

Teaching as Art - Visual inspiration Workshop/ Idit Barak

Title: Creating a visual tool box

Duration: 1 hour

Where: 721 Broadway / Tisch School of the arts / ITP 4th floor / Rm TBD

Number of participants: 10

Target audience: Future Creative Professionals

Learning objective:

Workshop participants will learn about the important process of identifying what inspires them, as well as translating that into a practical visual toolbox for their creative process.

Outcome/Tangible Takeaways: (comb back through to reword)

- Knowledge of inspiration as defined by Greek history
- An empowered approach to how we define our relationship to inspiration
- A deeper understanding of preparing a visual toolset for making
- Participants will learn how to use a sun of association brainstorm strategy
- Learning the difference between things that are of interest to us vs. things that can facilitate esthetic design process.
- Assembling a coherent reference through collage

Description:

This workshop is an hour long experience exploring the process of identifying inspiration and even more importantly translating that concept into practical tools for individuals studying to be visual creative professionals. The workshop is geared towards creators working in the visual arts but many of the concepts we will discuss apply to all creators.

Inspiration is an essential part of the creative process but it is also a mysterious and elusive concept. This workshop will begin by attempting to define the meaning of Inspiration, from the first references in Greek mythology to the contemporary ways we think of inspiration today.

Creative professionals being; Designers, Artists, Filmmakers, Technologists, Musicians etc. Are all, in one way or another, storytellers. What makes a good story? how do we make sure we know what we want to say before we start speaking. Regardless of the medium one chooses as a creative outlet, all visual creators need to define a set of tools before they embark on any given project.

We start by looking for INSPIRATION! We are surrounded by endless possibilities like little threads waiting to be pulled to unravel and reveal worlds of stories and references.

How do we know which thread to follow which story will captivate our audience?

There are many questions and exercises that can help us decide which is the right story at the right time for us, as well as for those we choose to have a dialogue with.

In this workshop we will go through the steps that lead all the way up to the moment of beginning to create. Participants will discover that the process of researching, gathering inspiration and compiling it in a way that makes for a rich endless source of conceptual as well as practical information, is just as creative and satisfying as what is thought of as the creative process. The workshop will focus on the idea that In order to create an effective “tool box” for oneself, one must research and gather information on the topic of choice with the intent of presenting a subjective point of view. This is why connecting the dots in a new, surprising and fresh way is essential. Our audiences expects us to put our twist on the story we are telling because if not, it is just factual dry information.

Looking at the world subjectively is for most creators an intuitive process, but the stress to perform and output new ideas in work environments that are becoming more and more “efficient” can become a daunting task. This workshop aims to examine the importance of creating a process that works for us. The task of offering an original outlook on a subject became especially tricky with the introduction of search engines and tools like; Google Images, Pinterest, Adobe Capture etc. In this workshop we will examine ways to use these tools for our benefit rather than falling into the traps of lowest common denominator algorithmic search results. How to responsibly search the information behind an image and how to get the perfect image for the story we want to represent rather than the one chosen for us.

Supply	Source	Cost
8.5 x 11" paper (1 ream = 500 sheets)	Staples	\$7.29
A3 thick paper	Art Supply Store Or Staples	TBD*
Glue stick *10	Amazon	\$15.00
Pencils Staples Mechanical Pencils, No. 2 Medium Lead, Dozen	Staples	\$5.19
Scissors	Bring from home	Free
magazines	Bring from home /buy	\$15.00*
Total Cost of Supplies		\$42.48*
*identifies costs that may shift based on what we're able to source & if we'd like to include a potential pocket cover		

Workshop syllabus:

Information

- ***What is creative inspiration and why do we need it?***
 - ❑ Definition
 - ❑ In Mythology
 - ❑ Tool box for professional practices
 - ❑ Subjectivity or unique point of view on everything
 - ❑ Get out there - bored people create boring projects
 - ❑ How do you know what inspires you on a personal level vs “you as a designer level”

knowledge

- ***What's in the (visual design) tool box?***
 - ❑ Ingredients of telling a unique story; concept, shape, color, trends, client, atmosphere
 - ❑ The output or product of the process is just a medium not a tool
 - ❑ Form is a tool
 - ❑ The importances of the aesthetics of an object, as a storytelling experience
 - ❑ Tension as a tool (Walter @ Work)

