

Assignment #1: Needfinding

Team Gingham

Introductions and Domain

3 Interviewees

Veronica's Empathy Map

Analysis and Closing

Introductions and Domain

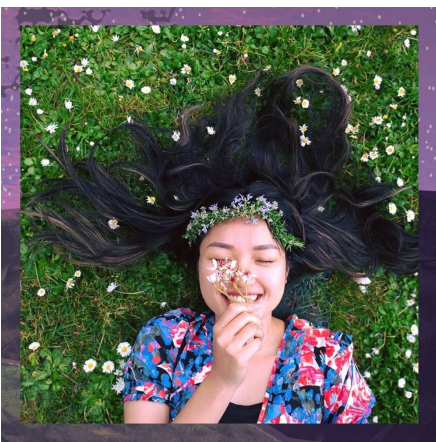
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Jen (she/her)

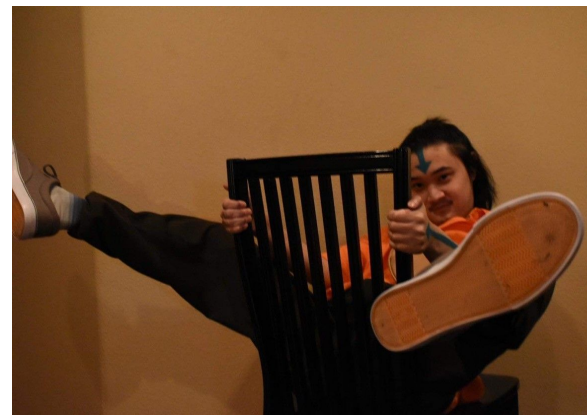


Khuyen (she/her)

Team Gingham



Julia (she/her)



Ryan (he/him)

Arts and Culture

Creative Freedom in Arts Careers

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Makena

Art major (UCSB)
*digital artist, doodler,
fandom participant*



Daphne

Artist, Art Collective Exec
*painter, media experimenter,
young artist mentor*



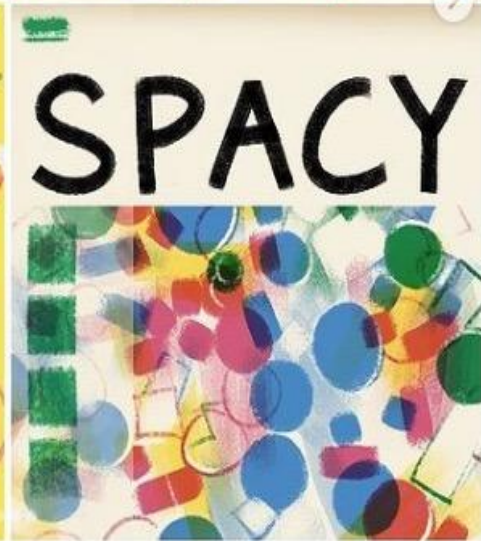
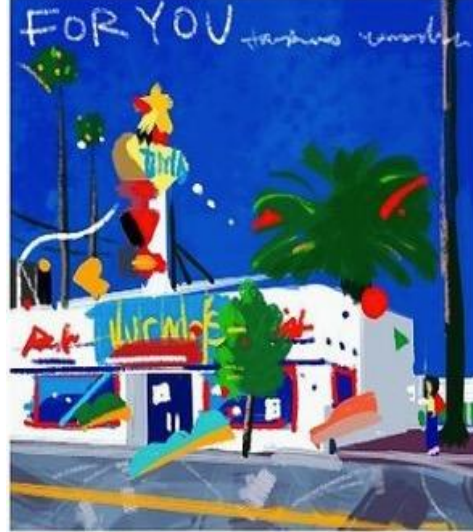
Veronica

Artist, Teacher
*printmaker, video game designer,
art collaborator*



Makena

Art major (UCSB)
digital artist, doodler,
fandom participant





Makena

Art major (UCSB)
digital artist, doodler,
fandom participant

“An anonymous username is a blank slate. And when I’m a blank slate, people can see my art more genuinely.”



