

KAVYA SRIDHAR | OCTOBER 2023

◆ BRIGHT SIDEUP

Process Book

01 The Idea

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01

The Idea

Throughout my creative journey, one thing that has stuck with me is creative block. From time to time, I'd get stuck in a rut, not knowing what to do next, and feeling unmotivated to come up with new ideas. I knew that I wasn't alone, and that my peers face the same obstacles as well.

The Rough Idea:

To create a product that comes with tools or methods to overcome creative block and repetitive patterns of thinking. This product should encourage the practice of "warming up the mind" before getting into a creative space. The entire concept is based on the fact that creativity is a skill, and can be trained and enhanced.

Burning Questions

- Why don't we warm up our brains and get ourselves into a creative space before expecting great ideas to come?
- Can we "practice" creativity?
- Can we tune our mind to be better observers and problem solvers?

02

Research

The research conducted can be classified into four parts. It began with revisiting my learnings from SCAD and understanding how that informs my project, analyzing strategies used in other creative fields (performance arts), secondary research through books, online reading and a documentary, and lastly, surveys and conversations with my creative peers.

01

Looking back at learnings from SCAD

02

Analyzing strategies used in other creative fields

03

Secondary Research: Books, documentaries, online reading

04

Surveys and conversations with my peers

Learnings at SCAD

My learnings from the GDVX 702 class as well as a SCADExtra called “Develop Your Creativity” that I attended were an important starting point for my research. I looked back at everything that was taught, and tried to understand the reasoning behind it all.

GDVX 702 - Ideation Models and Process

- Sketchbooking
- Rapid Ideation
- Mapping your Thoughts
- Empathy
- Divergent Thinking
- Crystallize & Saturate
- Fly On The Wall
- No Pinterest or Behance :)

I had this class at 8 A.M. and every time we would put these “creativity tools” to use, I could feel my brain working! I felt like it charged my creative mind to take on the rest of the day at school.

We were introduced to various tools that aid in creative idea generation. This class taught us to be more observant and empathetic.

SCADExtra - Develop Your Creativity

- TRIZ Approach
- “Art-nalysis”
- Steal like an artist (take inspiration from all forms of visual design and art)
- Speed drawing, speed thinking
- “Creativity is a skill, not a gift”
- Practising and applying tools to various situations
- Observation and analysis

This entire workshop was based on the notion that creativity is a skill that can be systematically improved over time.

The tools really worked my brain at 8 A.M. every other morning

Creativity is a skill and not a gift

Tools are available, must be practiced.

Observation and Analysis

KEY INSIGHTS

Analyzing Strategies Used in Other Creative Fields

Being a practitioner of Indian classical music and dance myself, this was a very interesting step I decided to take during my research process. I spoke to a few performing artists from Indian classical music and dance, and choreographers as well to understand how they come up with ideas rapidly, on the spot.

Here are a few insights that I got:

Indian Classical Music

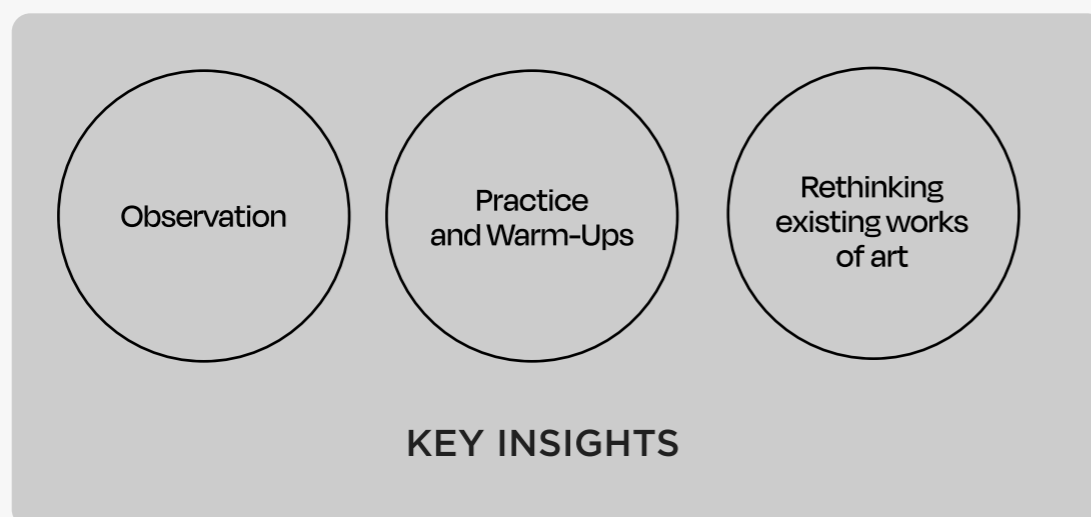
- Vocal warmups DAILY
- Imaginative passages (on the spot)
- Repetition and practice
- Listening to music every single day

