NOVELS

interesting as it applies today), I wanted to pursue a career in Game Design. I started illustrating fantasy-like characters,

AND YOU'LL SOMETIMES

crafting a Suikoden-like story, and looking for schools that could make this dream of mine come true. I researched for

SEE ME CRUISING THE BAY

months for what it's like to be a designer in the gaming industry, and I was less than intrigued. So I started getting into Flash,

ON A BLACK MATTE FIXIE

as a way to somewhat tap into my desire to do something 'Interactive'. Fast forward 10 years. I still practice Interaction design

WITH PINK RIMS.

today, and I'm more than blessed to be able to work with some substantially talented people.

Source: www.nineliondesign.com/about

INSPIRATION IS
EVERYWHERE!



INSPIRATION – Wedding Invitation

GIVE HOMEWORK

Make sure everyone brings something to the table.
Give examples of the kinds of things you are / are not looking for.

WRITE EVERYTHING DOWN

Use Google Docs, Pinterest or Trello to collaborate
and keep a record of your ideas and discussions

IDENTIFY THEMES

What types of ideas keep coming up?
These are ones to explore further.



HOW TO KNOW IF YOUR CONCEPT IS GOOD

Is your concept...

RECOGNIZABLE?

RELATABLE?

RELEVANT?

REFRESHING?

REALISTIC?

