

## Design for Media: **Project Creative Habit**

“Life is about moving, it’s about change. And when things stop doing that they’re dead.”

*Twyla Tharp*

**Project Creative Habit:** All of us need routine art calisthenics—tasks that become part of our daily/weekly schedules. This project is an opportunity for you to focus on an area of art-exercise that you want to develop. Maybe you feel you need to draw more? Maybe you feel you need to get out with your camera more? Focus your energy into a daily, follow through with your plan, and collect/edit your visual results.

Your weekly blog post should show SEVERAL examples of what you accomplished during the week, explanations of your thinking behind it, examples of what is inspiring you, what you are researching, and at least 2 paragraphs of text. There should be evidence of 5-7 days of work.

**Main Rule:** Whatever you pick, you **REPEAT** the endeavor 5-7 days a week, ½ hr-1 hr. Repeat is defined by the **activity**, not necessarily the subject.

### **Common Habits Per Majors (examples, NOT requirements):**

**Animators and Illustrators:** Observational, on-site sketching... a LOT of sketching. Capturing the verb first, the adjectives second, and then draping on the nouns.

Example: Go to various parks and the Columbus Zoo and draw, draw, draw the animals. Process the drawings by scanning, adjusting the levels, and posting copies at 72ppi. The artist repeats the trips but changes animals (or groups of animals) each week.

**Filmmakers and Photographers:** Subject Focused Excursions—going where the subject(s) exist.

Example: If your interest is in light, getting up every morning and capturing the “golden hour.” The subject matter might change but every photo is anchored by the time of day.

**Fine Artists:** An Idea a Day. Spending 45 minutes every day with a new idea. Maybe you start your experiment with cutting up a collection of nouns and a collection of adjectives (each placed in a different cup). You start your session by selecting a noun and an adjective... then you write/sketch as many ideas as you can. But at the end of 45 minutes, you make yourself stop. You do not revisit any idea from the day before... The endeavor is the daily 45-minute routine. The subject changes each day (based on the noun and the adjective).

**Schedule\*:**

Thurs April 13th	Propose your Creative Habit	3:30 pm post due on your blog critiques in Kinney classrooms
Tues April 18th	INDEPENDENT WORK DAY	WORK ON YOUR OWN
Thurs April 20th	Kinney	3:30 pm post due on your blog critiques in Kinney classrooms
Tues April 25th	INDEPENDENT WORK DAY	WORK ON YOUR OWN
Thurs April 27th	Kinney	3:30 pm post due on your blog critiques in Kinney classroom
Tues May 2	Kinney	Tuesdays will be either workdays or lectures
Thurs May 4	Kinney	3:30 pm post due on your blog Critiques in Kinney classroom. Your classmates will give you feedback about what to post for your final post Thurs.
Tues May 9	Kinney	Tuesdays will be either workdays or lectures
Thurs May 11	For your final post, edit the best of the best from your four weeks of creative exploration. You will be graded on your ability to pick-out the “best” work.	3:30 pm FINAL post due on your blog Final presentations in TBD. Show-up and show off your awesomeness!

***\*Schedule is Subject to Change***