Indian Classical Dance

- Body/Muscle warm-ups
- Practising bare basics EVERY DAY
- Observation of other dance forms
- Adding personal touches to existing choreographies

Choreography

- Observation & absorption
- Warmup bits of choreo every day
- Re-working on existing choreography



Special Thanks: Shwetha K Rao, Vijna Vasudevan, Renjith Babu, Vishnu Lakshmi, Aditya Sridhar, Anahita Chaliha, Brinda Balaji

Secondary Research: Books, Documents, Online Reading

I then began to refer to books related to creativity and innovation written by innovators themselves, a lot of online reading, and a documentary about the mind.

Few references:

- Creative Confidence - Tom Kelley
- Steal Like An Artist - Austin Kleon
- Keep Going - Austin Kleon
- The Art of Innovation - Tom Kelley
- Creative Block - Gemma Lawrence
- Get Unstuck - Danielle Krysa
- The Mind, Explained - Documentary

1	Resource	Task/Exercise	Skills
2	The Art of Innovation (p60)	Show & Tell	Visualizing a topic
3			Observation
4	The Art of Innovation (p60)	Alternate Wine Beverage Containers	Innovating (New methods)
5			Random Ideas Generation
6	The Art of Innovation (p61)	Bodystorming	Observation of Behaviour
7			Finding opportunity for improvement
8			Introspection
9	The Art of Innovation (p29)	Bug Lists	Asking Questions
10			Innovation
11			Intense Observation
12	Creative Confidence (p43)	Redesign an Experience (mini challenge)	Innovating (New methods)
13			Observation
14	Creative Confidence (p59)	The Back of a Napkin	Visual Thinking (Visualizing)
15			Finding Creative Opportunities
16	Creative Confidence (p118)	Bug Lists	Observation
17			Innovation
18			Observation
19	Creative Confidence (p138)	Storyboarding a Service	Visualizing the Observations
20			Paying Attention to Detail
21	Creative Confidence (p163)	Rate My Day	Self Introspection
22			Observation
23			Play
24	Get Unstuck (p27)	Collage Self-Portrait	Self Expression
25			Visualizing Personality
26	Get Unstuck (p31)	Random Sculpture Making	Making do with What's Available
27			Innovate
28	Get Unstuck (p73)	Create Many Small Paintings (of the same object)	Multiple Variations (Ideation)
29			Finding New Methods of Ideating
30	Get Unstuck (p143)	Random Assignments	Breaking out of Comfort Zone
31			Pushing your Mind to its Limit
32	Get Unstuck (p149)	Blind Contour Drawing	Observation
33			Attention to Detail
34	Get Unstuck (p197)	Thirty Days, Thirty Ways	Ideation
35			Innovation (Same thing, diff ways)

36			Visualizing
37	Get Unstuck (p231)	Draw/Collage Contents of Medicine Cabinet	Innovating after visualizing
38			Putting a Creative Spin on the Mundane
39	Get Unstuck (p225)	Against Your Style	Breaking out of Comfort Zone
40			Trying something New
41	Get Unstuck (p235)	Faces In Places	Visualizing Personalities
42			Giving personalities to inanimate objects
43	You are an Artist (p3)	Surface Test	Observation
44	You are an Artist (p20)	Never Seen, Never Will	Visualization
45	You are an Artist (p29)	Caption Contest	Ideation
46			Innovation (Giving Creative Context)
47			Observation
48	You are an Artist (p38)	Customize It (Everyday Objects)	Innovate (New Ways of Usage)
49			Observation
50	You are an Artist (p65)	Whitescapes (Observe two white obj, describe the diff through drawings/words, change the lighting, re-observe, describe)	Articulation through Visuals (Visualize)
51	You are an Artist (p74)	Vehicular Palette (Data Viz on Family Member Car Ownership over the years)	Visualization
52			Asking Questions
53			Observation
54	You are an Artist (p116)	Find Your Band (Observe daily noises, add your own sounds and make a song)	Adding a personal touch to everyday things
55			Innovating Everyday Things
56	Creative Block (8)	Number Personalities	Visualizing
57			Personification
58	Creative Block (11)	Strips of Paper (play and draw)	Experimentation
59			Observation
60	Creative Block (15)	Alphabet from Household Objects	Experimentation
61			Innovation
62			Observation
63	Creative Block (31)	Observational Drawing (Shadow)	Understanding Light & Shadow
64			Visualizing Emotions
65	Creative Block (32)	"Orange" in Many Emotions	Ideating
66			Finding Connections
67	Creative Block (50)	Visual Metaphors	Innovating
68	Creative Block (50)	Visual Story	Visualizing Words
69			Ideating
70	Creative Block (72)	Sketchbook of Opposites	Visualizing Contrasts
71			Experimentation and Sketchbooking

