

CREATIVITY COUNTS

CASE STUDY



OVERVIEW

Creativity Counts sought to provide creatives in all genres, from design, to music, to theater, with a tool to prevent burnout and promote thriving ideation. The underlying structure of the subscription box (or packet if you will) was to remind creatives that while burnout is a reality, it is not a challenge that has to be faced alone. The hope of Creativity Counts is to provide creatives with a community that will surround them with tips, tricks, and encouragement as they prevent burnout together.



THE BIG WHY

Why create a subscription packet as a solution?

As a creative myself, burnout is no stranger. I have often found myself without an idea for a project, dreading that my greatest fear would turn reality: I would succumb to a sub-par idea simply because I was too drained to come up with anything of substance. I created a subscription packet because this is a tool I wish that I had possessed in my undergrad. Creativity Counts is a tangible reminder that my potential is greater than my burnout.

The main benefits of a subscription packet:

New ideation methods delivered every month-

It saves time (I don't have to come up with ideas for how to find ideas for my project) and keeps burnout prevention at the forefront.

It's always better together-

The packet creates access to a community of other creatives struggling to find support. This can become a place to brainstorm and receive feedback, to collaborate for mutual up-building.

It's just fun-

Who doesn't love receiving mail and interactive elements rather than following a tutorial on a screen? I'd much rather go through a packet of tangible items than do a creative exercise online.

BACKGROUND RESEARCH

My research began with writing all my thoughts down and identifying the goal of the project: to create connection and to prevent burnout. The idea that stuck with me throughout the project was to create a way to prevent burnout rather than cure it. The proposed solution was to keep creatives in an encouraging community with fresh perspective and exercises to promote continuous ideation.

CREATIVITY IN A BOX (+ OUTSIDE TOO)

Kit could contain:

- creativity exercises (3 per?) + supplies
"Open to prevent burnout"
- interactive stickers
- creativity reminders (for planner, ect.)
- Worksheets
- digital aspects → community
- project prompts/challenges



PROBLEM:

★ REACHING ROADBLOCKS + DEADENDS IN CREATIVE PROCESS

- ↳ Can lead to
- giving up (defeat)
 - discouragement
 - giving into a bad idea
 - burn out
 - anger / sadness

Solution...

★ creative exercises + reminders ... that I don't have to search for!

- Readily available - Unique
- self-administered - resources provided

"PREVENTION > THE CURE"

↑
(of creative burnout)

- 2 What is an intentional "break"?
- Does that mean not doing anything creative?
- How can breaks be reimagined to be beneficial?

"GOING ANALOG"

↳ how can creatives sharpen their skills outside of their preferred medium?

TO DO: more interviews!

investigate creative exercises

↳ use one to find a name ...



INTERVIEWS

User interviews with creatives from many fields helped me to identify what my audience needed from the project.

Jessie - Ceramic Artist

“It’s hard to find a variety of/unique **art to get inspired by**. I guess it’s hard to come by when you search online for it.”

Ashlee - Full Time Graphic Designer

“It would be nice to bring in **hands on/ analog components** to the creative process as it quickly becomes tiring to look at a screen all day”

Jenelle- Full Time Graphic Designer

“I want something that doesn’t take a long time to do, but gets the **idea wheels churning**”

Gabrielle - Calligraphy Artist

“I think the biggest thing is to **remove the pressure**. Creativity should be fun, not stressful or tiring.”

Kevin - Hobby Artist

“It’s hard to pick and **choose which ideas** are substantial and which will be a flop”

Key Wants & Needs:

- 1) A physical/ analog ways to ideate
- 2) A source of artistic inspiration
- 3) A fun and low- pressure experience
- 4) A way to sort through ideas or generate new ideas

PERSONAS

From the user interviews, I put together personas that would help guide my project. These personas were a combination of the interview outliers. This helped me narrow down my audience and cater to their needs while I designed.