DOES YOUR CONCEPT
HAVE A
**STRONG
VOICE?**

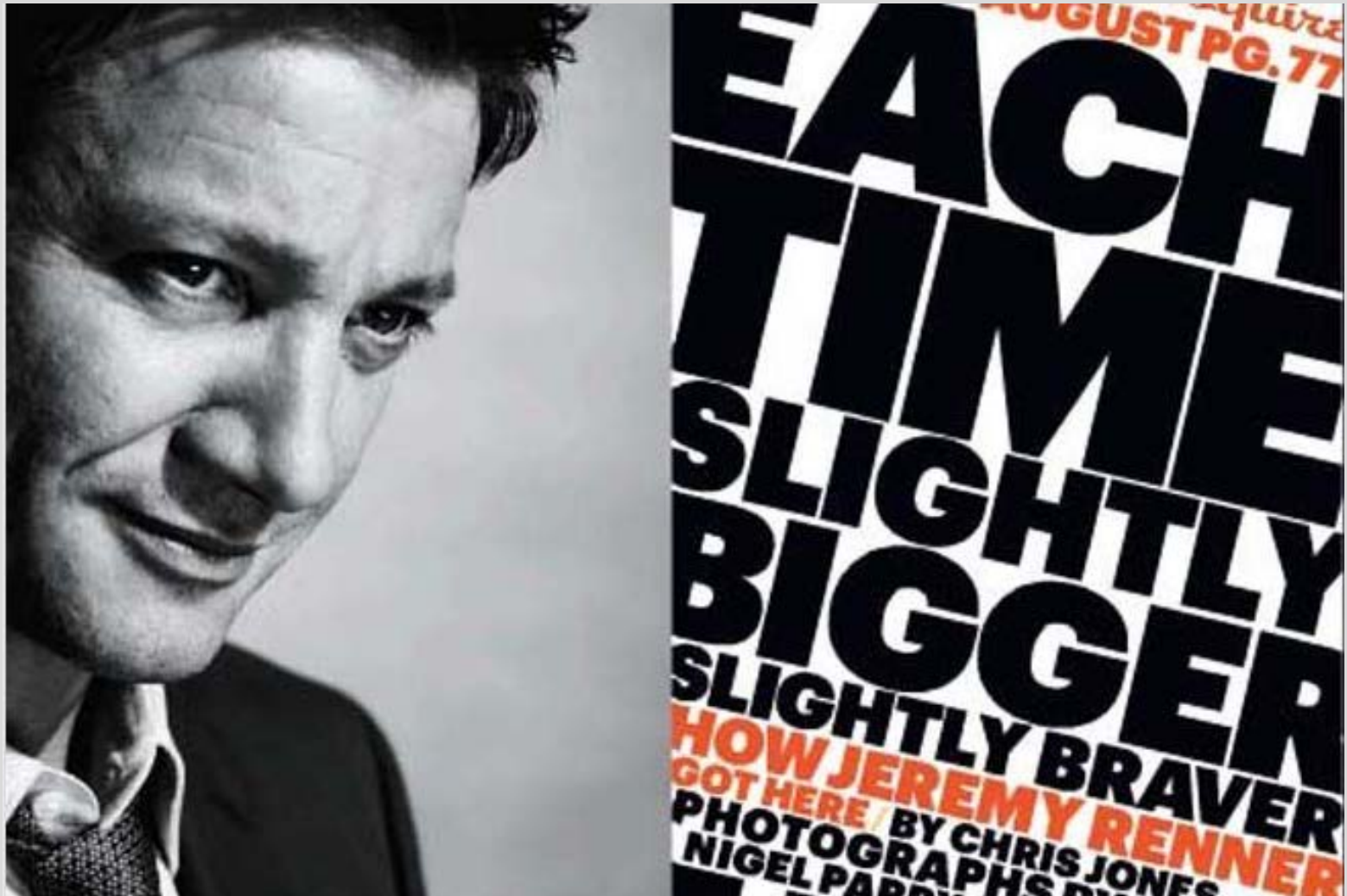
YOUR CONCEPT HAS A **VOICE**

Identify it. Name it. Personify it. Love it.

USE IT to find the pretty.

YOUR CONCEPT HAS A
VOICE

USE IT to the find the pretty.



YOUR CONCEPT HAS A
VOICE

USE IT to the find the pretty.



DOES YOUR CONCEPT

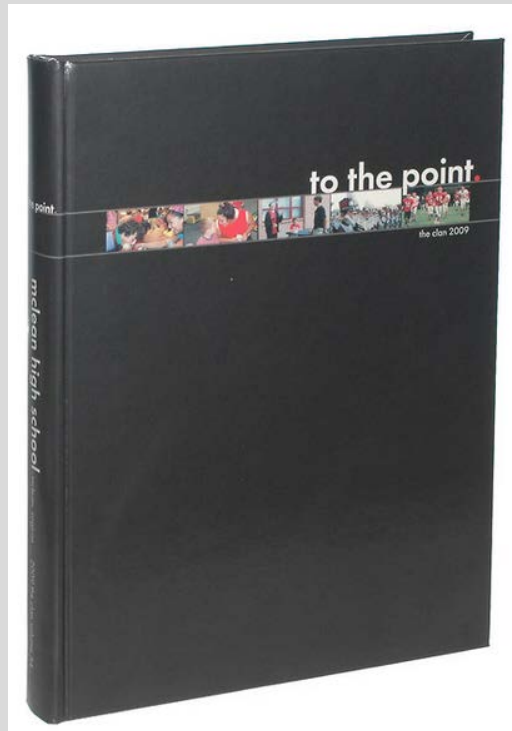
OPEN COVERAGE DOORS?

Will you be able to tell new stories because of your concept?
Will you be able to tell traditional stories (basketball, homecoming, math class)
in a new way?

How will your concept be **ORGANIZED?**

What will the sections be? Why?
What will go in each section?

TRADITIONAL 5 Sections?



How will your concept be ORGANIZED?

What will the sections be? Why? What will go in each section?

CHRONOLOGICAL?



How will your concept be **ORGANIZED?**

What will the sections be? Why?
What will go in each section?

UMBRELLA?

number of sections?
organization of content?



