

How do we encourage young adults to cultivate creative confidence?

A report by team Avance (Kathryn Teo, Justin Song, Lingshen Luo)

"Every child is an artist, the problem is staying an artist when you grow up"
– Pablo Picasso

Introduction

We are Avance – a team of computer science students dedicated to building a platform which encourages young adults to cultivate creative confidence.

But we are not just computer scientists.

We are artists, musicians, dancers, and singers.

This journey that we are on to embrace and grow our creative selves is a difficult one. To explain:

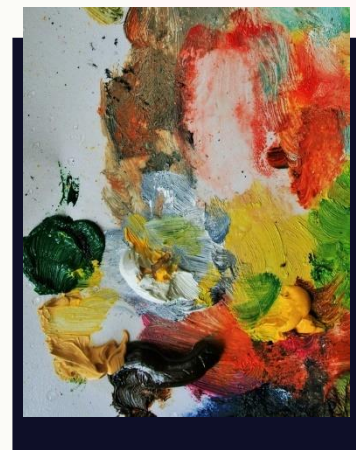
Suppose you are a new artist – you decide to create an oil painting, so you sit down with your brush and palette and begin to draw. You feel the brush in your hand, and you see the colours before you, but you have no idea how to use it.

You start drawing anyway – but it's not long before you realize that what you're drawing is nothing close to what you originally visualized. You realize it will take *years* of work before you'll be able to paint what you want.

Faced with an unfinished drawing so far removed from your original intention, that is so *ashamedly bad*, it is natural to stop. There is a mountain before you and you're still at base camp. Nobody will have to know, nobody will have to see, if you *just give up*.

But while we at team Avance were fortunate to have mentors and the right learning system set up around us on our journey to becoming fully fledged programmers, many young adults in the world today lack those same critical resources when learning to become artists. This is especially vital when art is so incredibly personal.

We want to help others like us who are on this road – when we saw this prompt available on the list of IDEO projects, we unanimously knew that this was what we wanted to do.



We wanted to re-engineer the learning process; the full, unpolished, experience every artist takes to create art. Each piece of art is a unique story and we wanted to document it. From the first sketch, to the final polished painting, there is an adventure.

In all paths of life, it is inevitably to face both success and failure – but what makes the art so significant and so fascinating, is that it is an expression of self.

It is ourselves at our *most vulnerable*.

Our goal is to encourage young adults to look at art, not just as a straight path from start to finish, but the long winding path of dead-ends, mistakes, and setbacks that it is. That is *must be*, for this exact journey is makes art what it is.

It is what makes art beautiful.

Background

Creativity exists within everyone, but we all have different levels of creative confidence, which is an explanation to why we may think people have different levels of creativity (Kelley, D et al, 2013).

This background will outline:

1. The value of art to society
2. The lack of engagement with the arts among current youth, and its connection to the confidence they have in their creative ability

To outline the issue that a lack of creative confidence has on society, we must first show the value which art provides. With art, we must first start off with its intrinsic value – how it illuminates and enriches our emotional world.

A study conducted over two years in the UK, titled 'Creative Health: The Arts and Health for Wellbeing'¹, concluded that:

- Participative arts activities with children improve their cognitive, social linguistic, and emotional development to enhances school readiness.



Every \$1 spent on early care and education in arts is calculated to save \$13 in future costs.



- 79% of people in deprived communities ate more healthily after engaging with arts, 77% engaged in more physical activity, and 82% enjoyed greater wellbeing.

- A social return on investment of between \$4 to \$11 is calculated for every dollar invested in arts on prescription.



