



EPISODE 006

CREATIVE ANALYSIS STAGE:

TASK ANALYSIS & STRATEGY (PT. 2)

• BEYOND THE TEMPLATE PODCAST •

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HONEY, *You better do!*

What's the Point? (From last week)

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

1. What does the audience do?

Really use your empathy and imagination with this one.

Imagine your work in a perfect world.

How is the audience interacting with it?

2. What does the audience need to know to do?

How do you communicate to the audience what to do, how to do it, and what to expect from their experience?

Example, if your work is in a gallery, are they given audio directions, a map, a wall decal summary, a pamphlet?

What should and should not be included?

3. What cues (senses) inform the audience they have reached certain points in their experience of your work?

If your work is a stand-alone piece this may not be relevant, but I hope my audience thinks big.

Imagine you have filled a gallery space with your work.

How will the audience move through the space?

How will they know they have taken the time to experience each of your pieces before moving on?

