

## **SUMMARY**

30-day challenges have always been exciting for me. People have often made it their daily challenge to take a photo, draw or paint something in the course of 30 days. When I heard that Andrii Mishchenko, an Ukrainian copywriter, set a task for himself to make it through the copywriting challenge, I knew, that I wanted to do something similar. Is it really possible to see progress in one's activities in the span of 30 days? In the practical part of my thesis, I made it my mission to design one print advertisement to different brands or products daily within 30 days, with the emphasis being on the importance of creative thinking and on the abundance of ideas. The visual results of this work should be seen as the sketches of the first ideas, that pass on the creative thought behind the advertisements. The aim of this research is to analyze if it is possible to see progress in one's creative thinking within 30 days, if one was to deal with it daily. I tried figure it out for myself where the creative thoughts come from and what are the factors that suppress or encourage my creative thinking. Carrying out my thesis, I received plenty of support from an advertising agency called Zavod BBDO, who inspired me daily on my choices of brands or products.