

# The Creative Process

Visual Arts

Buford High School

2015-2016

# Essential Questions

- How do artists create?
- How do I define and develop my own personal artistic vision? (PAV)

# Georgia Performance Standards

- VAHSVAMC.1: Engages in the creative process, imagines new ideas by using mental and visual imagery, conceptualizes these ideas by using artistic language and contextual understandings in assessing learning, and develops a personal artistic voice that gives unique form to these concepts.
- VAHSVAMC.2: Finds and solves problems through open-ended inquiry, the consideration of multiple options, weighing consequences, and assessing results.

# What is the creative process?

- There are lots of different definitions and explanations for the creative process. Some people explain it visually, some give lists or steps, and some describe it verbally...and there are as many definitions as there are definers! Some people attempt to “pigeon hole” the creative process according to the subject at hand: writing, drawing, painting, inventing, etc. Since this is a visual arts class, we’re going to focus on arts-centered explanations and definitions of the creative process and how visual artists develop their ideas for single projects along with their personal artistic vision (PAV).

# TYLER'S CREATIVE PROCESS

01. DEFINE THE PROBLEM

02. INITIAL IDEATION

03. RESEARCH

04. INFORMED IDEATION

05. ROUGHS

06. PRODUCTION

07. REFINEMENT

08. SOLUTION



The Creative Process has six phases...

Inspiration: In which you research and generate many ideas

Clarification: In which you focus on your goals

Evaluation: In which you review your work and learn from it

Distillation: In which you decide which of your ideas to work on

Incubation: In which you leave the work alone

Perspiration: In which you work determinedly on your best ideas

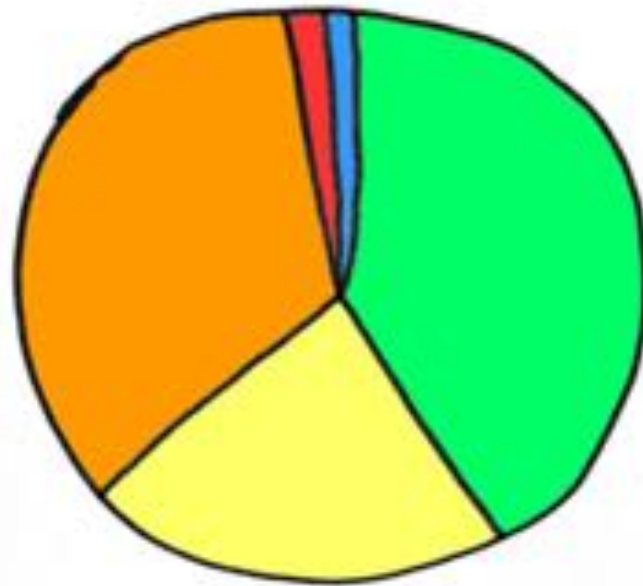
The first letter of each phase spells 'ICEDIP' which may help you to remember the phases

To make best use of the creative process:

- Each phase should be visited many times (in no particular order), sometimes for a very short time.
- You need to adopt the right phase at the right time. For example, no amount of distillation can help if what you need is clarification. Many creative blocks are due to the determined adoption of an inappropriate phase. So if stuck... switch phases!
- Each phase has a unique and appropriate mindset and you must use the right one. Failure to do so also often leads to a creative block. (see mindsets and blocks)

Many people do not use all the phases, or visit them enough times. For example when asked to solve a problem an 'uncreative' response would be to think of the first solution that comes to mind and then uncritically work this to completion. When you are involved in your creative work, do you make good use of each phase and use each phase as often as you should? This site contains a brief description of all of these phases and their associated mindsets.

# THE CREATIVE PROCESS



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- INSPIRATION
- WORK
- BINGE EATING
- DISCOURAGED NAPPING
- RANDOM INTERNET SURFING

# Fowler's Revised Creative Process

- Definition of Problem
- Inspiration/Ideation
- Research
- Informed Inspiration/Ideation
- Practice/Rough Drafts
- Production
- Revision/Refinement
- Finish/Reflection



# Definition of Problem

- This is your assignment – since this is an SLO course, you will always have a specific assignment (or problem) given to you by me, the teacher. For those of you who want to protest, the vast majority of working artists are also “given” assignments by their customers, companies or contacts. Only a very few artists get to work on art that is completely self-generated (and expect to make a living from it!)
- This actually helps you – if you are unsure of how to begin or what to focus on, you always go back to the problem that has been defined for you.
- Unlike, say, math or science, in art, there is never ONE CORRECT answer to a problem...so your solution will and should be completely different from the person seated next to you, from any inspiration work done by another artist, or even any examples that I may put in front of you. This is both wonderfully freeing and paralyzing at the same time – for reasons you will soon experience.