BURNTOUT BRIANNA

Brianna is a 20 year old college student majoring in Graphic Design. Brianna wants to create meaningful and enjoyable work for her classes, but recently has been feeling uninspired and bored. She used to be able to come up with unique project ideas, but struggles when it comes to designing for a grade. Brianna wishes there was a way to get her creative spark back.



TIRED TEAGEN

Teagen is a 22 year old graduate student majoring in Ceramics. The demand of the graduate program has put a lot of stress on Teagen's shoulders and he feels like every time he starts a project, he is already exhausted. Every time he reaches a dead end, he has to force himself to trudge on. Teagen loves ceramics, but can't see the light at the end of the tunnel. He is in desperate need of some vision for the future.



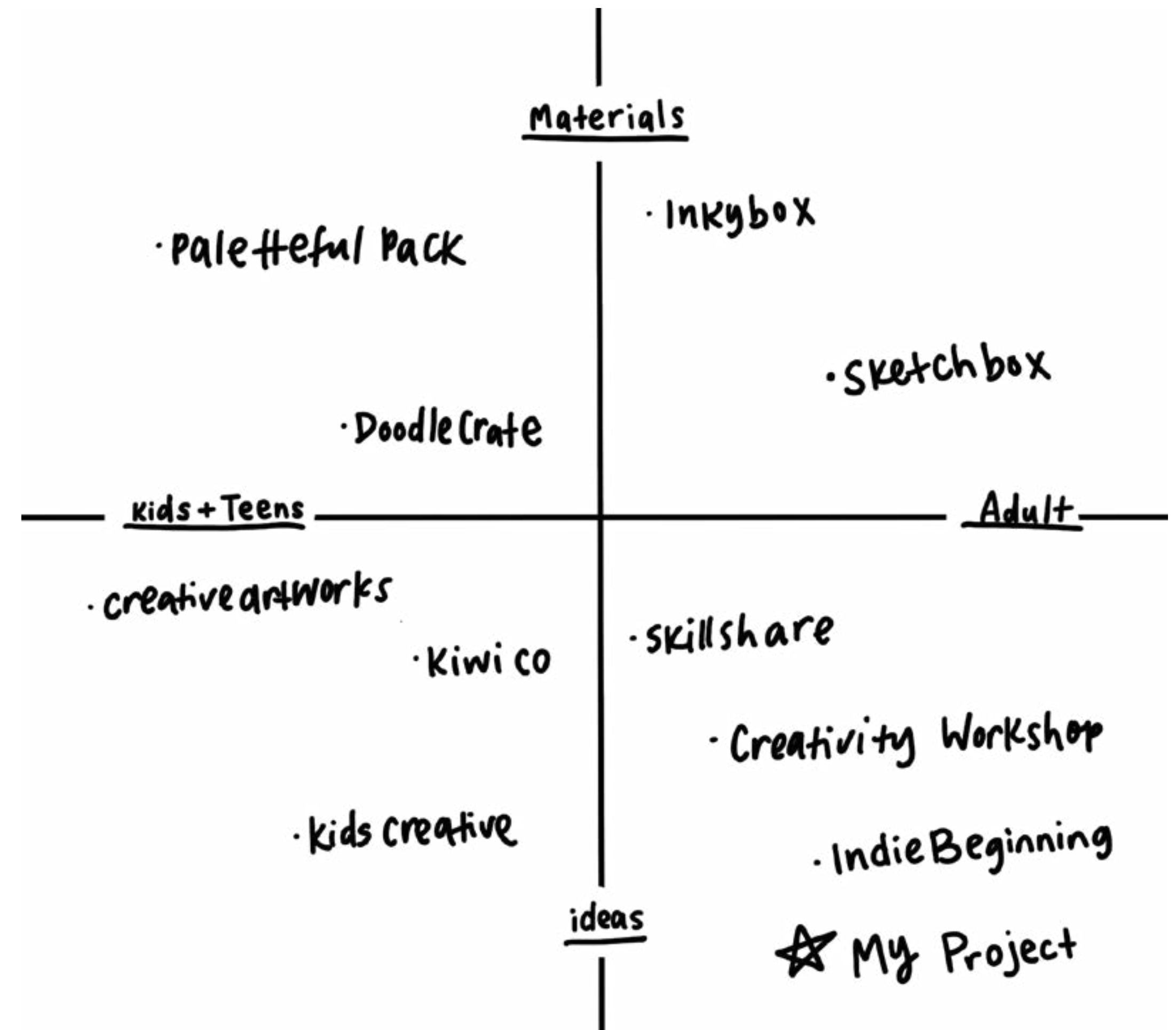
CONFUSED CRYSTAL

Crystal is a 34 year old full time photographer. She loves the more stylized shoots and hopes to one day photograph book covers. Recently Crystal has been confused by her lack of direction when putting together shoots. Back in her college years, the ideas wouldn't stop coming, but now she can't seem to figure out her personal photography style. She wishes someone could give her guidance on figuring out who she is as a creator among so many other photographers.

LANDSCAPE ANALYSIS

What exists out there?

Before I began fully flushing out my idea, I explored the options available for creatives when dealing with ideation and burnout prevention. The results were lacking... it didn't seem like there was a service that allowed creatives to connect and ideate together, and that blended the digital with the physical.