Choreography	Re-working on Existing Choreo	Practice and repetition
	Observing other Choreo	Observation
	Mind-mapping	Ideating
	Sketching	Ideating Visually
Surveys	Outdoor Inspiration	Observation
	Fly On The Wall	Observation
	Wordmaps	Ideating
GDVX 702	No Pinterest or Behance	Ideation
Documentary	The Exquisite Corpse (1920s, Paris Surrealists)	On-spot Ideation & Visual thinking

- Observation
- Ideation
- Innovation
- Visualization
- Other

From this point onwards, I started recording all the insights I received from my research so far. I segregated each "creativity exercise" into three parts: The source, the task, and the skills used.

Surveys and Conversations

Based on my findings up until this point, I drafted a survey and sent it out to anybody who's opinions would add value to my research. This survey focused on what "creative block" meant to them and methods they use to overcome it. I also tried to analyze approximate time frames taken to get into the "groove" of idea generation, and common obstacles faced during the creative process.

The survey was targeted towards people engaged in creative thinking on a daily basis. I received 50-60 responses.

The most important areas covered in this survey were:

- What creative block feels like
- Currently practiced methods to overcome it
- Time taken to get into a creative headspace/zone
- Aspects of creativity that are the biggest struggle
- The extent of belief in the fact that creativity is like a muscle or a skill that can be warmed-up, trained, and developed

Surveys and Conversations

A few valuable insights from the surveys conducted and my conversations with creative people:

WHAT DOES CREATIVE BLOCK FEEL LIKE?

- frustrating
- stressful
- demotivating

COMMON STRUGGLES IN THE CREATIVE PROCESS

- novel ideas (60%)
- rapid idea generation (36%)
- bringing ideas to life (24%)

CURRENT METHODS USED

- mind-mapping
- sketching
- seeking inspiration out doors

AVERAGE TIME TAKEN TO GET INTO A CREATIVE SPACE

35+ minutes

Here is where I found something interesting. The “creativity exercises/hacks” that I gathered from other sources of information, and the “common struggles faced” from the survey shared common key words. These key words were related to “observation”, “visualizing ideas” or “bringing ideas to life”, “divergent thinking” or “rapid idea generation”, and “innovation” or “out-of-the-box/novel ideas”

