



We begin our discussion looking deep at the four roles of the creative process inspired by Roger Von Oech, author of "Whack on the Side of the Head" Within the four roles, there is play-time and work-time. The first two roles (Explorer and Artist) are in the play-time. The final two roles (Judge and Warrior) are in work-time. Lets dig...

Explorer

As Lewis and Clark set out to map the Louisiana Purchase, they had no idea what they would be up against. Documenting every turn of the river, flora, fauna and the like.

As a creative, we gather ideas, images, concepts without any preconceived notions of result. This is the heart of PLAY. The concept here is to gather as many ideas as possible. We use brainstorming and stream-of-consciousness techniques. We examine publications, websites and other arenas which we believe the target audience responds to positively.

We use the findings for the next role, The Artist.

Artist

In this role we begin to manipulate the ideas, concepts and findings from our exploration. Combining elements, subtracting elements, basically playing with the ideas without regard for any finished piece. Now, as I say that, I realize we all know how difficult it is to be completely bias-free. Before any creative role is approached there is some communication as to what an expected outcome will be. It is our job as the professional to keep those outcomes in the background and truly find something unique and compelling. Bring them forward only to stay on purpose, and in this play-stage, the purpose is to alter the findings from the Explorer role.

We prepare for the big leap from the play time to work time as the next role of the Judge takes our manipulated ideas and decide which idea(s) may work with the desired outcome.

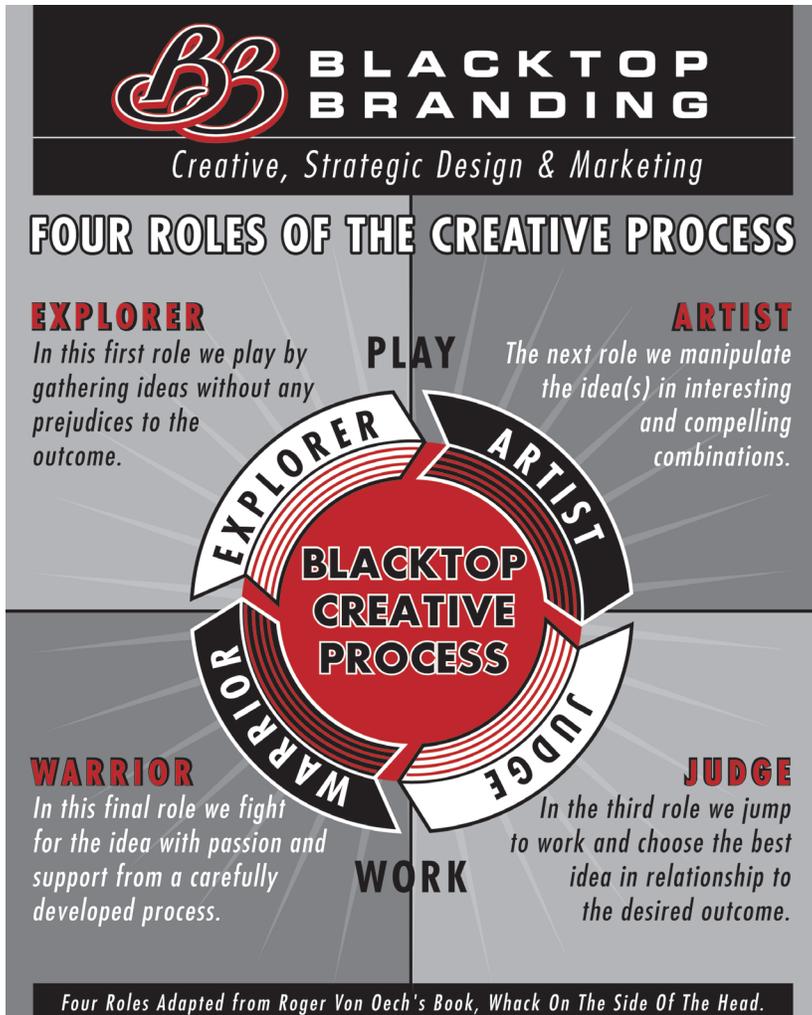
Judge

In this work role, we choose the best idea(s) for the application. What does "best idea" mean? We review the project parameters and look deep into what the desired outcome is. If we see that there is not a sufficient idea we may go back to the play stage to push ourselves further for more ideas. We analyze any data we have from the explorer stage to strategically choose ideas which can speak to the individual in a meaningful, emotional way. And this sets us up for the final role, the Warrior.

Warrior

The warrior implements the idea. Like a well-trained warrior, they implement a plan with efficiency and focused purpose. Focus is important in this role as, at-times, it is easy to stray while working the idea. The warrior will take his focused efforts and finish the idea(s) to client satisfaction. However, I have to caution. Prefaced desired project outcomes are to satisfy the client. When it comes to the subjectives of taste, style and design, it is the strict use of these roles which best attract the clients customers. The warrior will also measure the effectiveness of the idea.

How can we solve your creative dilemma? Give us a call and let's put these proven techniques to work for you. Call Tony at 949-584-5669 for a consultation.



FOUR ROLES OF THE CREATIVE PROCESS

EXPLORER

In this first role we play by gathering ideas without any prejudices to the outcome.

ARTIST

The next role we manipulate the idea(s) in interesting and compelling combinations.

WARRIOR

In this final role we fight for the idea with passion and support from a carefully developed process.

JUDGE

In the third role we jump to work and choose the best idea in relationship to the desired outcome.

Four Roles Adapted from Roger Von Oech's Book, Whack On The Side Of The Head.



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