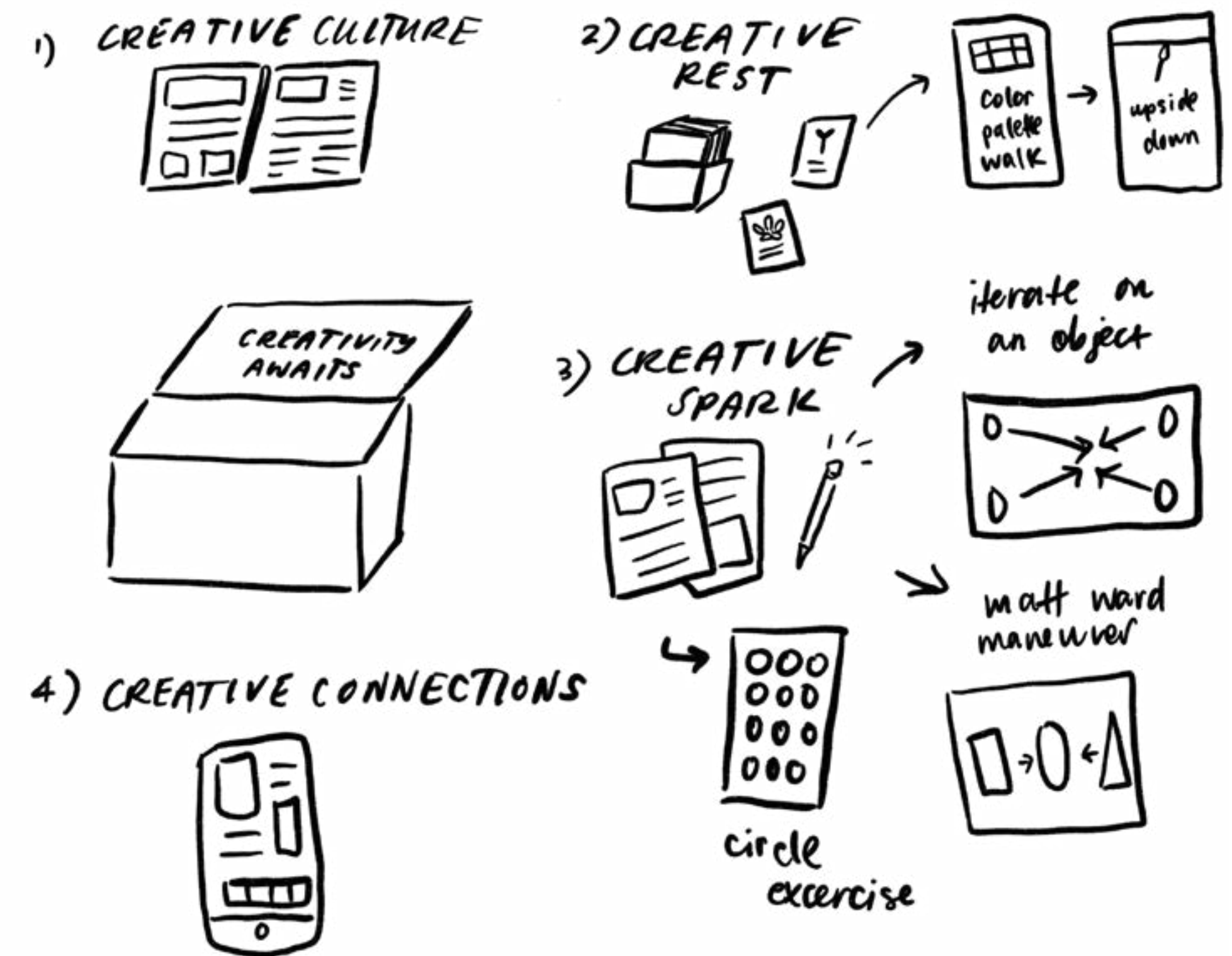


THE DELIVERABLES

The project was broken into 4 categories, all under the umbrella of “Creativity Counts”.

The deliverables included:

- 1) **Creative Culture** - a zine with design trends from the year for inspiration
- 2) **Creative Rest** - a collection of cards with quick ideation exercises on them
- 3) **Creative Spark** - a workbook with more in-depth ideation exercises
- 4) **Creative Connect** - a community of creatives available online to offer input and support



BRAND IDENTITY

The font Okezone was chosen for the logo because of its playful and creative feel. Signo was chosen as its pair to ground the logo and add a bold structure that would guide the rest of the design. Mr. Eaves was a modern feeling, legible font that was used to display instructions and made up the body copy.

The colors were chosen to create a bold, fresh, and fun look to the branding. Each color is bright and saturated, which adds visual engagement to the patterns and doodles.

Overall the branding is meant to inspire and create excitement that will draw the user in.

CREATIVITY COUNTS

TYPEFACES

SIGNO
OKEZONE

BODY COPY

MR EAVES MOD

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COLOR
#F0DF0D #00B195 #231F20 #F15929 #FFFFFF

