

**NEED
FINDING
FOR
CREATORS**


Alex Lee
Jeremy Marcelo
Melinda Wang
Sarina Wu

Our Team



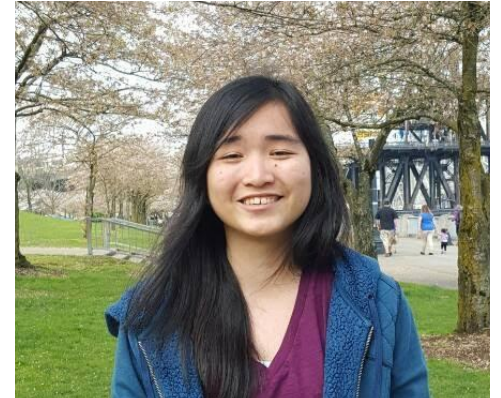
Alex Lee



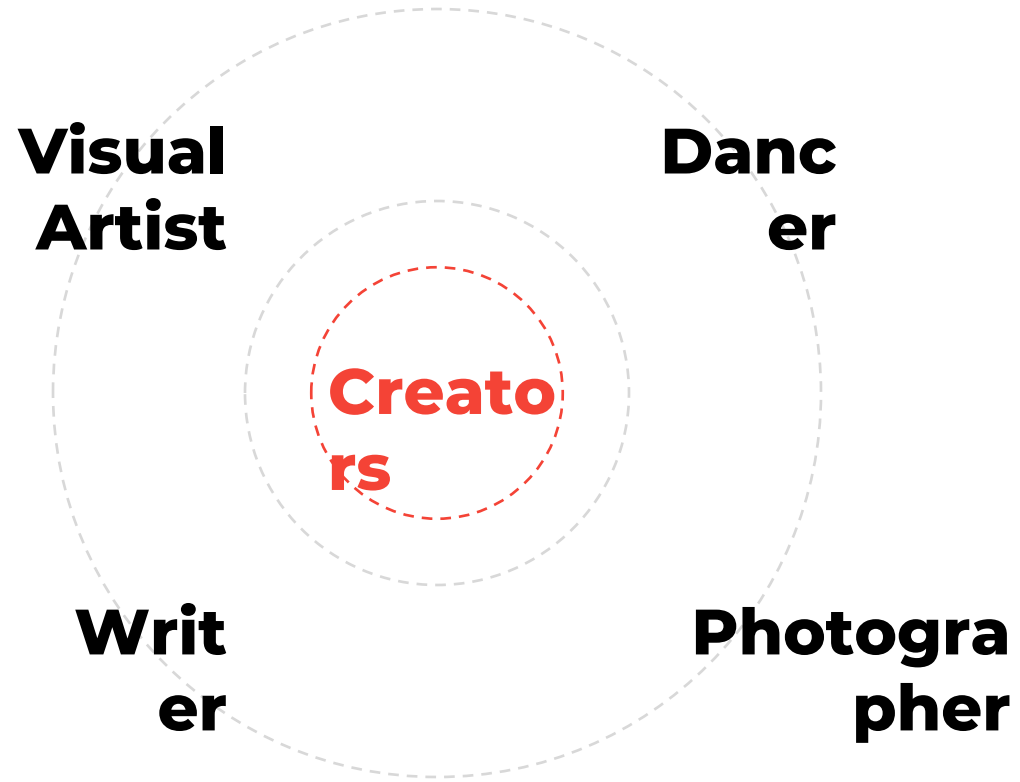
Jeremy Marcelo



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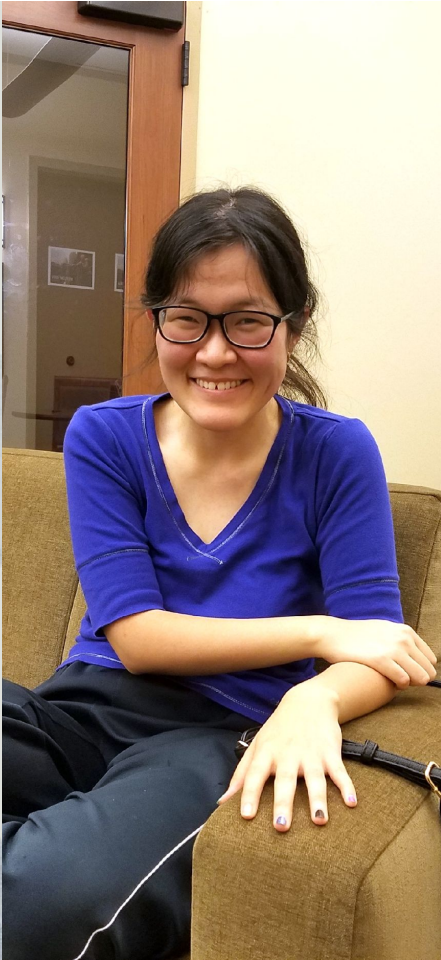
Interviewees



**Jessica
Yang**



**Kevin
Breis**



**Mashbayar
Tugsbayar**



**Sarah
Ohta**

Interview w/ Mash!