¹ Creative Health, a report completed in early 2017 concluded that art was a vital component of society and was greatly undervalued

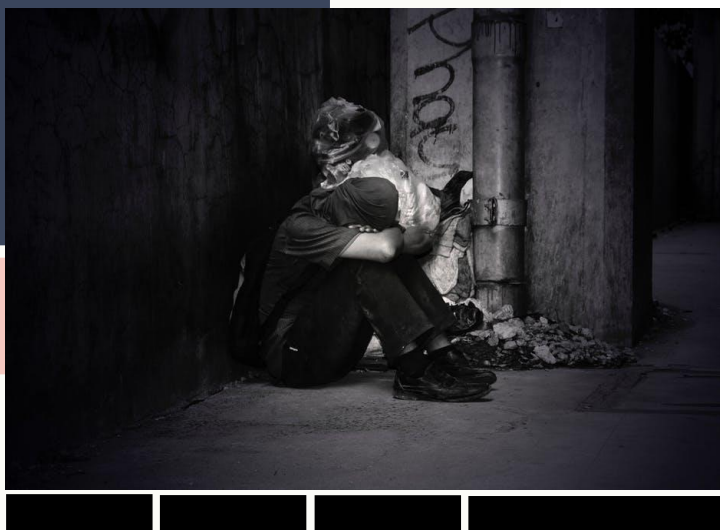
Another UK government approved study² on the value of arts and culture claimed that:

- Almost 60% of people are more likely to report good health if they've attended a cultural place or event in the last 12 months.
- 78% of children's performance levels in core subjects improved during a programme of daily music activity.



These conclusions only provide a brief overview of the value which the creative arts as a whole provide individuals and society, and the potential which remains unearthed.

What is concerning however, is the decreasing interaction youth have with art in modern society (caused in part by the lack of emphasis placed on art, but also in part due to the lack of proper nurturing and support we have available to young adults).



Young adults, who lack confidence in their work and themselves, people, are more open and vulnerable to harsh feedback, and thereby more liable to give up. 'Young people' here can mean a large number of demographics, but for this project, the target demographic will be young adults aged 16-25 who, due to past experience (fear of being judged, fear of being incapable / lacking talent, fear of the first step, fear of losing control), lack the confidence and motivation to try.

This issue is dominant among the age group specified. While 98% of Australians engage with the arts in some way- actual participation in creation (i.e. beyond reading books or listening to music on your phone), remains at approximately 46%³. Across the U.S, France, and Japan, only 25% of people believed they were living up to their potential to create⁴.

The fact that virtually all members of society interact with the arts, and yet so few utilise their innate creativity to its potential can be traced to one factor – a lack of confidence.

Confidence, as defined by David Kelley, CEO of IDEO (a global innovation company) is:

... believing in your ability to create change in the world around you.⁵

Thus, confidence, while correlated to actual skill, is dependent on your belief that you can succeed, which will naturally allow you to overcome the challenges before you.

As the creation process comes from within, if you lack confidence from the start, you will naturally interpret any mistake as an insurmountable block and are destined to fail.

² the Value of Arts and Culture, 2017, a UK government sponsored research report on the ways in which arts can impact everyday citizens

³ Connecting Australia, a report completed by the Conversation to describe the role arts had in the everyday Australian's life

⁴ Adobe Data, 2012, a look by Adobe Data about how Creativity is perceived and valued around the world

⁵ Creative Confidence, 2018, an online free book by David Kelley describing what creative confidence is

With an education system which tell students who they ought to be, what they ought to do, it is understandable that young adults struggle when they are asked to do something new. We shun 'wrong' ideas, encourage our young to do things the 'right' way.

How do we encourage young adults to cultivate their creative confidence?

Design Process

To answer this question, we designed over 10 different products which we believed could help to solve the issue. We wanted to keep our application precise and focused. Our criteria for the final solution was that it had to be simple, thoughtful, and effective.

We eventually narrowed down our solutions to a possible three:

1. A brainstorming solution application which allowed users to anonymously build and create their own projects before merging it into one
2. A project scheduler which users use to build a schedule for developing a project.
3. A project timeline builder which users add to while creating their project. This will encourage them to keep track of the project they're building, and to feel that they are making progress.

With our three main solutions in place, we then proceeded to interview candidates which fit our target demographic. We had two primary goals during this interview process:

1. Confirm whether our research and findings were accurate
2. Discover which of our proposed solutions would best solve the problem, and see whether there are any other solutions a candidate might propose (which we hadn't)

We interviewed 6 candidates between the ages of 18 and 25, from all disciplines with different backgrounds. Half of them considered themselves artists, the other half did not.