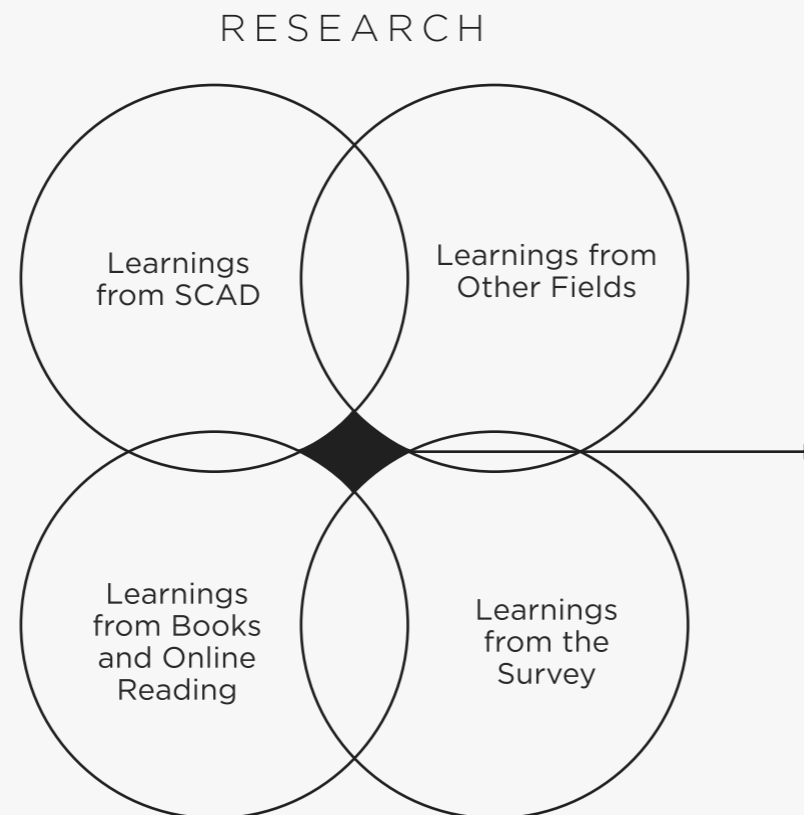
03

Ideation

At this point, I began to question:

- Why don't we warm up our mind and get ourselves into a creative space before expecting great ideas to come?
- Can we "practice" creativity?
- Can we tune our mind to be better observers, problem solvers, and design thinkers?

Through my various sourced of research, I found common points and came to a set of conclusions:



FOUR AREAS OF CREATIVITY:

- Observation (Magic in the Mundane)
 - Ideation (Divergent Thinking)
 - Innovation (Out-Of-The-Box Ideas)
 - Visualization (Bringing Intangible Ideas to Life)
-
- Creativity is a muscle that can be warmed up and trained
 - Warming up the creative brain can be practiced - a habit that can be formed

Why don't I create the toolkit that I've always needed?

I decided to create a product that helps ease creative block, and pushes the mind to think differently through various tasks, with no deadlines or rules.

I was reminded of this quote, which I learned in GDVX 702. This quote pushed me to build the solution I've always needed.

"Complaining is silly. Either Act or Forget."
-Stefan Sagmeister

I then proceeded to define my target audience, medium, and intended outcomes.

Target Audience

PRIMARY AUDIENCE

A creative person/professional dealing with creative thinking on a day-to-day basis:

- Experiences creative blocks from time to time
- Is eager to experience different ways of approach and thinking
- Is open to starting new habits of warming up the brain

SECONDARY AUDIENCE

Any person who wants to improve their creative thinking skills through fun, freewheeling tasks.

Medium of Choice

INITIALLY EXPLORED IDEAS

- An online community platform with task generators and “Task of the Day” for users to complete
- A digital “Rolodex of References” - resource management platform for creatives
- Group/Team virtual games to improve creative team rapport

FINAL MEDIUM

- A hands-on experience using a deck of cards with tasks that get the user into a creative space and pushes the user towards new pathways of thinking

Intended Outcomes

- To provide an experience that motivates the user to “practice and ignite” their creativity through fun tasks
- To sharpen the user’s abilities in observation, ideation, innovation and visualization

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- Secondary Intended Outcome: To provide a platform where users can share their work without judgement and interact with other users and “creative explorers”

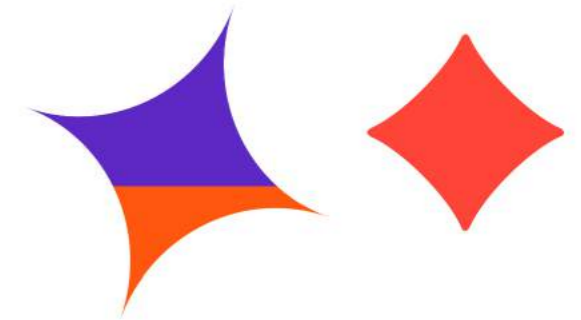
Initial Sketches and Design Trials

An excerpt from my sketches and explorations while deciding the visual direction of the product:

OTHER NAME OPTIONS:

Rut Resolve
Great Escapes
Brain Press
UpSide Down
Right Side Up
↳ BRIGHT side up
Break Free?

