

EPISODE 004

CREATIVE ANALYSIS STAGE:

ANALYZING CONTEXT

• BEYOND THE TEMPLATE PODCAST •

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HONEY, *You better do!*

Recap

There are many types of characteristics and traits we should be considering in ourselves as well as our audience! Below you will find some the main categories with some examples (these are also in your reflection questions on the next page.

1. General- identities, financial means, historical backgrounds
2. Specific- competencies, attitudes, skill acquired
3. Learning Style Related- approaching new tasks
4. Prior Track Record with the Materials- high/low achievers
5. Personal and Social- maturity-level, motivation and attitude, expectations and aspirations, previous experience, innate talents and abilities, ability to adapt
6. Cultural- background and experiences
7. Accessibility Related

Synthesis

Here are some final questions to consider regarding characteristics and traits:

1. Why do you think is it important to give attention to learner characteristics when planning your work specifically?
2. Which characteristics are the most important to consider- how can you obtain more information about these?
3. What limitations might these characteristics place on your creative design?
4. And finally, what contextual factors should you consider for the success of your work?



Reflecting on CONTEXT

Here are the three main types of contexts to consider in your creative work.

Experiential Context- The technical aspects

- Physical environment or the space that it is in which can enhance or detract from the work such as lighting, noise, temperature, room for movement, and accommodations. OR the...
- Physical and technological materials needed for the work.

Orienting Context

- What are your audience's goals for wanting to be a part of your project? What are they seeking?
- What are your audience's assumptions about your project and how it will impact them?
- What role(s) does your audience see as their responsibility in their participation? How invested are they in the work?

Transfer Context

- What are the takeaways you hope your audience will gain from your work?
- How can you ensure that your audience doesn't just consume and forget?
- In what ways can you plant a seed or imprint your work on them, so they carry your work with them?