Experience

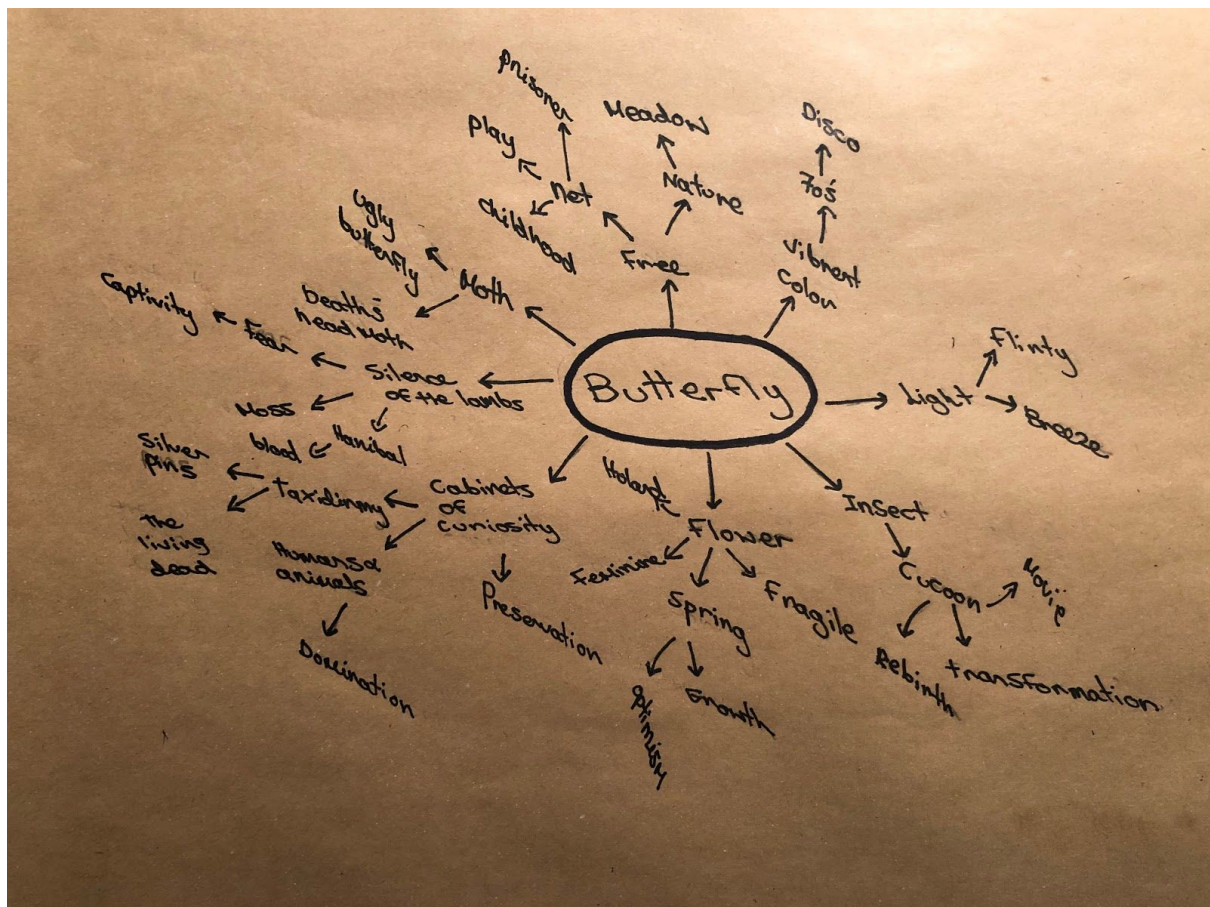
- Sun of associations
 - ❑ Tech comes and goes - you are your most valuable tool
 - ❑ Inspiration in everything
 - ❑ Pull a thread and see where it leads you
 - ❑ Create tension in your story

Knowledge

- You are serving but is anybody eating?
 - ❑ Inspiration as dialogue
 - ❑ The right story at the right time
 - ❑ What's currently happening culturally?
 - ❑ What's the context? We never make in a vacuum

Experience

- Visual research & College
 - ❑ Once you have identified your ingredients, transfer words into images
 - ❑ Be your own search engine- the curse of search algorithms
 - ❑ Remember: Image as a tool - it is not just the information behind the image but also the image itself
 - ❑ Check your list and consider; hierarchy & layout



Sun of Associative thoughts

A word web exercise that can help you identify the next step in your artistic research, walking through an example of how it allows for a deeper level of material. (images of moodboard comparisons)



Collage created from sun of associations

Believe in your fucking self.
 Stay up all fucking night.
 Work outside your fucking habits.
 Know when to fucking speak up.
 Fucking collaborate.
 Don't fucking procrastinate.
 Get over your fucking self.
 Keep fucking learning.
 Form follows fucking function.
 A computer is a Lite-Brite for bad ideas.
 Find fucking inspiration everywhere.
 Fucking network.
 Educate your fucking client.
 Trust your fucking gut.
 Ask for fucking help.
 Make it fucking sustainable.
 Question fucking everything.
 Have a fucking concept.
 Learn to take some fucking criticism.
 Make me fucking care.
 Use fucking spell check.
 Do your fucking research.
 Sketch more fucking ideas.
 The problem contains the fucking solution.
 Think about all the fucking possibilities.



Resources and references:

Finding Inspiration:

- [Inspiration - Wikipedia's definition](#)
- [9 muses of Greek Mythology](#)
- [Your Elusive Creative Genius": Elizabeth Gilbert](#)
- [Fashion your future: Think more like a fashion designer | Suzi Vaughan | TEDxQUT](#)
- [Finding your Creative Muse](#)
- [Bias within Google Image Search algorithm](#)
- [walter@work](#)