escape
freedom
optimism
encouraging



**BRIGHT
SIDEUP**

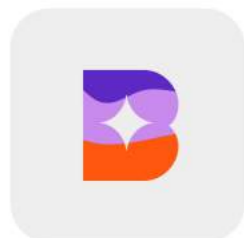
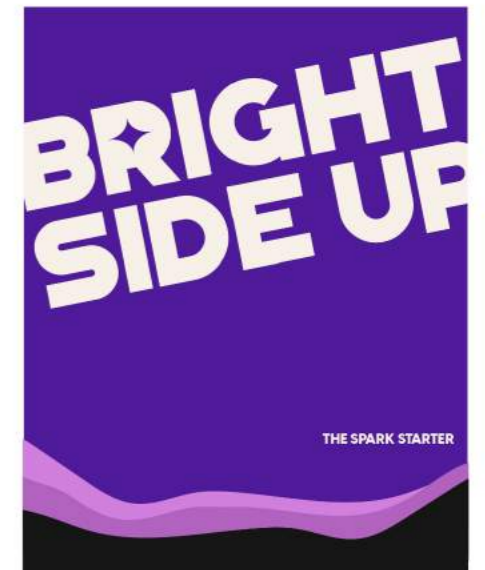
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SIDE UP**



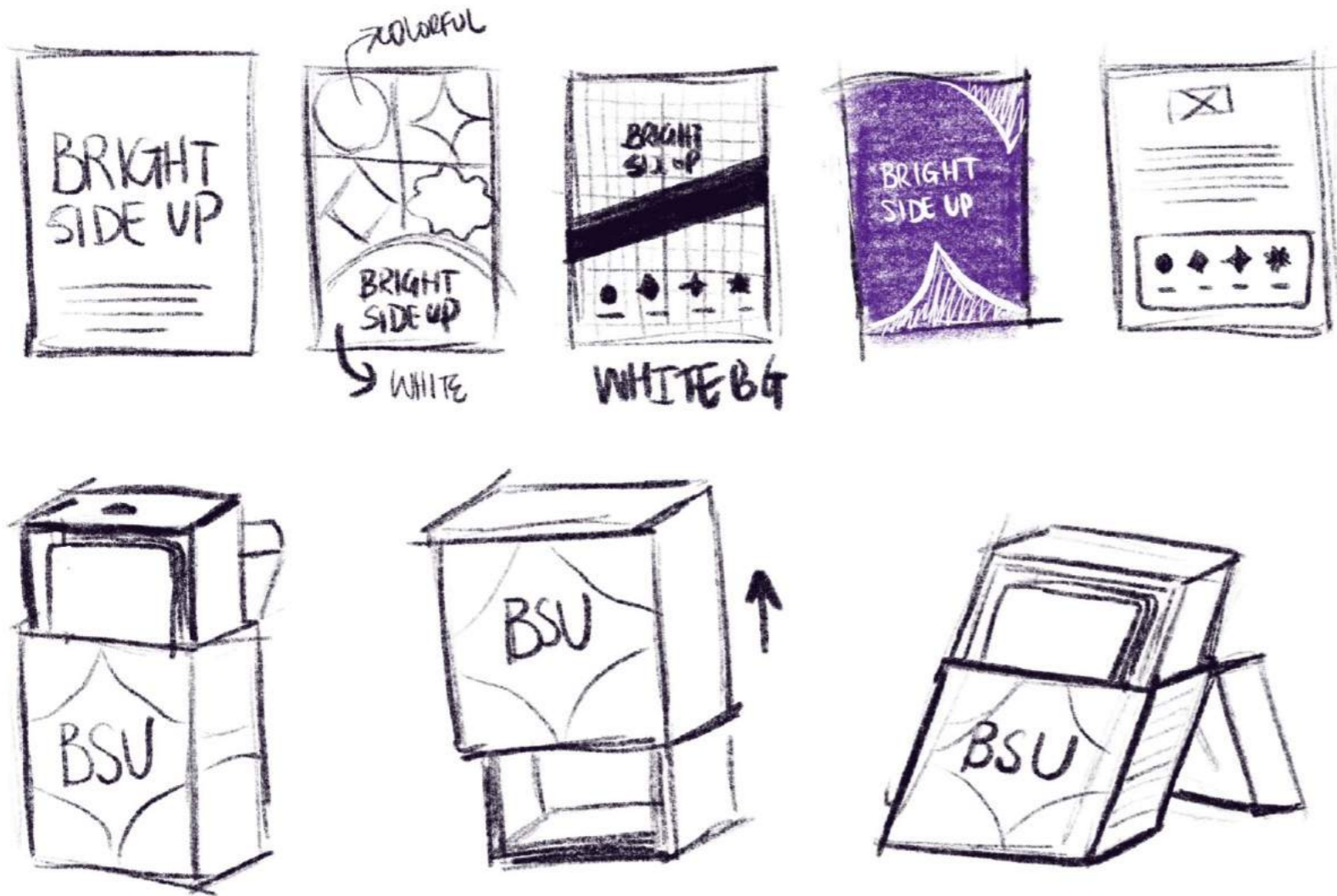
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










04

Designing the Product



I began sketching out various options for how the box would potentially work and look.

