



STEAM.

LEVELING UP WITH THE LOS ANGELES RAMS AND HOLLYWOOD PARK

PRESENTED BY  Cedars Sinai



ART

PRE-LESSON PLAN

Design Decisions Worksheet

Name: _____

Date: _____

Class/Grade: _____

1. Role Selection

- ☐ Team Photographer (you're creating/take a photo for a billboard)
- ☐ Brand Designer (you're creating a piece of Rams merchandise to sell to fans)

2. Target Audience

- Who is the target audience for your piece? As you make your selection, think about and write down what you think their interests might be and what they care about.
 - Here are some examples:
 - Kids who are new Rams fans
 - Adults who love collecting team gear
 - People who follow the Rams on social media
 - Visitors coming to SoFi Stadium for the first time
- My target audience is:
- Their interests might be:

3. Mood & Message

- What feeling do you want your work to create? What message should it send? Examples could include:
 - Excitement before a big game
 - Pride in being part of the Rams community
 - Inspiration from a player's hard work
- The mood I want to create is:
- The message I want to send is:

4. Tools & Techniques

- What tools or skills would help you create this piece? Examples could include:
 - Camera with zoom lens
 - Photo editing software
 - Drawing tablet or sketchpad
 - Knowledge of color theory or layout design
- Tools and techniques I'd use include:

5. Final Concept

- Describe or sketch your final idea.
 - What will your billboard photo look like? Who's in the shot? Why did you make those choices? What behavior are you trying to encourage?
 - What is your merchandise concept? What does it look like? Why would people buy it?