

IDEA DEVELOPMENT

Personal Creativity

Artistic content is based on presuppositions and philosophy which comprise an artist's premise or point of view. The following checklist is provided for consideration.

Ten Question from the Discerning Viewer to the Artist

1. What is the purpose of this piece?
2. Does it pose a question?
3. If it does, are sufficient visual clues provided to beckon and direct the viewer's response?
4. Is every element present necessary?
5. Does this work define or clarify your thoughts or visualization of those thoughts?
6. Does the message merit/or warrant the particular level of execution employed? (Do the means suit the ends?)
7. Is there a "creative transformation" or does this work place a "distance" between the artist and the audience?
8. What type of experience do you want the viewer to have?
9. What three adjectives would you attach to this work?
10. Does this piece offer any significant social, political, cultural, or psychological insights or truths?

Artistic Options

- Follow the classical rules of composition.
- Reject all the rules.
- Achieve a new synthesis of rules and no rules.

The Design Process

1. Problem Definition
2. Information Gathering
3. Idea Finding
4. Solution Finding
5. Implementation

Mind Maps

Making Mind Maps is a non-linear means by which to visually see connections and associations between things and ideas. Start with a word in the center of your paper. Then branch out with words, lists and doodles that help expand your thinking about the subject. It's about free association. Think of it as an exercise in mental gymnastics. It's a great way to explore any subject then see the information at a glance.