ASSETS



SUB CATEGORIES

CREATIVE
REST

CREATIVE
CULTURE

CREATIVE
SPARK

CREATIVE
CONNECT

MOODBOARD

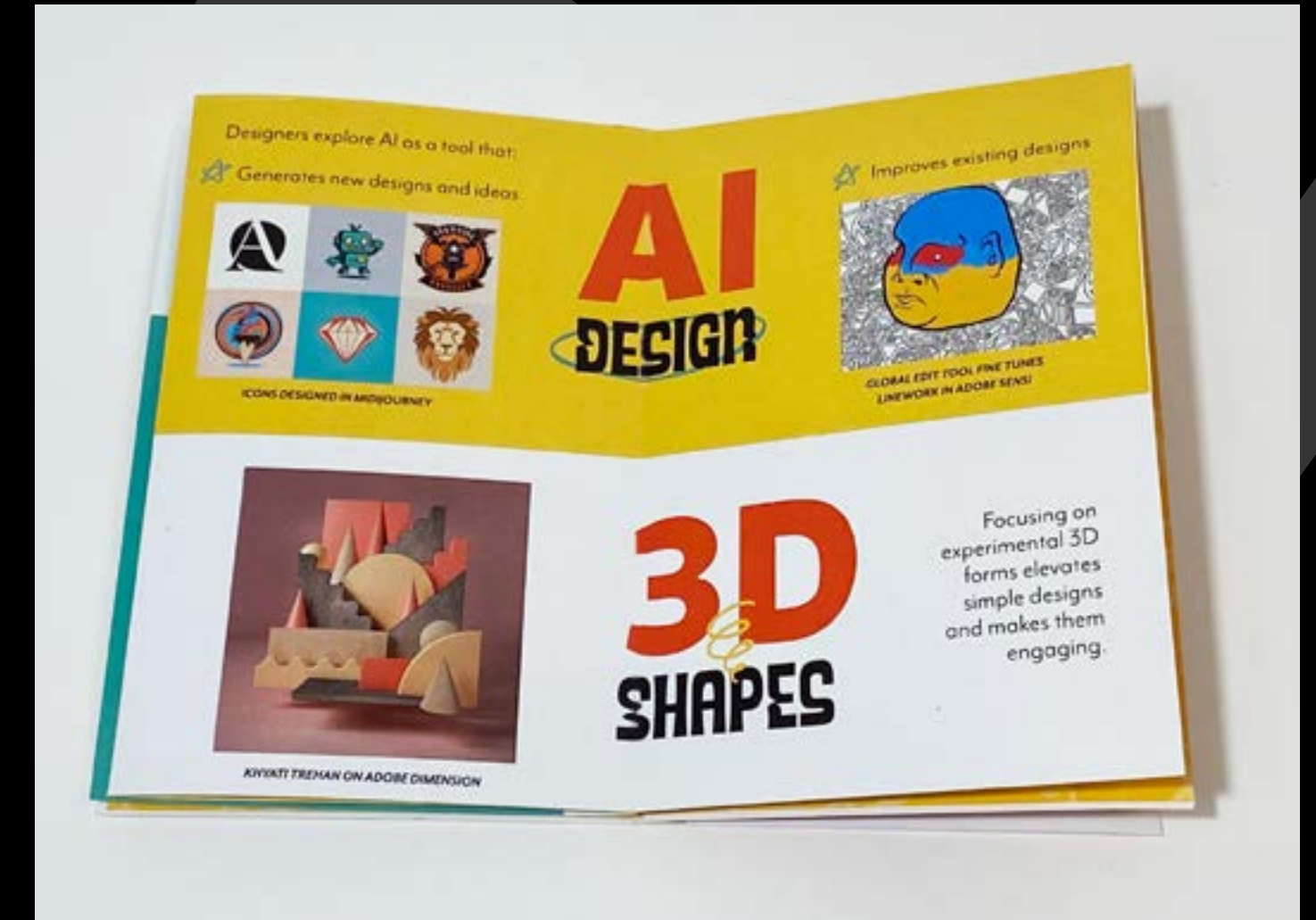


THE SUBSCRIPTION PACKET



CREATIVE CULTURE

This zine displays design trends of 2023. These serve as inspiration to the user and can help generate new ideas or ways to use techniques in their projects. The zine topic would change each month and could be requested in advance by the user to fit their interests.