Planning out the cards, categories, and type of cards in every category helped streamline the process before I began designing digitally

			
Observe (10)	Ideate (10)	Innovate (10)	Visualize (10)
 6-7	 6-7	 6-7	 6-7
 2-3	 2-3	 2-3	 2-3
 x1	 x1	 x1	 x1

Dummy and Print Trials

I tried out a few options and explored the different ways that the box could open and hold the cards. I used normal paper and folded it into dummy packaging models, and did some print trials as well.



User Testing

I conducted a round of user testing to evaluate the usability of the product, and to identify potential issues so that I could make improvements. From this, among many others, I gained two key insights:

1. This step helped me determine the best way to design the working (and opening mechanism) of the box



2. I received feedback from a user that they are too lazy to gather all the materials to complete some tasks



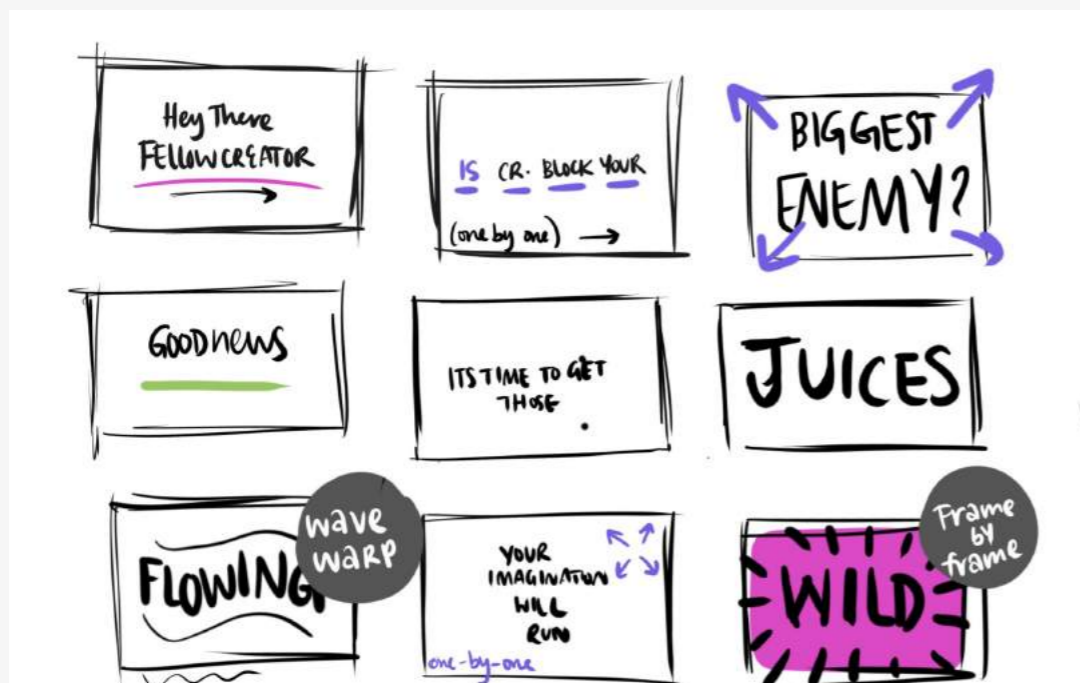
I recognized that this was an issue I would personally experience too. It was this feedback that inspired the concept of "pouch cards", where the materials required would be right inside the pouch.

05 The Video

The purpose of the video as an addition to the “Bright Side Up” project was to envision a promo reel for the product. The intention of the video was to provide very limited information about the product, while creating curiosity and interest towards what it might be.

The video is composed of quick cuts and striking typography.

Sketching out and storyboarding the main frames helped clarify the overall direction and mood of the video.



06

The Final Product

Tone of Voice

The product's tone of voice is designed to tackle the frustration and demotivation that often comes with creative block. By adopting a fun, quirky, and encouraging tone, the product aims to inspire users to engage with and use the card deck.

Vibrant. Fun.
Engaging.
Encouraging.