Towards those who actively drew, painted, or interacted with art in some way, we wanted to understand an experience that they knew intimately, and how we could add to it to make it more useful and/or enjoyable.

Towards those who considered themselves 'not creative', we had the goal of trying to understand why they never picked up the arts, and what it would take for them to more actively engage in them.

What we discovered was that there were two major trains of thoughts towards what people believed about the nature of creativity. On one hand, those who were deeply involved with the arts considered creativity an expression of self. This was closely aligned to David Kelley's definition above –

creativity is within all of us as it is just a part of who we are. On the other hand, those who



hesitated to create their own art believed that whether or not something was creative was dependant on what others thought about it. The value of what they created had to conform to other peoples' beliefs.

While one mindset would empower people to see the creation of art as a journey of discovery and understanding, the other mindset would restrict people – they would not make something that was truly personal unless it received a stamp of approval.

This was, we realized, the core of the issue. At its heart, the problem lies with a complete misunderstanding towards what it means to be creative – it is not that what you make has to be 'innovative' in the way framed by startups and large corporations (where an idea has to be able to have a statistical, tangible, or lucrative benefit to be valuable), but being creative is a way for you to convey what you believe in, and how you're unique.

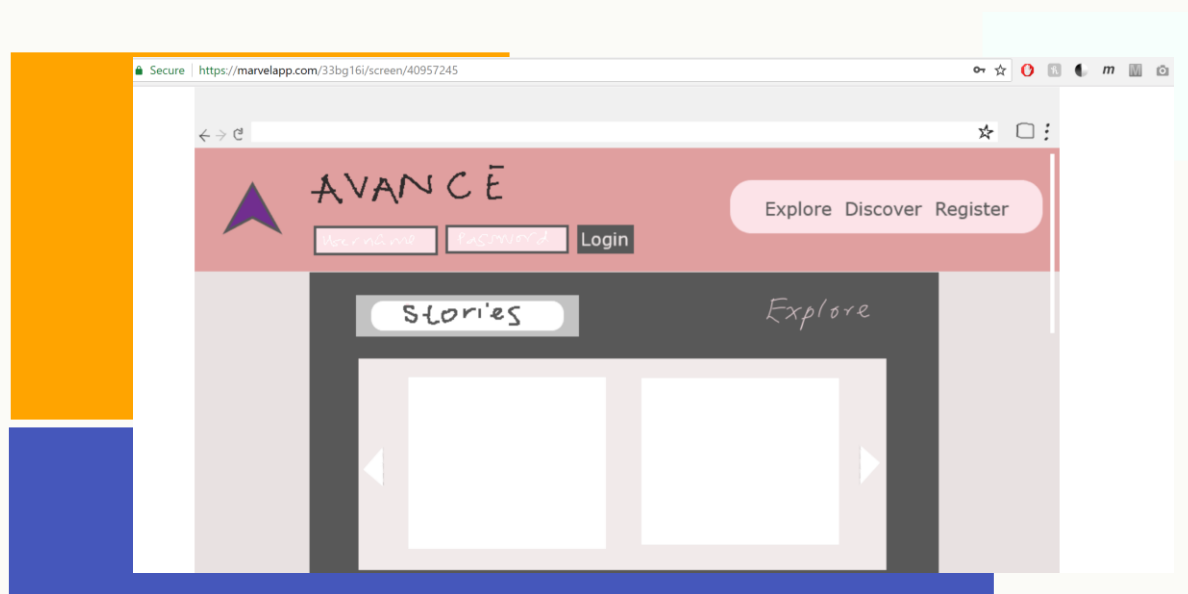
With this information, we concluded that our third option would be the most effective at encouraging a mindset of growth and open expression. A timeline naturally tracks the growth and the transition art goes through to reach its final edition – but what makes this approach especially special, is that it also tracks the growth of an artist.

Our interviewees thought so as well, with 5 of the 6 believing that a timeline would be the most defensible and intuitive solution.