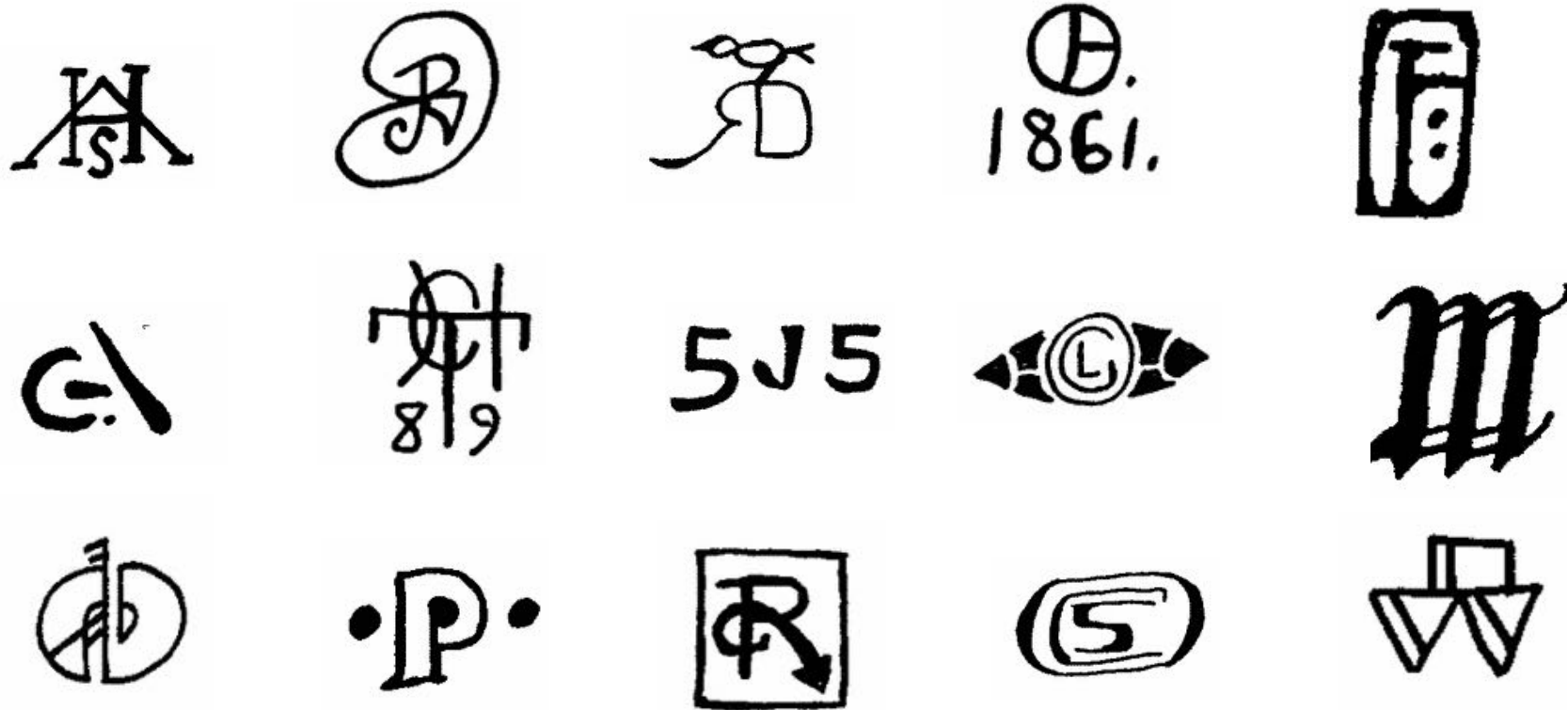
# The Problem

- Create a logo using your initials or name in any style you like. You may look to other logos for inspiration, but you may not copy, directly or indirectly, another person's work.