Using wordplay and
quirky copy.

After a lot of research, ideation, and trial-and-errors, the final visual direction for “Bright Side Up” was designed as shown below. The following pages will feature all the other aspects of the product.

BRIGHT SIDE UP

Headings

→ MD NICHROME

→ VISBY REGULAR

Bright Side Up comes bearing good news: Creativity can be trained. Creative blocks can be unblocked. Within this box you will find over forty cards with tasks, each designed to ignite your creative spark and foster unconventional ideas.

VISUAL ELEMENTS

BRIGHT SIDE UP



LET'S DO THIS.
**Creativity lies within.
Within this box.**



Observe Ideate Innovate Visualize



Creativity lies within...
Within this box.

Side-Effects:
**Creative juices might
overflow.**

Warning:
Incoming brain storm.

Disclaimer:
**Imagination will
run WILD.**

THE CRAZY MOM.
Draw your family tree, representing each family member with an emoji based on their personality.
Go crazy.



BRIGHT SIDE UP

CREATIVITY LIES WITHIN. WITHIN THIS BOX.

- Observe
- Ideate
- Innovate
- Visualize

Disclaimer: Imagination will run WILD.

YES, YOU ARE JUDGY.
Draw the faces of these people while trying to gauge their personalities; based on the rest of the image provided.

SEE THE SONG.
Convert a song from your playlist into a visual.

NOSEY NEIGHBOUR.
Take a walk outside your house and visualize all the sounds you hear.
Yes, you may eavesdrop.



Adapted from The Power of Making Thinking Visible, 2019

GO rule.

40 TASK CARDS

- A **warm-up** for the mind, pushing the user into a **creative space**
- **Card pouches** with the required materials inside!
- Box comes with a **sketchbook** with plain and grid pages
- **4 categories** indicated by the color of the cards (*categories decided based on research*)


Observe


Ideate


Innovate


Visualize



THE STAINED SPOON SPOTLIGHT.

Come up with twenty different ways to write the letter "M" using the grid/pixel sheet provided.

Adapted from *Creative Block* by Gemma Lawrence, 2021



THE TEAL BLUE UGLY SNEAKERS.

Deeply observe any object/image for one minute. Attempt to redraw it, and label it with:

- ◆ 5 nouns
- ◆ 5 adjectives
- ◆ 5 verbs

Adapted from *The Power of Making Thinking Visible*, 2019



CHRISTMAS IS HERE!

These are 120 themed giftboxes to be given out, and each box has its own theme. Come up with a list of themes and things to fill up these boxes with.

A well known and widely practiced creative warm-up!




Most of the tasks were devised by me, by mix-matching different combinations of:

- skill used (observation, innovation etc.)
- the objects involved (other people, basic shapes, indoor surroundings, outdoor surroundings, daily-use objects etc.)
- materials required (images, grid sheets, etc.)

If tasks were directly adapted from a specific source, it has been mentioned on the card.


THE CRAZY MOM.
Draw your family tree, representing each family member with an emoji based on their personality.

Go crazy.



Normal Category Card

JUST DO IT.
Create your own challenge. Do something you've always wanted to do.



SCAN HERE

Share your challenges on the community page by scanning the QR Code above.

