

Week 2

Unique you.

On this second week, we'll be looking in the mirror. It's all about discovering **who you are**. Or in other words: your inner unicorn!

At the beginning **our taste** (the result of our previous exercise) is what mainly guides our style, but it is time to learn how to add our own spice to the mix. This can be hard when we are not aware of **our (artistic) personality and voice**.

Let's reflect on who you are!



Imagine you walked into a field full of unicorns, we are trying to find the one meant for you. I don't know if you know this, but unicorns are made from a mix of special spices. So we will first need to pick your spices and then we get to mix them into a special blend.

Side Note: *I'll be talking about unicorns and spices because this is how I see metaphors. Feel free to change the narrative to what works best for you ;)*

Assignment 2: Your Personality & Voice



The assignment of this week is broken down into 3 Tasks. You can see the results of each task as a spice that you can add to your pantry.



Task 1: What makes you you?

Why personality? Adding 'personality' to your work is like adding an extra spice that makes the **standard** subject matter (a landscape, an object, a character etc) an interesting and relatable artwork.

Reflecting on who you are can help you find new ideas or methods to convey more of your personality into your work.

Going from inside out:

*(These questions are not only about your artwork, they are about **you**)*

- What are small quirky things that you feel make you different?
- What are your qualities?
- How would you describe yourself to others?
- And how would others describe you? *Ask a good friend or your partner.*

HOW OTHERS
DESCRIBE YOU



HOW YOU DESCRIBE YOURSELF

YOUR QUALITIES ✨

∴ YOUR LITTLE QUIRKS

Task 2: Your Voice

Why your voice? In order to connect with an audience our work needs a 'meaning' so people can relate to it. Your voice can only be heard if you have a story to tell.

Everyone has a story. For this next part I'd like you to focus on what stories would you like to tell? What moves you, makes you passionate? What do you wish others would be passionate about?

Examples: loves, regrets, culture, teaching, the environment, heritage, female empowerment, mindfulness to name a few.

Another way to phrase this question is: "When people see my work I want them to..."

Fill here an action: **feel, think, do.**

Examples:

"When people see my work I want them to be transported to another world."

"When people see my work they should want to frame the artwork and place it in the living room because it makes them happy."

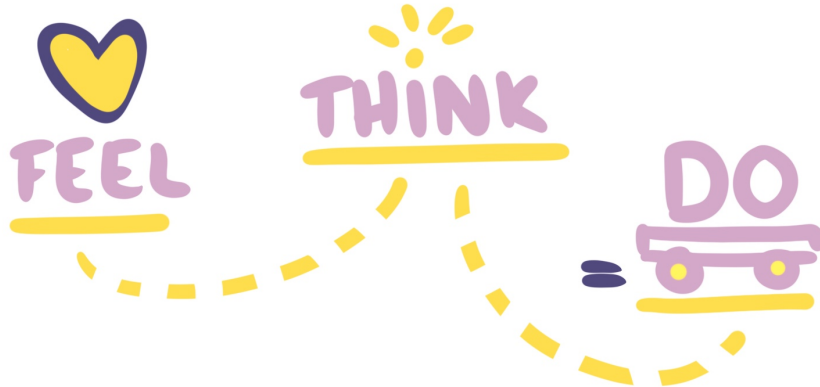
"When people see my work I want them to think about what they can do to help the environment."

If you are feeling lost, look back at your mood-board, maybe you can see how others have found their voice in their body of work and that can inspire you.

Note: You do not have to be saving the world to make your voice matter. Remember that in art, even the smallest thing can bring joy to someone's life.

Also, you can write as many sentences as you like. Don't censor yourself just yet!

WHEN PEOPLE SEE MY WORK, I WANT THEM TO...



Task 3: Your Special Blends

Time to mix that personality and voice. **Why a blend?** Not only does this help to make your work more relatable but it will also make it more enjoyable for you to create. It is also a good way to pave a road that you can follow.

So, are you letting some of these qualities express through your art?

How to do this?

Take a look again at what you wrote down in the two tasks above. Try to see if you can combine your personality traits with your voice, and think about how this can be part of your work.

The aim of this exercise is to have a list of 'blends' or passions that you can come back to when you are feeling lost or overwhelmed.

I have here some examples of some 'blends' and how to put them into action:

BLEND: The environment is very important for you and you love to do research.

Action: You might work towards creating awareness on a specific subject by creating a series of informative drawings.

Action: Your next line of illustrated cards (or any product) will be printed using recycled paper or materials.

BLEND: You want to inspire people to be creative/to draw and you like to connect.

Action: Your next Instagram series can be a series of short tutorials on how to draw something simple.

Action: You decided to develop workshops in your area of expertise.

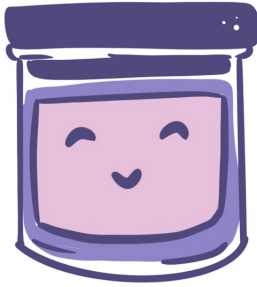
BLEND: You love children but you also know the struggles of being a parent.

Action: You share your anecdotes so other mothers do not feel alone.

Action: You create special but fun planners that parents can use.

It is not always easy to know how to add these blends to your work, but go with what feels authentic to you and gives you energy.

YOUR SPICES: WHICH INGREDIENTS MAKE YOUR FLAVOUR?



YOUR BLENDS:



Well done!

That's a wrap for week 2! You've earned your second super badge!!!
Grab that unicorn and ready to climb a tough road next week!



“Creative work is not a selfish act or a bid for attention on the part of the actor. It’s a gift to the world and every being in it. Don’t cheat us of your contribution. Give us what you’ve got.” - Steven Pressfield

Extra Tasks



These week's the exercises range from drawing exercises to thinking about the questions you answered above.

Your Blend Recipe

Why not draw the recipe of your own blend? Jars, spices and kitchen tools!

Poster with Quote

Make a poster that you'd like to hang in your studio. Maybe a quote you love or a reminder of what you stand for. It should be motivational!

Drawing from Memory Exercise

Leave your desk or wherever it is you do your drawing **(leave your sketchbook and phone behind!)** and go for a trip to your kitchen. Use your eyes and point them in the direction of a thing or scene that you'd like to draw.

Rule 1: Make sure you can't see the thing that you've chosen to study from your desk or table or wherever it is you're going to do the memory drawing.

Look hard at the subject for a few minutes. Study it in the way you would if you were actually drawing it.

Look at the sizes of the objects, the light and the dark areas, the spaces between objects. Where are the shadows? How do things relate to each other?

Study it. *Really* study it. Soak it up.

Don't be tempted to sneak your phone out and take a photo. It's not allowed.

Now you've got it all stored in your brain. Leave the room. Go back to your desk as quick as you can. **Sit down and draw it super fast.**

Don't think too hard. Just pour it out. The first time you do this, you might not be very happy with the results, but don't worry.

Try again. It's one of those things where the more you do it, the better you get. *(Really fun exercise to do in other rooms as well!)*