# Inspiration/Ideation

- This is where you get your first ideas. This may also be “given” to you as an assignment from a teacher (or customer). Again, you may want to complain, but this is common throughout your everyday life. For example: you want to get a completely different haircut than the one you have now – you take a photo of the hairstyle you want to show to the stylist so they will have a better idea of what you want.
- Once you have your initial inspiration or idea (there may be WAY more than one, by the way), you are ready to progress to the next step.
- Please, please, please understand that your inspiration is not given for you to COPY! (We have copy machines and cameras for that!) Inspiration is given or sought out to help to begin to focus on how to solve your problem – to see how others have approached the problem in the past. Copying or reproducing other people’s work is...cheating, just like it is in your other classes.

# Your Inspiration/Ideation for Logo



# Research

- A lot of students think that research is for English class, to write papers, or otherwise be tortured with. Research is and should be a huge part of visual arts as well as other academic subjects. The research you do may be completely visual (image searches) instead of written, so don't be scared to jump in and do it for your artworks!
- The internet is a vast source of research, but you have to be careful not to get trapped in "timesucks" – a fabulous word I use for starting to research one thing and ending up getting off track and doing something completely different/useless to what you started work on. (I got timesucked into doing a quiz on artist signatures while looking for inspiration pics! Agh!) You may also use good ole fashioned books to research too!

# Research for Logo

- You may want to look up artist's monograms or logos
- You may want to look up different fonts and/or lettering styles
- You may want to look up product logos that include letters in your name
- Whatever else may drift into your mind (that IS NOT a timesuck!)

# Informed Ideation/Inspiration

- Now that you have plenty of ideas and inspiration and have taken the time to actually do a little research, you can now begin to narrow down the direction in which you might choose to go towards.
- Be careful not to limit yourself at this point – a lot of artists talk themselves out of pursuing ideas (that might be AWESOME) inside their head before they ever put pen to paper! You never know until you try, so TRY!
- Again, use your research to guide you, but be ORIGINAL!

# Informed Ideation/Inspiration for Logo



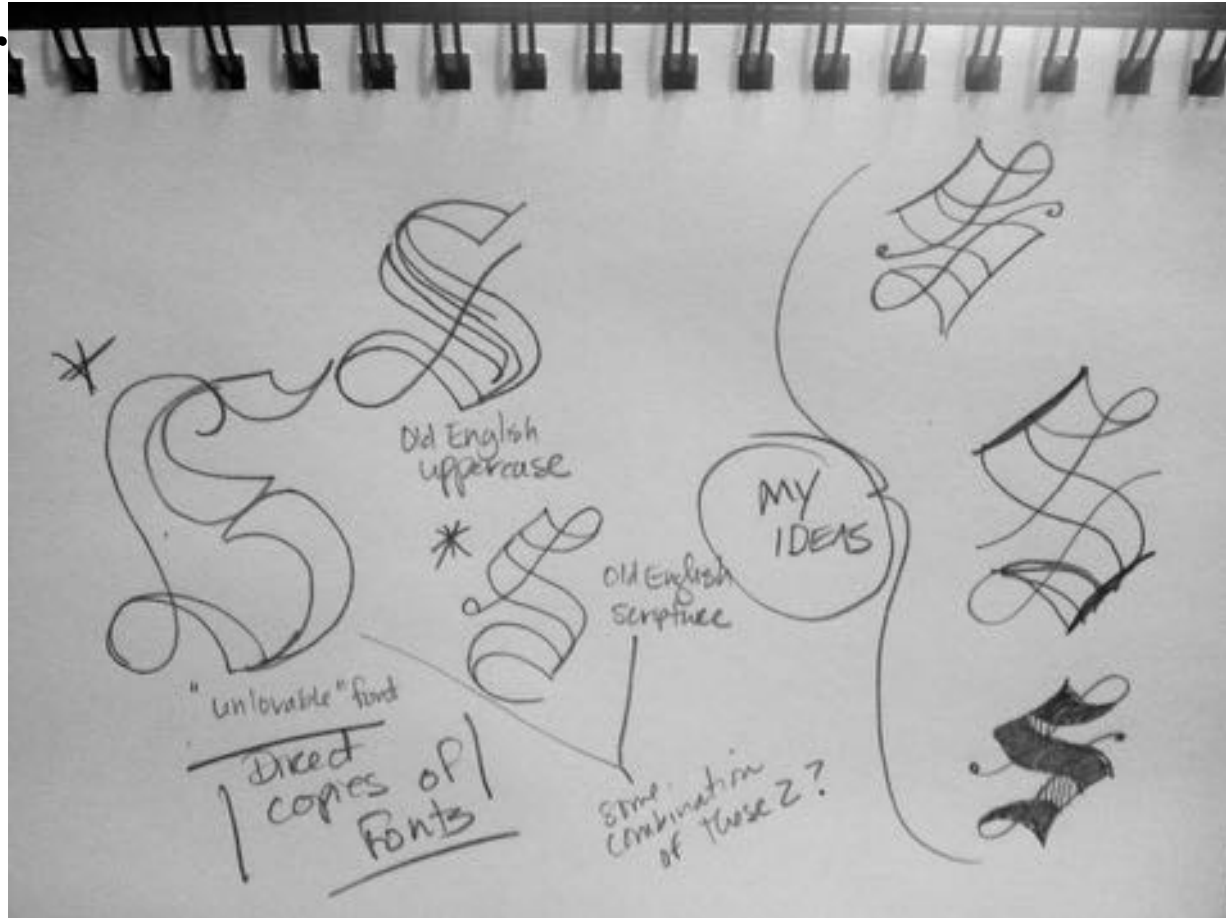
- You have narrowed down your inspiration to a logo that looks a little more like an object rather than letters
- You like Old English style lettering, but you also like simple geometric shapes as well
- Ready for the next step!



