

# Creation Studio: **Branding**

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# Problem Domain: Brand Creation

- What is a brand? Is it important?
- How do artists differentiate themselves?
- How do artists establish themselves?
- And more...

# Needfinding: Joyce



- Who
  - Product Design student at CCA, Oakland
- Why
  - No established brand
- Where
  - Facetime
- What
  - Branding education
  - Applied situations



# Needfinding: Jane

- Who
  - Branding agency employee
  - 1185 Design
- Why
  - Knowledge of branding process
- Where
  - Philz Coffee, Palo Alto
- What
  - What do clients want?



# Needfinding: Emile



- Who
  - Owner of Dogpatch Films, SF
- Why
  - Established professional
- Where
  - Phone
- What
  - Worries about working in this field?



# Needfinding: Nadine

- Who
  - Independent photographer
- Why
  - Professional
- Where
  - Cafe Venetia, Palo Alto
- What
  - What was your first break?





# Results: Joyce

- Shaky elevator pitch
- Distance yourself from your work
- Contradiction between words + actions
  - Avoided “show me” questions
- “My job as a design is to visually communicate. It’s up to the other person whether I’m someone they would want to hire.”

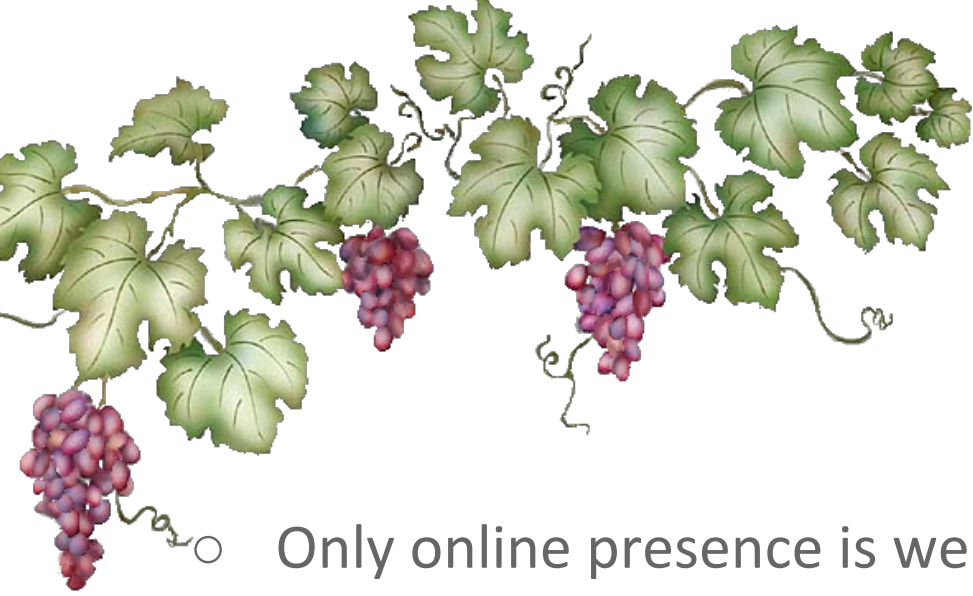


# Results: Jane

- Why clients hire agencies
- Anecdote: clothing store
  - “They couldn’t decide on a direction. Bad branding is inconsistency”
- Potential targets, not just current
- “I was hired because I emailed her and they had a spot open.”







## Results: Emile

- Only online presence is website
- Mostly employed word-of-mouth networking
- Prioritizes content over audience



# Empathy Map: Say

- “Focus on creating content over audience development”
- **“It’s intimidating trying to convince people to invest in you.** If someone doesn’t like you it’s a blow to your ego.”
- “It’s up to the other person whether I’m someone they would want to hire.”
- “You have to network.”
- “Branding is about projecting into the future, not staying with your current demographic.”
- “My goal as artist is to learn and grow.”

# Empathy Map: Say (cont.)

- “I spend the least amount of time with my camera.”
- “[My blog] has been ‘coming soon’ for a while now.”
- “Separating the personal from the business was pretty difficult for me.”
- “Maybe ‘photographer’ isn’t the right word. I feel like I’m a editor, designer, accountant, all of those things.”
- “I’m not part of the digital generation.”

# Empathy Map: Do

- **Joyce avoided answering directly when asked to pitch herself.**
- Joyce appeared embarrassed when acknowledging the lack of personal branding.
- Joyce seemed eager to discuss “textbook knowledge” but shied away from experience and practical knowledge.
- Emile declined to discuss himself, making distinction between company identity from personal identity.
- Jane emphasized being ready in addition to being lucky

# Empathy Map: Do (cont.)

- Nadine seemed a bit uncertain about the meaning of branding. She gave three definitions before settling on “user experience.”
- Nadine gave a helpless shrug when discussing the need to earn \$\$\$
- Nadine **got emotional about her work** (i.e. tearing up when talking about a photo of a dying 3 year old).
- Nadine talked with her hands a lot.
- Nadine kept throwing her long scarf over her shoulder.



# Empathy Map: Think

- Branding is something an artist should have.
- **My work will speak for itself.**
- Company and personal identity are very different, separate entities.
- **I am where I am due to luck.**
- Branding is a difficult task that takes more than one person to do well
- You have to know yourself in order to project a consistent persona.
- Presenting inconsistent personalities is bad branding
- Good relationships with customers will lead to good word of mouth and more business.

# Empathy Map: Think (cont.)

- Intimacy leads to better understanding, better future work opportunities.
- Branding is not just about your art; **it includes the practical side and business aspects.**

# Empathy Map: Feel

- **Stressed and powerless** during the job hunt
  - Need to feel validated / accepted
  - Defensive + **Blame-Shifting**
    - i. “If you don’t get the job it's because you're not a good match.”
- Afraid of not showing your best - of being judged for a mediocre performance or work
- **Intimidated** by the success of others

# Empathy Map: Feel (cont.)

- **Afraid of new technologies**, since current process is working out
  - Change is undesirable unless the current status quo is bad
- Apathetic about making a real effort at publicity and self-promotion
  - Rely too much on word of mouth (only online presence is a stale website)
- **Frustrated at business things** and other practical matters that get in the way of art

# Common Needs

- Be less passive about self promotion
- **Feel more in control** over success/job hunt
- Better express their thoughts to others
- Effectively deal with business + practical sides of their work



# Insights

- **Theory + application disconnect**
- Non-transitive creative skills
- Mutually exclusive personal/business identities
- Belief that work speaks for the artist
- **Difficulty of judging work value; leaving judgment to others**





moving forward...

How might we...

**encourage artists to confidently take an active role in self-promotion?**