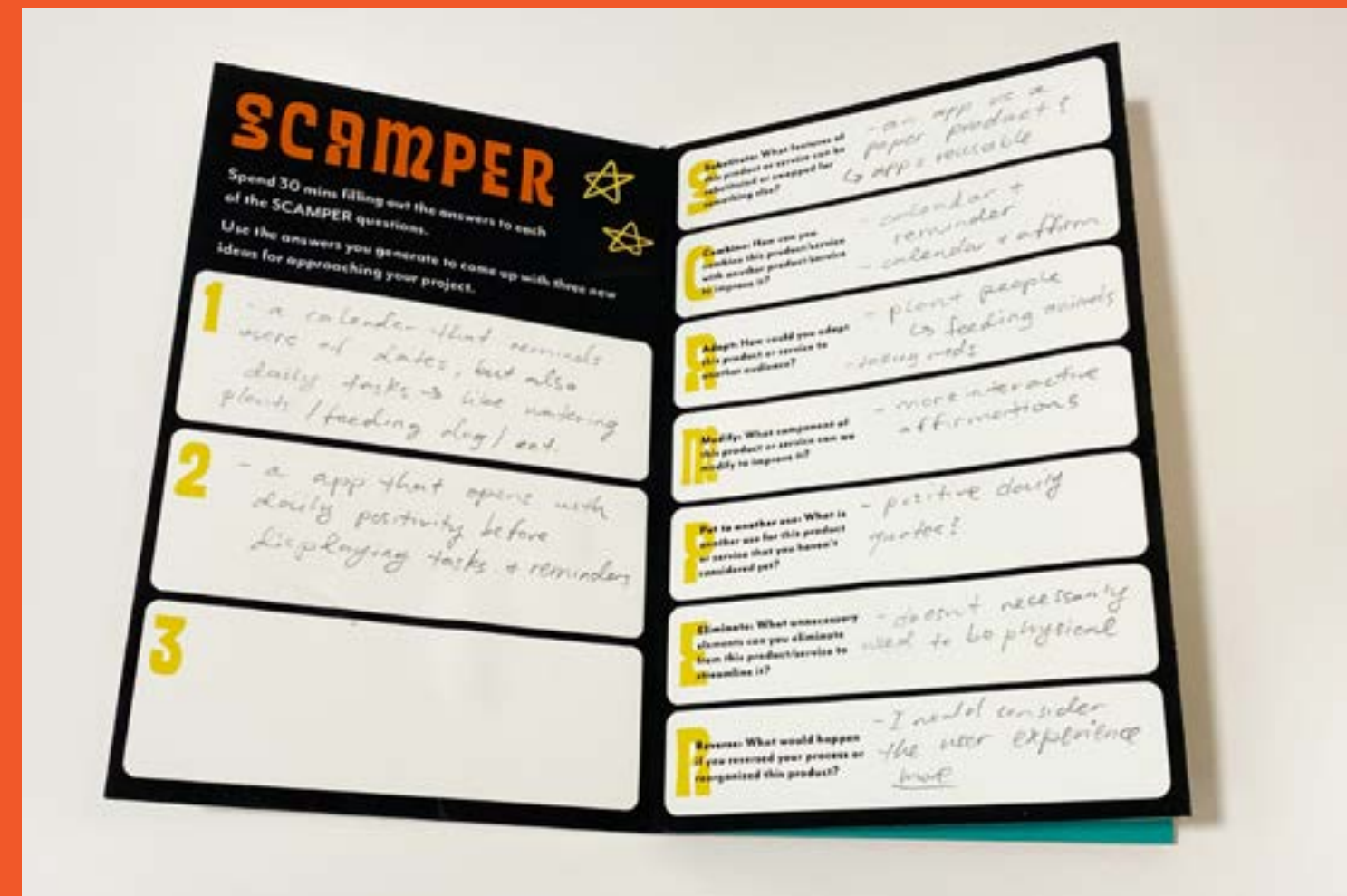