# Practice/Rough Drafts

- This is where you begin putting your ideas down on paper. It's important to be positive and work things out ON PAPER, not in your head.
- It's totally uncreative to take your first draft and decide "okay, I'm done, it's perfect just the way it is". Most of the time, artists ideas evolve and change and that's what makes them unique and creative. Don't be satisfied with one choice!
- You may end up getting frustrated that your idea isn't working out on paper the way it did in your head – don't be afraid to change directions at this point! This goes back to not accepting your first draft – keep trying and change things up and you will eventually find something (maybe completely different) that you can be pleased with.
- It's also okay to go back to your original inspiration and begin again if you've given your first ideas a real shot but you're still not happy – Matisse is known to have done over 20 drafts for one of his most simple artworks!

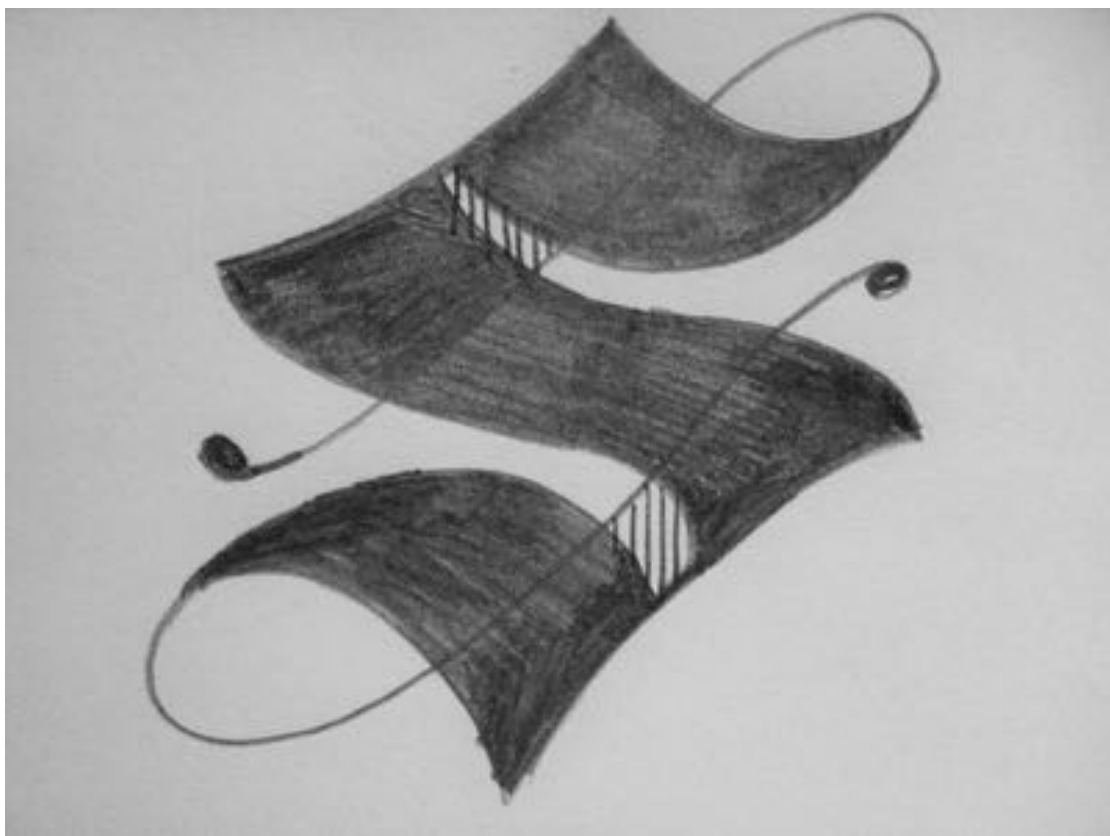
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# Production