- write in free time
- TA - Bio196 creative
- class in fanfiction (
- erratic: depends on m

- process
- short stories
 - project w/ book
 - inspired by outside see
 - mix until it loo
 - how long varies by exp
 - editing mechanics
 - ① more of critical or
 - ② time on critical area
 - see to how actual choreo, p
 - bring motif on second
 - never done - have dead
 - never satisfied
 - "presentable enough"
 - official artificial deadli
 - set by self & other people

Questions

Process

Can you take me through your creation process for the last piece you made?

Tell me about the last time you choreographed during your lunch break?

What's the process you go through when you are trying to tell a story?
How do you start a photo shoot from start to finish all the way to the editing

Motivation:

What motivates you to create an art piece?

What keeps you dancing to this day?

What drives you to create great photos?

Improving:

How do you find inspiration?

What do you do to improve?

What makes for good feedback or critique?

Community:

What is the relationship between the dance studio and the dance community?

What annoys you about the photography community?

Exhibition:

What do you do with your finished art pieces?

How do you like to share your works?

Visual Art

Motivation:

Inspired by others and environment

Process:

Ephemeral to solid

Largely affected by medium

Painpoints:

Finding good references

Buying materials

Unique concepts

Getting helpful feedback

Surprises:

Process > physical piece



Dance

Motivation:

Fun and Community

Process:

Random inspiration
Practice

Painpoints:

Ideas at work
Not enough time
Switching modes

Surprises:

Secret life



Writing

Motivation:

Inspired by outside sources

Process:

Switch between critical and non-critical brain

Painpoints:

Unhelpful critiques
Setting deadlines

Surprises:

Dislikes autobiography



Photography

Motivation:
Relaxing and enjoyable
Social

Process:
Lots of preparation

Painpoints:
Negotiating contracts
Locations
Homogeneity

Surprises:
Never felt a creative rut





Say

"I already know all the places at Stanford that are good to photograph"

"I felt extremely disrespected when my clients refused to pay the rest of the money"

"I think it's really cool how I can completely change the colors in order to manipulate the mood"

"It's a symbiotic relationship with the community"

'Constipated with ideas"

"I'm never done. I just have deadlines."

"I like structured environments, where I am invited or asked to share"

"Sometimes you're on a deadline and you can't afford to look around for reference"

"Nothing is original. Even if you've created it there might be some subconscious copying or reference"

"I don't like it when people say this doesn't look good, like I need to know why"

"Tech is getting better. It's scarily good at replicating physical drawing. A good thing about tactile art is you can feel the different textures"



Do

Lets ideas stew and incubate to be ready when have time to create

Gets feedback from models

Sets own deadlines (artificial deadlines)

Starts creating characters then builds worlds from them

Don't take care of pieces after documentation, creation more important than the physical piece

Reach out to teachers and friends for critique

Start with quick sketches and thumbnails

Buying supplies

Go online for inspiration

Grow your references and the canon of people you like and follow

Put yourself in other fields to learn more



Think

Inspiration can strike at the most random times; can be completely unrelated to his field

Not enough time

Wants better communication with clients

Popular Instagram accounts in same category have same style; not much variety

Not enough time to travel to good places

More people need representation in writing

Cares about the characters more than the worlds that hold them

Trying to cater to other people's tastes

"It's like listening to your teacher vs. your classmate. You want them to have street cred"

"Ephemeral to solid" in the process, largely affected by medium



Feel

Dancing is fun

Stressed/tired but worth it, overinvolved

Liked the editing process

Used to like drawing, but felt too isolated and individualistic

Frustration: Redid pictures for client, still not paid, still not credited (was posted)

Paralyzed by potentially misleading feedback from mass audiences

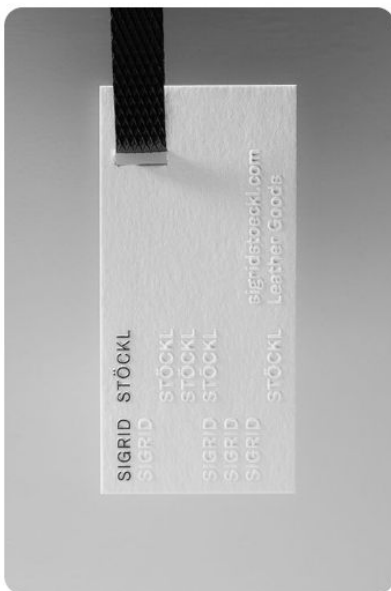
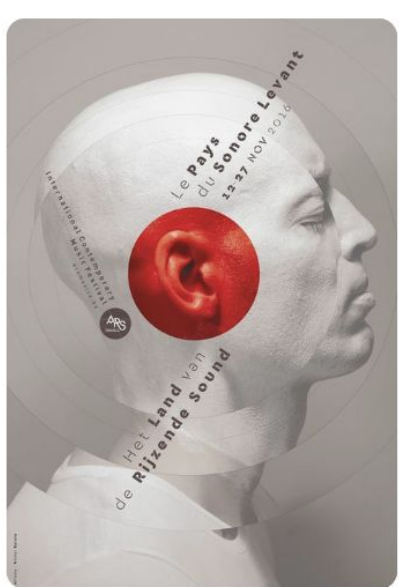
Passionate about having more diversity of writers in literature