Instead of seeing only the surface of other art pieces, this would allow any viewer to have a more profound understanding of how it came to fruition. This would help:

- Remove unrealistic expectations which could damage self-esteem
- Encourage users to keep trying as they would understand that no artist's progress is smooth and untroubled
- Track their development and improvement with each and every milestone

With the basic outline confirmed, we needed to build out the rest of our website to fulfil our overall vision. Our first step was to use Marvel, an application which could be used to build basic examples of how a website would transition between pages (and to mimic the overall use and feel of the final rendition of the tool). This wireframe helped illustrate how our application looked so we were on the same page and could start building the real app.



The working model would begin with a landing page which included a list of featured projects. From this page, viewers would be able to peruse the best stories we had to show.

Users could also login where they would see their personalized dashboard, which would include a list of their projects.

The main area of contention we faced as a team was how to incorporate the social aspect of our application. Our tutor, Niels van Berkel explained that to create an environment to effectively nurture immature, growing, artists, we needed to build a community which would support and provide emotional and professional assistance to our young artists.

We decided on three features:

- A comment section for the members to comment on other artworks
- A forum for members to request mentoring and feedback on their progress
- A search function for users to easily explore and see other projects to use as inspiration for their own projects.

Unfortunately, due to the number of tasks and unforeseen circumstances within the team, we had to scrap the forum that we were going to implement. We have a draft copy of the EJS view of the forum, but it currently has zero functionality.

A secondary point of contention involved the colours and fonts that we would use for the final website. Using another website application, Coolors (a thin client application), we build a palette of colours we thought effectively conveyed the overall, relaxing, soothing sense that we wanted. We thought that this was the appropriate atmosphere to give our users, as our goal was to convey the feeling that art was boundless and unrestrained by rules and regulations.

Art should be unfettered - any composer, artisan, painter, inventor should be encouraged to traverse uncharted territory, to feel limitless. We wanted to design a tool that would feel familiar and easy to use – it should not be a hindrance, some chain holding you down, it is a guide and a friend on this adventure.

This is how we felt when we designed our mood board, and this is the message that we wanted to communicate to our users. As you can see, we included images of the vast spaces of the sea, the horizon, the sky, forests, and the Golden Gate Bridge. It is designed to encourage the viewer to feel free.

We combined both artwork and photos to demonstrate that users are completely free to choose the type of art they wanted to show on our platform. The light and soft colours were used as a method of illustrating that we are not about telling artists what to do – we are supportive, not authoritative.

We are about helping them in whatever they want to create.



2008

I didn't really know what I wanted to draw, but then I took some inspiration from this anime I was watching and sketched out this girl. No idea what I'm going to do next :)



2
FEB

Feeling sooo lazy this week, and I'm totally swamped by exams so I didn't really draw this past week... But I have a good idea of what I'll add next week!

12
FEB

Ta dah! I think the bird really adds a nice touch :)



21
FEB

2009

Wow it's been almost a year since I touched this project! I ended up drawing a bunch of other things before getting back to this one - I was rly happy with it. But when I was going through my pictures again, I really thought that a background would be nice... so here ya go!



28
AUG

Development Process

With the basic outline and understanding completed, it was time to begin building the final product.

Throughout the development of the website, we were obsessed with simplifying and removing unnecessary components.

The application should not like a chore to use; the users shouldn't feel the need to edit and work on the timeline to make it look pleasing as their time and effort would be better spent actually working on their chosen creative skills.

That is why when we designed our timeline, we reduced the steps involved in editing and creating a project to just one.

When creating a project, you're only required to add the name. When editing a project, you're only required to add an image or a description.