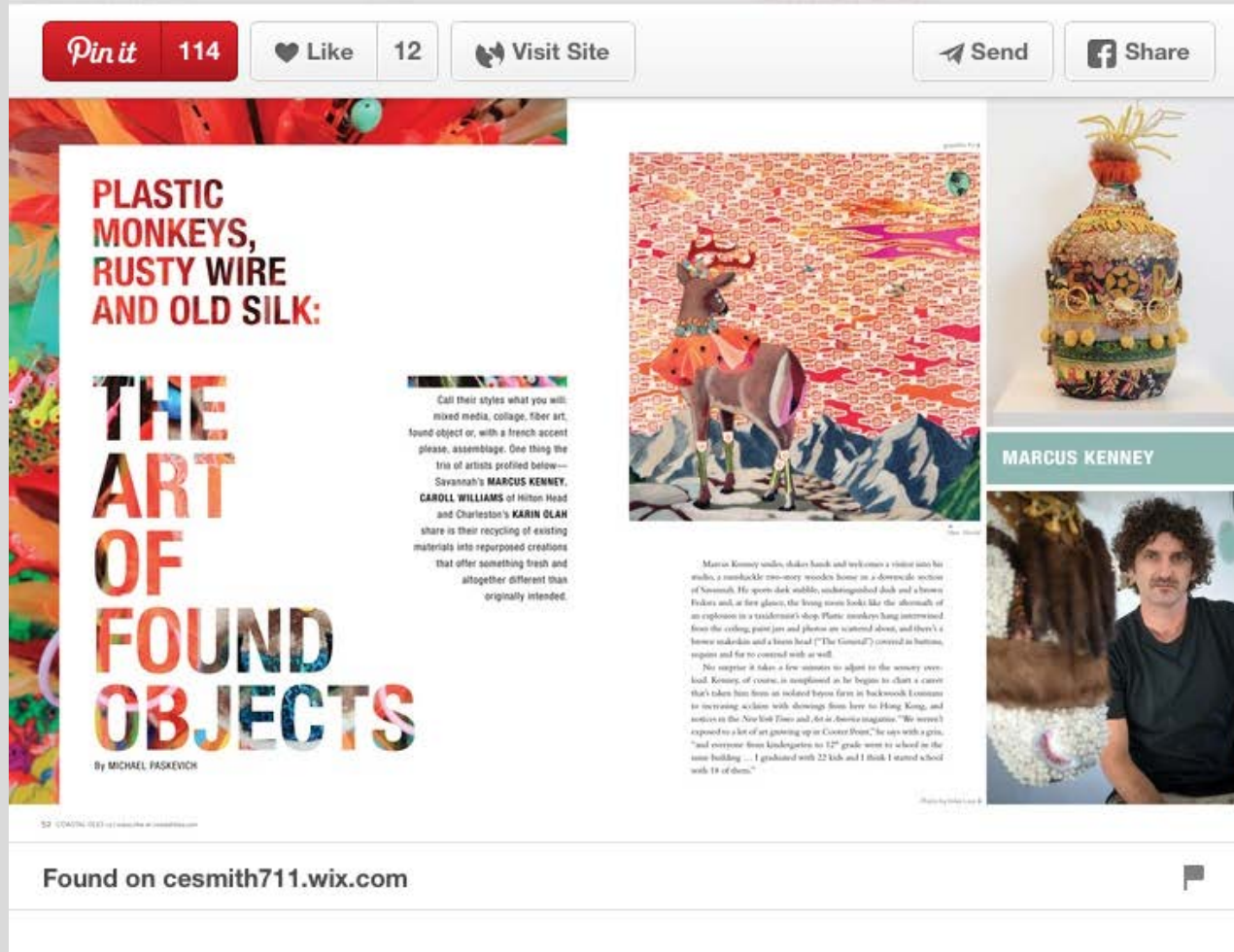
WILL YOU STILL
LOVE IT
IN JUNE 2015?

THANK YOU

BRING IT DAY 2014



INSPIRATION IS EVERYWHERE!



INSPIRATION IS
EVERYWHERE!

JEM

KIMBER

#JEMTHEMOVIE

AJA

SHANA

Facebook ad for new "Jem" movie

INSPIRATION IS
EVERYWHERE!



Facebook post of Elizabeth Rome's baby announcement

INSPIRATION IS
EVERYWHERE!

**BE
YOURSELF
EVERYONE
ELSE
IS
ALREADY
T KEN**



- OSCAR WILDE -

INSPIRATION IS
EVERYWHERE!

THESE GIRLS ARE ON FIRE

FRESH FACES 2014

PHOTOGRAPHS BY CEDRIC BUCHET

Text

DRESS
\$3,450
CHRISTOPHER
KANE
SM LIPS
MAYBELLINE
NEW YORK
COLOR CLIPS
BY COLOR
SENSATIONAL
IN PETAL
POWER
FASHION
EDITOR
ALISON
EDMOND

THE
SUPERNOVA
LUPITA
NYONG'O

INSPIRATION IS
EVERYWHERE!



Source: JCPenney ad?

INSPIRATION IS EVERYWHERE!

Keep your eyes open & never let go of your camera phone

SHOPPING

INSPIRATION IS
EVERYWHERE!



Popcorn packaging

1 HOW TO
FIND YOUR CONCEPT

2 HOW TO
**KNOW IF YOUR
CONCEPT IS GOOD**

3 **INFUSING**
YOUR CONCEPT
THROUGHOUT THE BOOK