

EPISODE 005

CREATIVE ANALYSIS STAGE:

TASK ANALYSIS & STRATEGY

• BEYOND THE TEMPLATE PODCAST •

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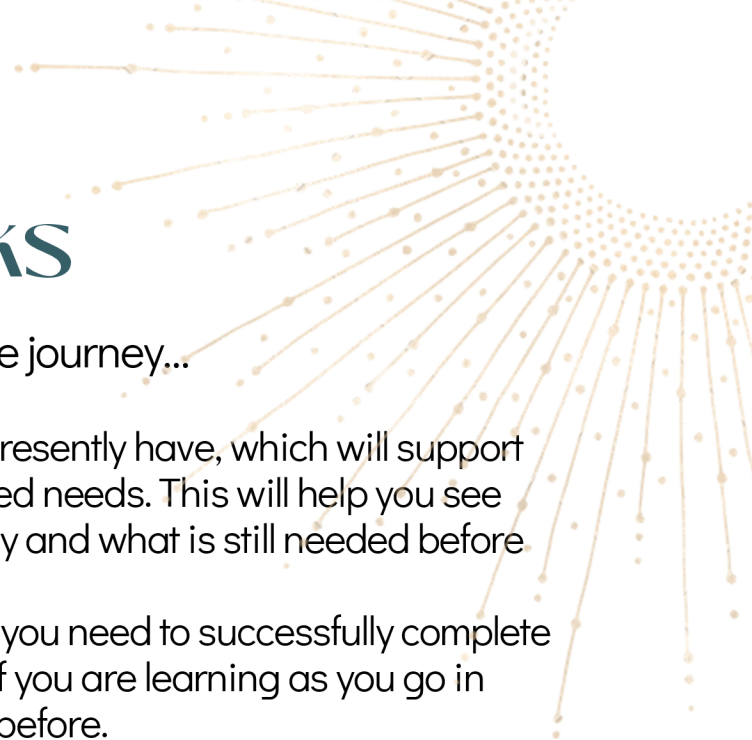


HONEY, *You better do!*

What's the Point?

Why are the following questions helpful for a creative to consider?

- By defining the content of your work, you will be able to see the direct relationship between the work and the needs you want to alleviate and problems you want to solve.
- Many creatives are great at large scale concepts because they can connect the dots. But this will help break things down into smaller steps for audience members who are unfamiliar.
- And this is, in my opinion, the most important reason... It allows for empathy. Seeing the content from the audience's point of view or their perspective will ensure nothing is missed. It helps gain deeper insights into how to make your creative work impactful.



Reflecting on TASKS

On where you are in your own creative journey...

1. List any/all skills and knowledge you presently have, which will support you addressing the previously identified needs. This will help you see the gaps between where you are today and what is still needed before starting the project on your end.
2. What new skills and knowledge might you need to successfully complete your creative work? This is important if you are learning as you go in trying to create in a way you have not before.

On where your audience might be when engaging with your work for the first time...

1. What (if any) should your audience already know in order to successfully understand the purpose and themes of your creative work? For creatives who are trying to communicate a specific message, this is important.
2. What (if any) should your audience already be able to do in order to successfully participate in your creative work? For creatives who are hoping to create something interactive or within a physical space, this is important.
3. What are the vehicles of communication from creative to audience which may be crucial components in the work? These may or may not be important, depending on what you are working on.

Facts- Names, symbols, labels, places, dates

Definitions- Descriptions of objects or events

Concepts- Groups of similar or related ideas, events or objects

Principles and Rules- The relationships between two concepts

Procedures- An ordered sequence of steps

Interpersonal Skills- Verbal and Nonverbal skills for interacting with other people

Attitudes- Predispositions towards behavior and responsibilities