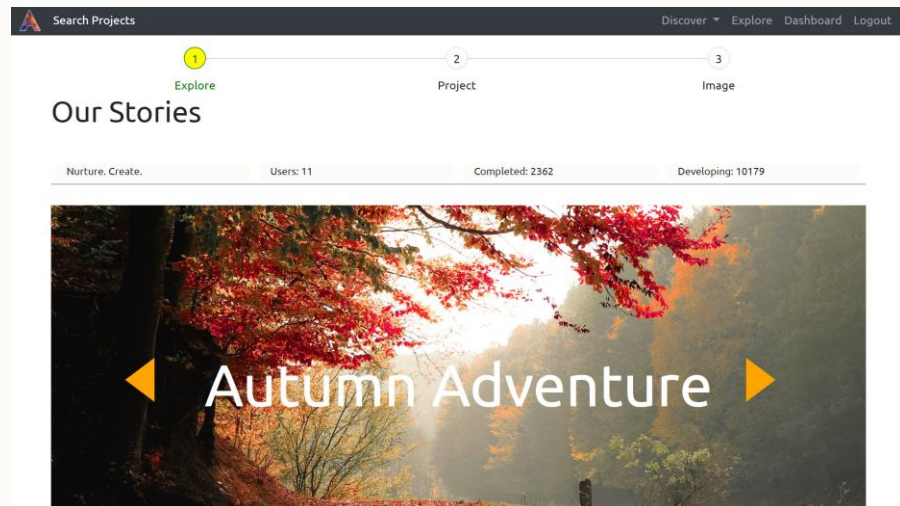
The timeline is built for you, with the dates, structure, and overall look from the get go. Images are displayed in chronological order by the time of upload. We have optimized this for a more responsive feel, so the way in which your content comes together feels intuitive and understandable.

Privatized content is only accessible after the user has

been authenticated, and actions such as commenting on other peoples' projects is only allowed if the user has logged in.

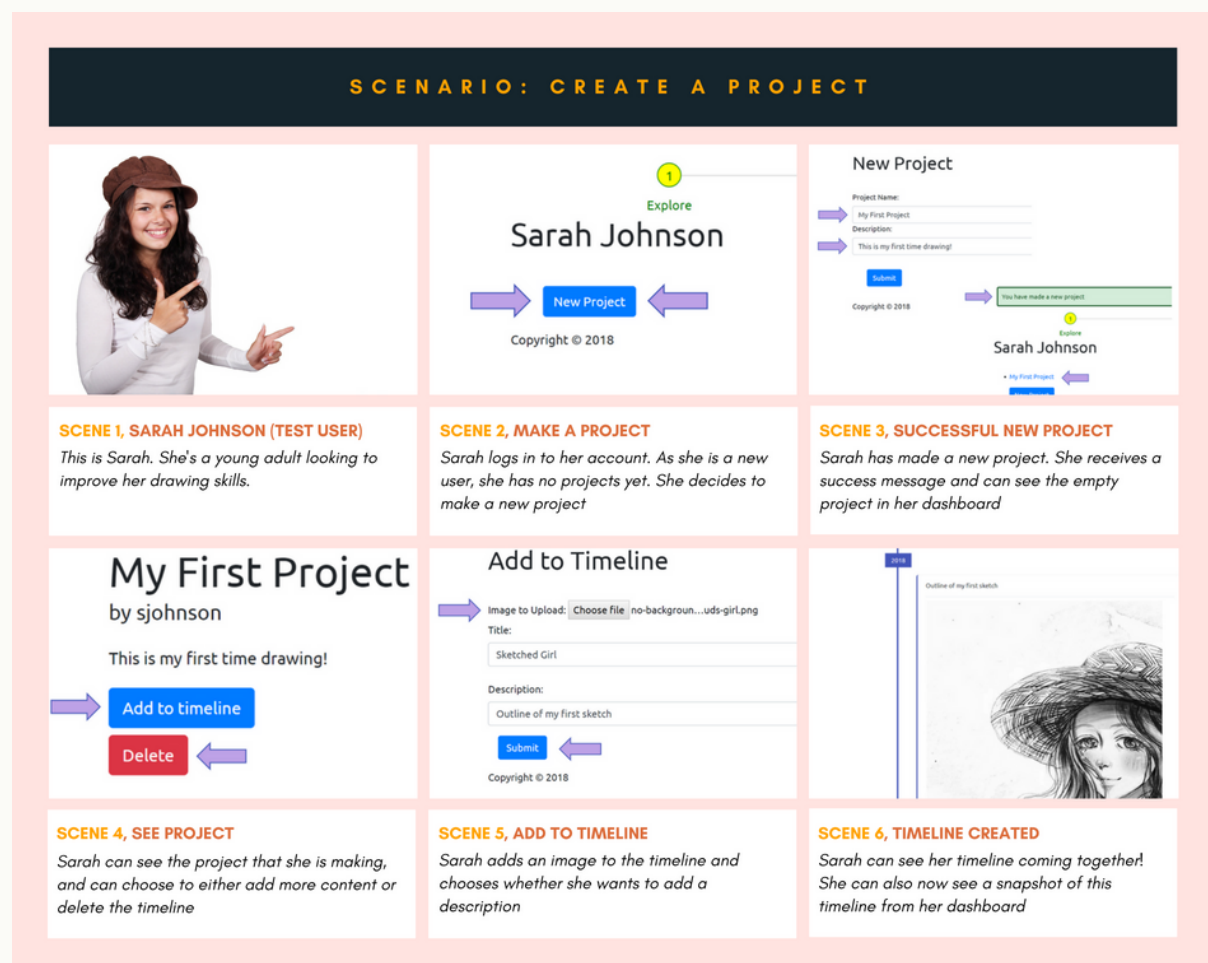
We built a robust and flexible search engine which takes any word you entered and finds any project which contains that as a substring.