- This is where you DO THE WORK! You have your ideas, research, rough drafts ready and have decided on the main idea – go for it!
- As far as I know, we will not ever be working with granite in this class – so don't be afraid to still make small changes and tweaks as you go.
- Do your best possible work – why spend all this time figuring out what you want to do, then just slop it down as quickly as possible so that you can announce to the world that you are “done”?

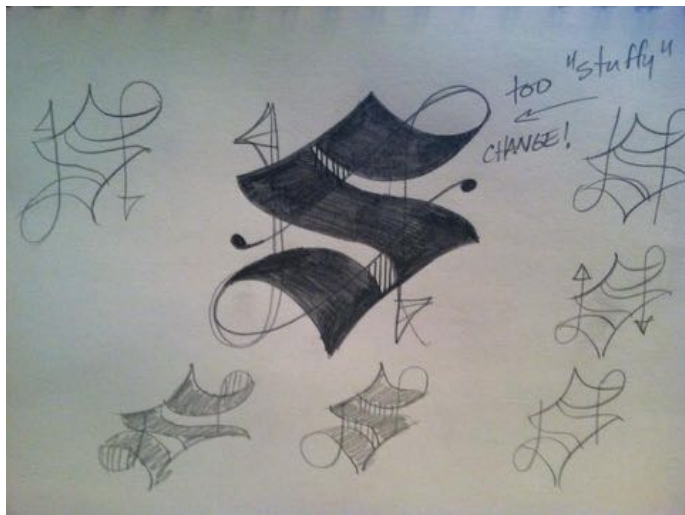
# Production for Logo



# Revision/Refinement

- Thought you were done? NAH! You may or may not be finished at this point.
- Really look at your work – is it what you wanted? Are you satisfied? If you answered “yes” then you’re ready to finish/reflect on your work (or if you are a professional artist, this is when the customer accepts the work – think of ME as your customer!).
- If you’re not satisfied or happy with what you have, consider revising and/or refining your work. (If you are a professional artist, this is when the customer decides they want something “different” or they “had something else in mind” – aren’t you glad you have all those options?)
- Changes may be small – it doesn’t have to be a monumental shift, but you want to leave your absolute best work on the page.

# Revision/Refinement for Logo



# Finish/Reflection

- NOW you're done! Ha-ha! While you are finished with the actual production, it's always a good idea to take a look back at what you've created and accomplished.
- Look back through your early ideas and sketches – your work should actually show your thinking as it progresses. Pretty cool, huh?
- Reflecting on your work actually helps you to become more confident for future projects – you know that being unhappy with your work or having to start over or refine your work doesn't mean that you can't eventually come up with a great idea – it takes time!
- This is also why you don't trash your mistakes – you may look back on your rough drafts later and decide to go in a different direction for a different project, but you've already got something to start with!