Daphne

Artist, Art Collective Exec
*painter, media experimenter,
young artist mentor*





Daphne

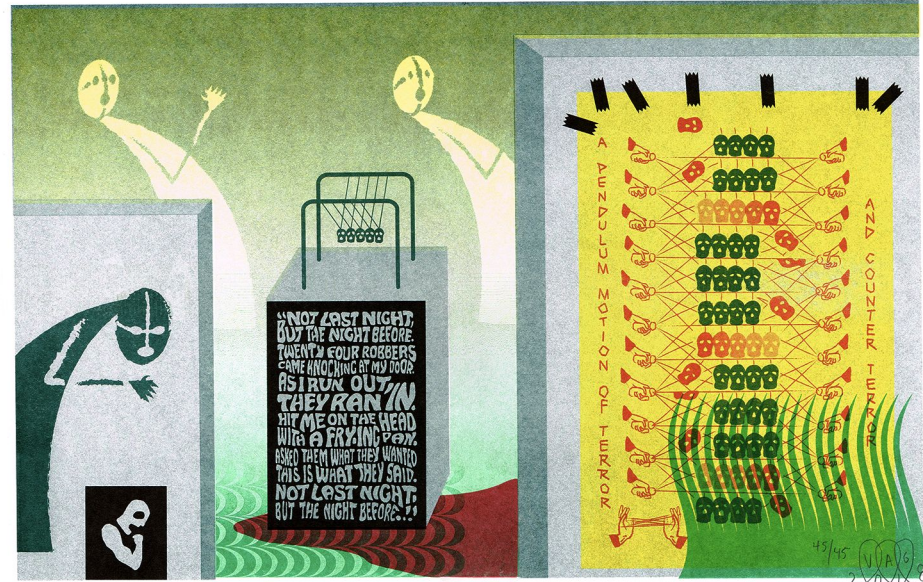
Artist, Art Collective Exec
painter, media experimenter,
young artist mentor

*“I don’t enjoy commissions.
[Clients] always have a strong
vision.”*



Veronica

Artist, Teacher
printmaker, video game designer,
art collaborator



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In-person conversations are more authentic, but social media is convenient.

Posting on Instagram feels fake

Enjoys one-on-one conversations

Lack of structure is freeing

Can sit with ideas, submit when ready, and feel good about it.

Enjoys bouncing across projects and not attaching to projects

Periodic breaks help retain sense of analysis

Harder to maintain personal relationships digitally

"Seeing somebody do something with the same means I have is powerful. If he can do it, I can do it."

Likes working with young people because of their energy

There are many online resources for learning new skills; it is difficult to know who is correct unless you are in the community

Say

Sets a daily quota for how much art she finishes per day

Tries to go outside every day

Only does 1 big Zoom call per day

Learn new skills using online materials, such as YouTube videos

Collaborates with other artists

Does a mix of digital and traditional painting

Sets out goals for herself even without external deadlines

Tries to lay out one page of her book per day

Does more traditional art during the pandemic

Takes periodic breaks from her art

Talks to people about inspiration, but also check in on their wellness

Do

Enjoys every part of the process, which is what motivates her to keep going even without deadlines

Likes challenges

Appreciates mentorship from other more experienced artists and art practitioners

Needs the edge of competition to structure time and create art

Wants collaborative project to be easier

Prefers individual projects over collaborative projects that do not go past prototyping

Art is not just about creating but being critical

Understands importance of new perspectives

Needs to make more effort to keep up online communication

Appreciates how her art can take the time it needs without deadlines

Wants to take a smaller more specialized role in a project to just focus on learning skills

Creates own structure in the absence of structure

Wants a way to distinguish experts for her own learning and growth

Think

Excited
about every
step of her
work

Pleased with the
lack of structure
that the pandemic
has afforded her
art practice

Dislikes choice
paralysis in
terms of which
art skills to
explore

Competitive
about
artistic
competence

Disappointed
when people
peter off
collaborative
projects

Excited about
going to the
printing shop
(being in a
physical space)

Frustrated
about not
knowing who
to ask to learn
a new skill

enjoys new
perspectives

Excited about
learning new
art skills

Caring towards
fellow artists
on a personal
level

Searching
for
authenticity

Feel

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Insight:

Creative freedom is great, but the directions a new project can take are overwhelming.

Need:

Ways to explore artistic possibilities while not getting overly committed.

“It’s like you have all of these paths that can unfold in different ways...You have to learn to let go of your original ideas.”

Insight:

Finding an expert is crucial for feedback and learning skills, even for masters.

Need:

Ways for artists to connect with experts in art fields of interest.

“Seeing somebody do something with the same means I have is powerful. If they can do it, I can do it.”

Insight:

Transitioning to a new medium can unexpectedly change it—for better or for worse.

Need:

Ways to explore artwork in a new medium while retaining the original design.

“It’s a double-edged sword. There’s both excitement and frustration.”

Insight:

Off-screen time needs to be scheduled for digital artists.

Need:

Ways to cultivate regular off-screen time.

“You start to get caught up in this weird logic where everything looks terrible.”

Our conclusions:

Career artists desire **authentic self-expression** when doing work for others.

Though creative freedom and independence is important, artists need **community and expertise** to guide their work.



Questions?