We've worked very hard to create a project which is, while not perfect, easy to use.



Standard Use Case

The usage of our application can be best illustrated through the following scenario. In this scenario, Sarah logs in, creates a project, and adds an image to the project.



Future Designs

Due to unforeseen circumstances within the team, and an overly ambitious project, there were several components of the project which we never implemented.

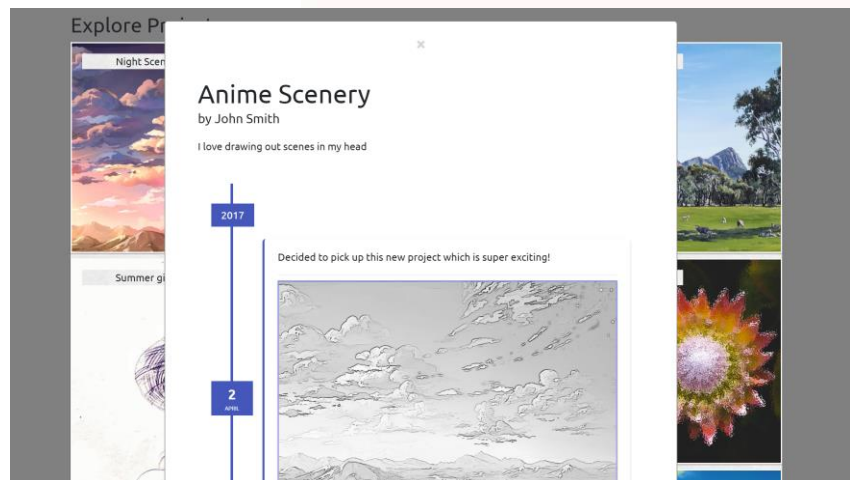
Regardless of where we decided to take this project, it would be a very refined and deliberate evolution of the current project. It would retain the core concept of simplicity and ease of use as the heart of what we were building.

Additional designs we would like to add given more time would be randomized colours for each timeline. We also wanted to build a fully functional forum. We wanted to separate the projects in the user dashboard between 'Completed' and 'In-Progress'.