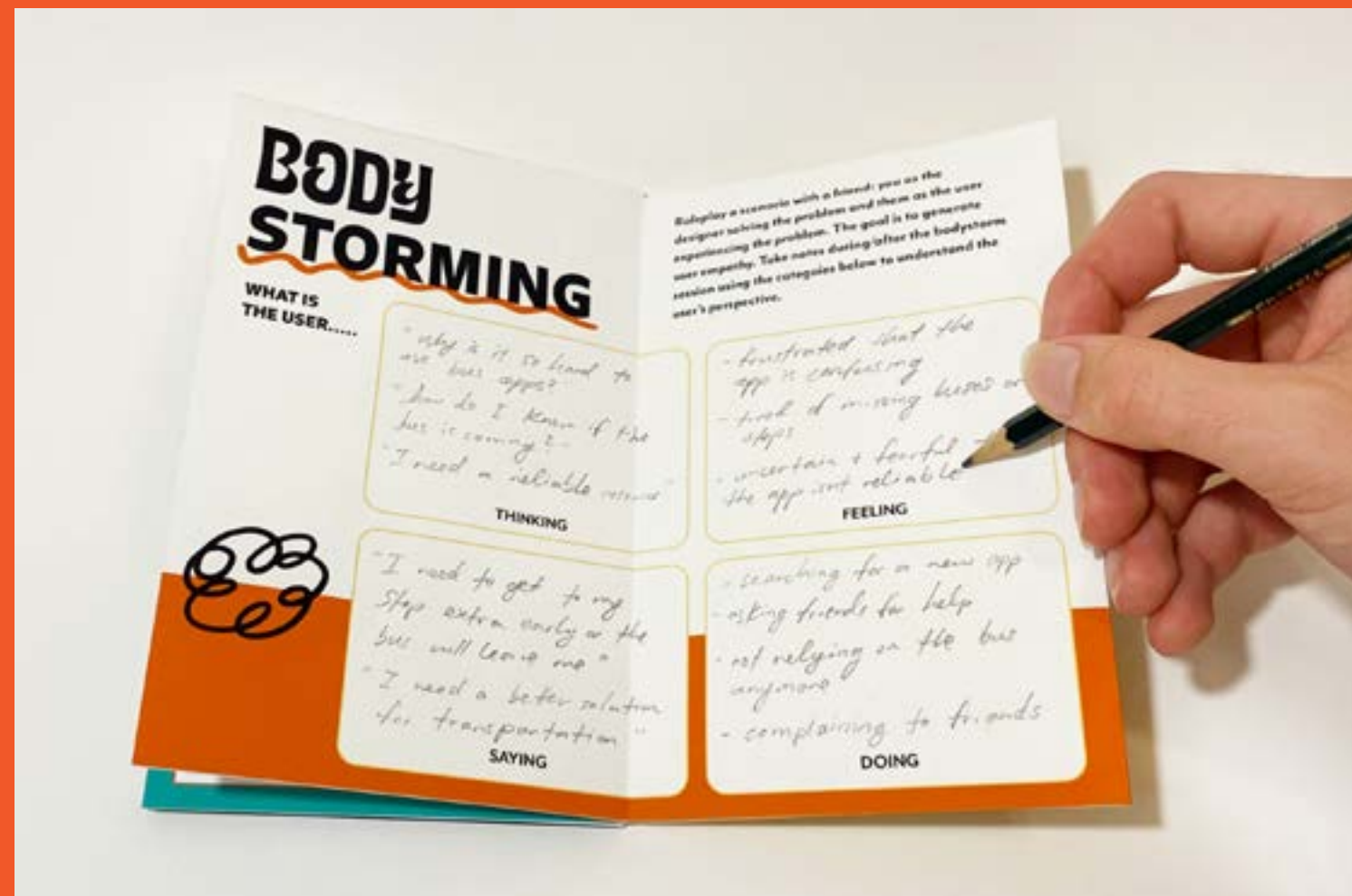
CREATIVE REST

