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Journal 2

 When working on creative ideas I must make sure that I give credit to the artist before me that made my idea come to life. In the business world, you must be very careful with your work as it pertains to putting work out there that isn't yours. Being around the business and knowing what ethical problems can arise if you don't share information on how you got this work and where did your ideas come from can shun you out of the business. Let's be honest, working in a group session we don't like to see one person taking all the credit for a group project that was worked on by others. We want to make sure that when we are creating these ideas and going through the creative process, we give thanks or source those who make our work possible because no one comes with an idea out of the blue. Every idea that is created goes through a 9-step process, going to the creative brief, coming up with design research, and brainstorming. When you get to the creative phase that's when you deal with sketching, design building, and refining what you've created. The next phase would be presenting your work to your senior art director which is what I would do Anne then take his feedback and do revisions. When all those eight steps have been completed you get to step 9 which is the final delivery of what you are going to show to your clients.

 In the case of Shepard fairly, in my opinion, I feel like he should have gotten a lot more punishment than what he got which was minimal. What was so blatant in the whole situation was that knowingly used the photo had the information in a hard drive but didn't say who is it from until one of his employees had to tell him you must come out with the truth in basics terms. From the case study that I read, no question fairly committed wrong, but it shows you how someone can make an easy mistake such like he did and can almost pay higher consequences than what he did, in my opinion, he got off easy. Farley not being prosecuted in this case is just giving others much more of a chance to do what he did and just say “oh look at the Farley case I acted in that manner my actions were merely a case of human mistake.” an in any type of situation you can't leave your life up to human error you have to be smarter than that.

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