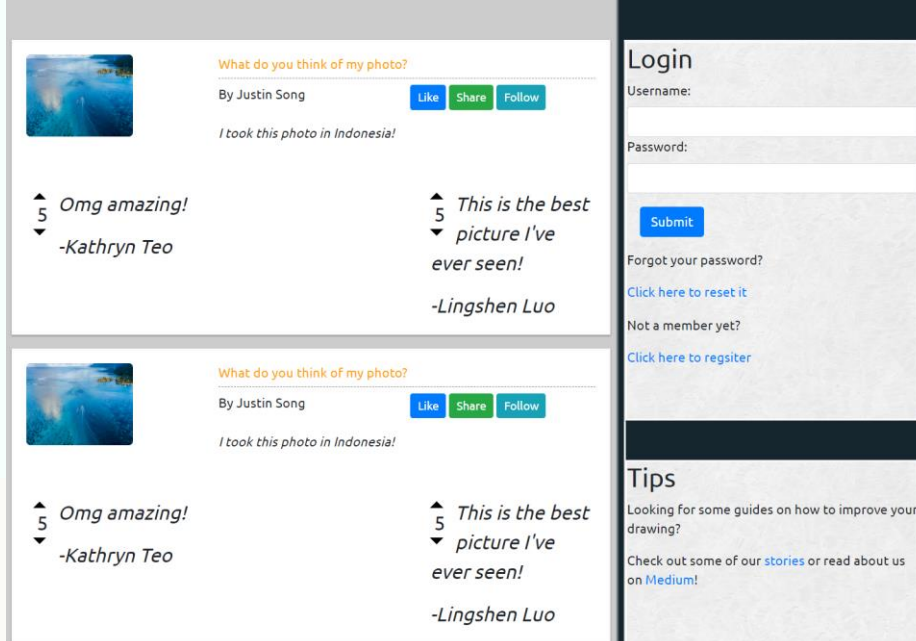
We built a functioning content modal for the home page which would dynamically change its content depending on which project was clicked but were not able to implement that successfully with the backend.

Social Media integration on the project would have been a welcome

addition to the suite of available functionality on the website, and we would have loved an easier way of connecting with similar mentors besides commenting on projects.



Forum



Lastly, we would have liked to have our forum up and running. We still consider the networking which could be achieved through our platform to be a vital component of our application (in fact, the mentor connection function was initially meant to have been completed via the forum).

Task Allocation

(Note: while each of us had an area, we were in charge of, we all helped and worked together to build each facet of our application).

Kathryn Teo:

Kathryn was in charge of our overall design and structure.

Given that Kathryn had done the most setup work (building the mood board, a fully functioning Marvel schematic, our colour scheme and style), she was only in charge of the basic views such as 'Upload Image' and 'Create a Project', but she went ahead and built the basic framework for the timeline which we would eventually use. She also worked on creating the suitable routes towards the views (including the buttons which would link onto those pages). She also built the 'Coming Soon' page almost solely by herself.

For the backend, Kathryn was responsible for the file upload backend system (involving the project image models and the posting functions) and she also rebuilt our routing system, so it was more intuitive from a user perspective. She also arranged it so that it would work cohesively with the timeline to automatically extend with each image added.

Kathryn was also entirely responsible for the production of the video – from the script, to the editing, the directing was completely organized by her. The sourcing of appropriate music and video as well as the filming of content use was also arranged by her.

Kathryn also helped in providing some of the findings and online resources used in this report, as well as the mood board shown in the 'Design Process' section.

Justin Song:

Justin was in charge of building the website.

He built the explore page, final timeline, user dashboard, navigation bar, messaging template, forum, search function, basic pages (like login, registration, support, and mission), and everything related to dynamic JavaScript content (i.e. content modals and the image slider on the front page). He also created the sample projects and the content that needed to be loaded in to the explore pages.

For the backend, Justin built the functionality for user authentication and registration (i.e. how they would login, which pages they had access to), social integration (comments and the sharing of projects), and the creation of projects. He was also in charge of integrating the backend with the frontend, for instance, displaying the project images in the user dashboard, or adjusting the navbar so the content it displayed was different depending on whether the user had logged in.

Justin was also almost entirely responsible for the writing of this report. The structure of the report, the content used, and the storyboard, were decided and made by him. Most of the findings used in this report were also sourced by him in his own time.

Lastly, Justin was in charge of the management of the GitHub repository. He would approve branches with completed segments of the project before merging them. Given that he had a deeper understanding of the code and how it worked, Justin was also in charge of assigning the tasks to each of member of the team.