Inspired by other people

Self-doubt: comes with looking at inspiration "why am I even trying this"

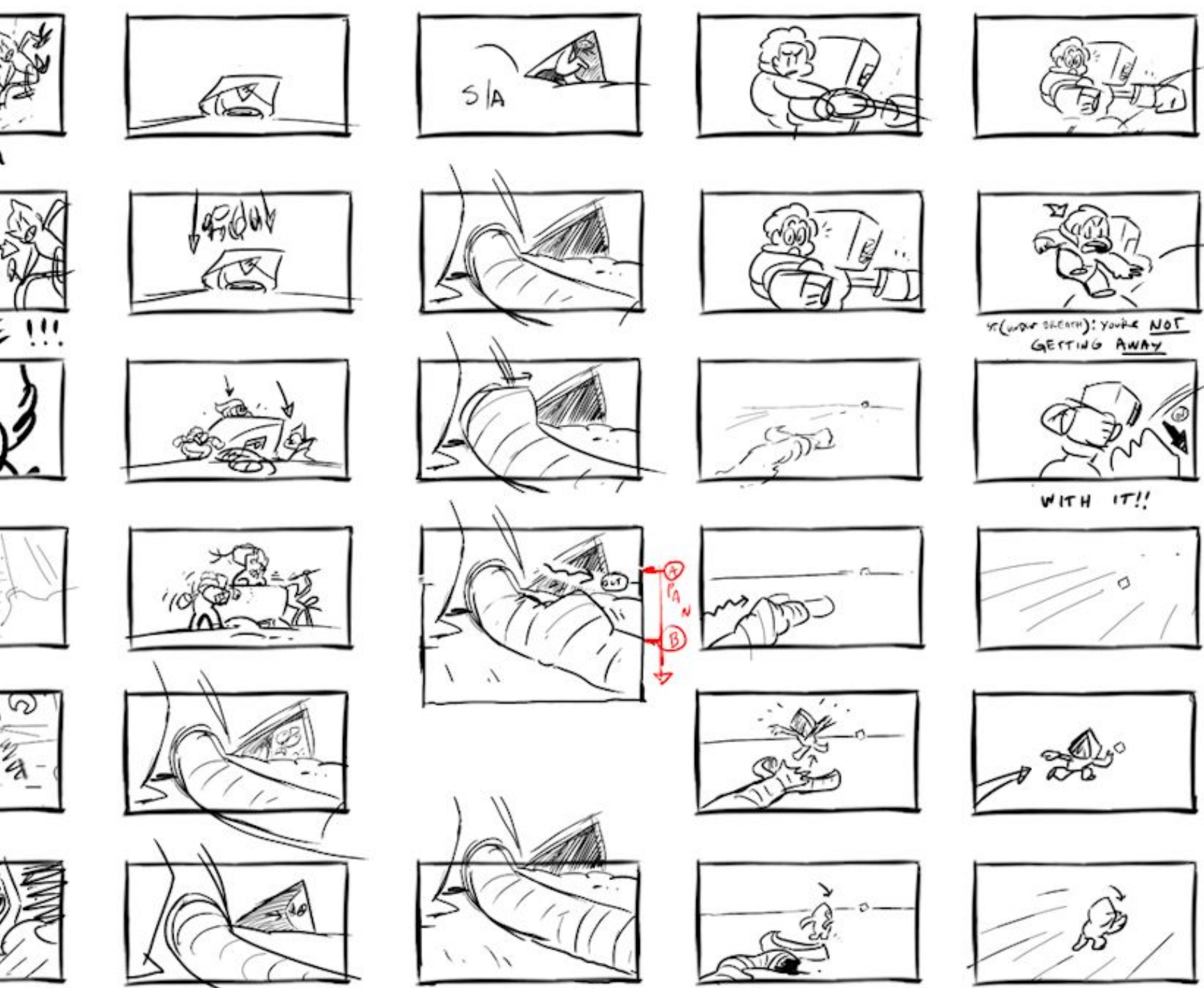
Never truly satisfied with what you make

Feels proud when putting so much into a piece and creating something no one's done



Need --- A simple way to find inspiration

Photography Locations
Visual References
Dance Music and Moves
Inspiring Passages



Need --- A quick way to capture ideas on the go

Thumbnail sketches
Character physics
Locations or outfits
Characters



Need
An effective way to get specific and respected feedback

Summary



Capturing
Ideas



Capturing
Feedback

Thanks!