**JUST DO IT!
Create your own challenge card.**

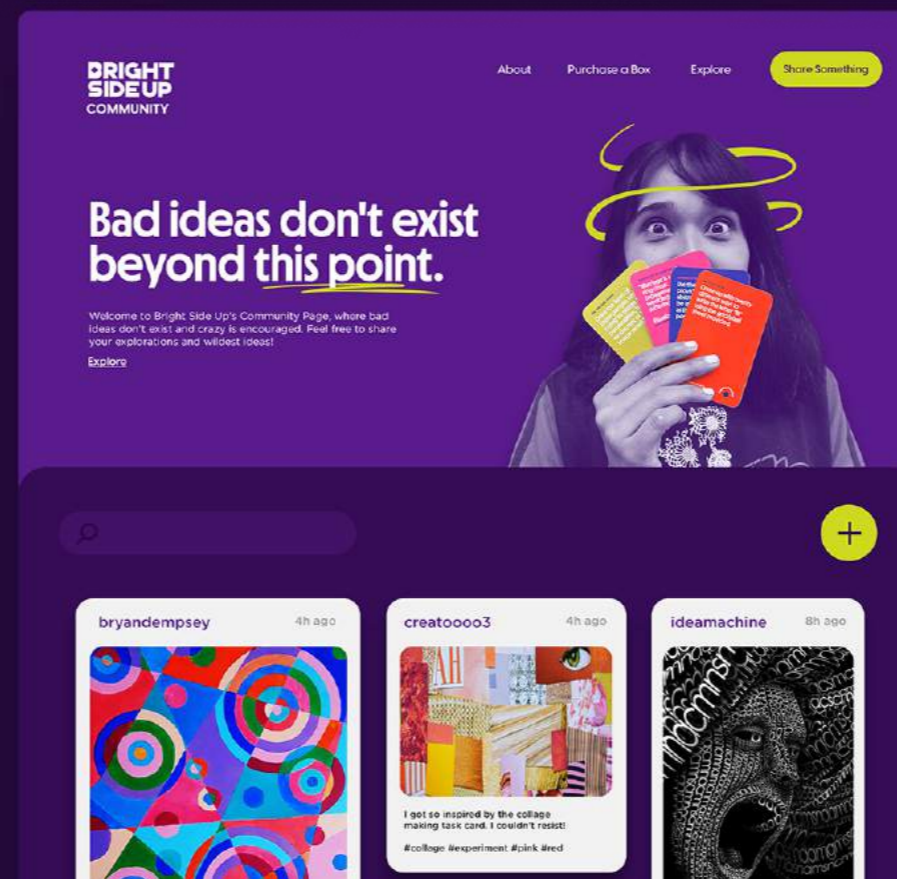
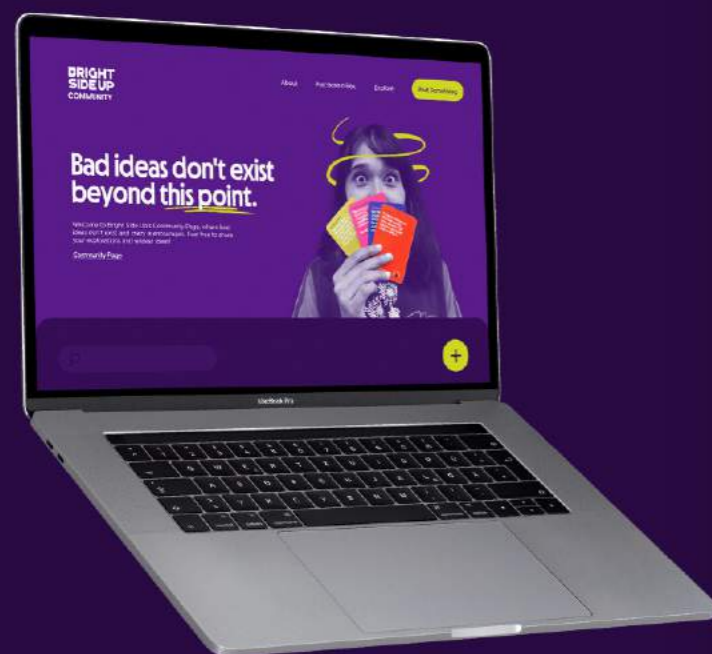
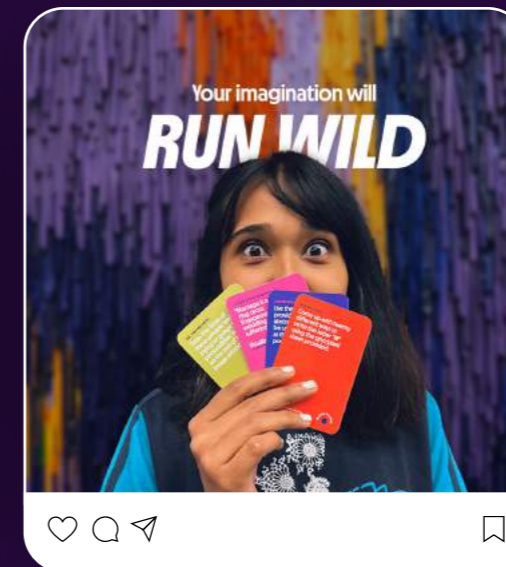


VISUAL STORYTELLER.
Make a collage with the objects provided and write a 2-liner introduction for a gripping story based on this collage.



Pouch Card with Materials Inside

Social Media & Community Website



The community website is a platform where users can share their creative explorations and interact with other users



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**BRIGHT
SIDEUP**

Process Book