Lingshen Luo:

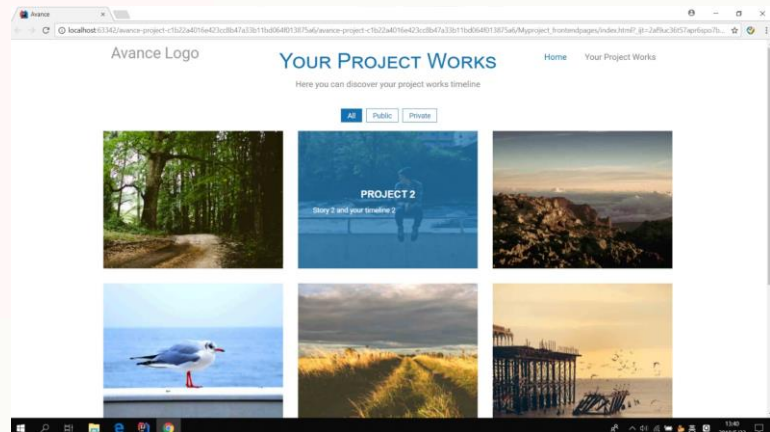
Lingshen was in charge of the user experience.

He was originally in charge of building the user dashboard and managing the community interaction functionality (i.e. comments).

Unfortunately, due to language barriers, and difficulty understanding content in the subject (for instance, how to use GitHub and MongoDB), Lingshen was not able to build these components so the sections of the website which were originally Lingshen's responsibility had to be built by other members of the team.

Nevertheless, Lingshen did try to complete his work. On the right is an image of the original dashboard which he created but was unable to implement.

Overall, Lingshen wrote the content for the mission and support pages, and also did the frontend work for the comments.



System Architecture

Our application used the following:

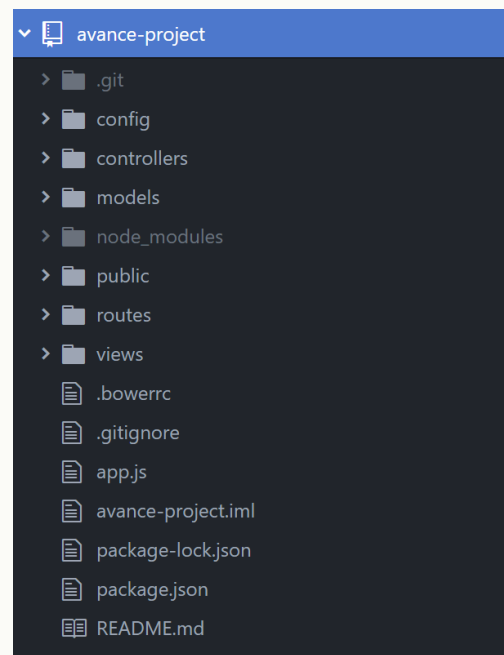
- NodeJS
- Express (as the framework)
- EJS (as the file format for the views)
- Bootstrap (for the Navbar)
- MongoDB and Mongoose for the backend

The following packages were also used:

- BCrypt and Passport (for user control)
- Body-Parser (to read form inputs)
- Connect-Flash (to show flash messages)
- Multer, and GridFS (to store image files and load it appropriately)
- Moment (to store time)

The overall structure of the files was as follows:

- 'models' to store the schemas used in the database
- 'public' which contains all the public files which interacted with the EJS files directly (Bootstrap, CSS such as style.css, and specific JS files).
- 'routes' which contains the routes to different pages
- 'views' which stores all the EJS files for every page
- 'app.js' as the main function to load
- 'package.json' a file which lists all the dependencies utilized



Conclusion

You understand the nature of an artwork so much more when you understand how it came to be. By tracing the path taken by an artist, we see growth, we see learning. We see creation in its rawest, purest form.

One thing so easily overshadowed in our complicated, busy world is the importance of listening – and seeing, because as we all know, the very best ideas, the best art we have to offer, so often come from the quietest voice.

Art is fragile. Art is unpredictable in that we never know when or where someone will find inspiration, and we can never know how many of those moments someone will have.

We want to create an environment that will be there for people when those precious moments arrive.



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