

A top-down view of a desk with a laptop, notebooks, a coffee cup, a candle, and flowers. The desk is white, and the items are arranged in a creative and organized manner. A laptop is open on the left, with hands typing on the keyboard. A notebook with a floral cover is on the right. A coffee cup with a black lid is at the top left. A candle is in the center. A bouquet of pink flowers is on the right. A glass of water is at the bottom right. A small container with a blue pen is on the right. A small container with a blue pen is on the right.

EPISODE 007

CREATIVE ANALYSIS STAGE: OBJECTIVES

• BEYOND THE TEMPLATE PODCAST •

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HONEY, *You better do!*

Types of Objective Domains (next page):

These domains are typical for creative work and the fine & performing arts...

COGNITIVE- What do you want your audience to THINK?

AFFECTIVE- How do you want your audience to FEEL?

This domain is NOT typical... but should be considered anyway...

PSYCHOMOTOR- What ACTIONS should your audience be able to take?

Reflecting on Objectives:

1. What is your ultimate vision of impact for your work?
2. How might you ensure your audience has the opportunity to demonstrate their understanding and share their insights from your work?
3. How can you assess whether your audience has been impacted in the way you envision?
4. Why create objectives at all? Are they even necessary for your particular project?
5. What stakeholders need to be informed of any/all objectives to assist in facilitating your work?
6. Are there specific subsets within your work that need to be identified and provided individual objectives within the grand design?



Do you wish your audience to...

Cognitive:

- remember something specific after experiencing your work?
- have gained deeper understanding after experiencing your work?
- take a specific action which your work explains (processing direction)?
- be able to analyze an idea your work presents?
- be able to make judgements on a topic after experiencing your work?
- create something of their own after experiencing your work?

Affective:

- be willing participants in providing their attention to your work? This might mean listening or showing tolerance of it.
- actively respond or react as participants in your work? This might mean replying or showing an emotional response.
- either accept or reject your work? This one is tricky... but I bet we can come up with ways to determine this occurrence.
- impact someone's understanding of themselves and the world, to the point their perspective shifts, along with behavior and even beliefs or values?

Psychomotor:

- be able to imitate or perform a coordinated action with a certain level of accuracy after they experience your work?
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