This packet of cards has quick exercises to promote creativity and ideation, with easy to follow instructions and opportunities to receive feedback from the creative community by posting results online.



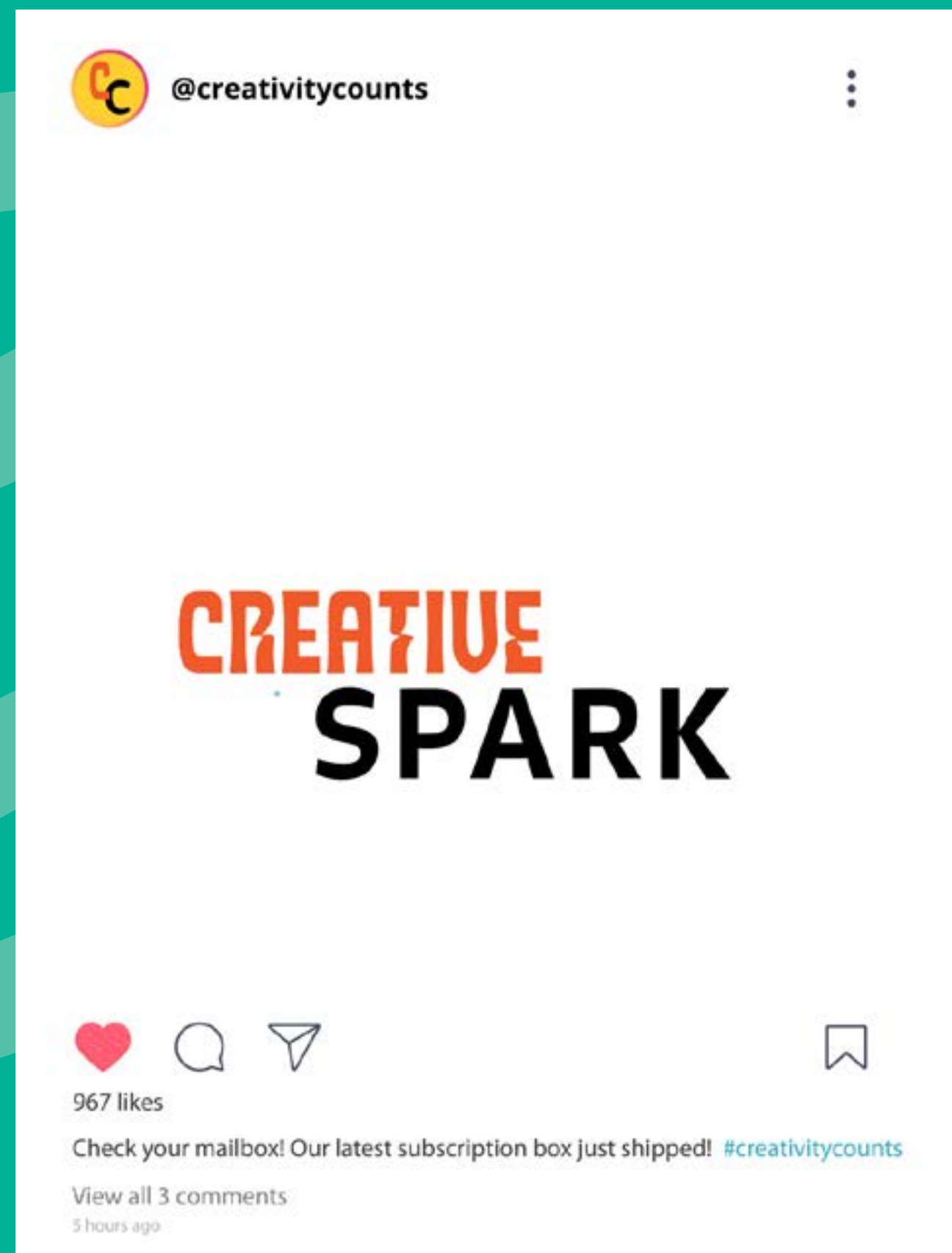
CREATIVE & SPARK

This workbook has in depth creative exercises with fun stickers and elements that help promote a fun ideation experience. The opportunity for feedback is added to all the workbook exercises, whether in person or online.



CREATIVE CONNECT

This is the online community of creatives gathered through the use of the subscription service. This online platform is where creatives can post pictures of their work, receive feedback, and form friendships. They can encourage other projects and post their own updates, thus helping others prevent burnout while being helped themselves.



CONCLUSION

Overall , Creativity Counts was a project that guided me through the experience of creating a project with the user in the forefront of my mind, rather than just for aesthetics. From the branding to the functionality, the project pushed me to not just throw text on a page, but to really consider the use of the work. While finding the creative exercises, I put myself in the users shoes, asking myself “would this actually be a exercise I would enjoy going through and that would help me with ideation?” I enjoyed deliberately thinking through every part of the project and the process of researching to guide my design. My hope is that Creativity Counts inspires and guides future creatives to not just survive, but thrive and prevent creative burnout.

