

Major Project brief:

Starting Point / Focal Point

My starting point for this project is designing something that provides inspiration for people in creative subjects. I want to create a resource that helps people start projects when they feel stuck or unsure where to begin. The main focus of the project is tackling creative block and finding ways to make starting easier.

Subject / Key Issue

This project will address the problem of creative block and explore ways to give people starting points for their work. Creative block often leaves people frustrated, overthinking, or struggling with perfectionism and imposter syndrome.

Through primary research, one creative described their experience of creative block as '*staring at a blank screen*' and '*getting absolutely nothing creatively done, accompanied by a strong sense of imposter syndrome*'. They explained that it involves chasing perfection, never thinking work is good enough, and sometimes waking up in the middle of the night, spending hours on an idea, and then rejecting it, followed by imposter syndrome.

This feedback highlights the impact of creative block and reinforces the need for a resource that provides accessible, low-pressure starting points for creative work.

Audience / Graphic Approach

The main audience for this project is students on creative courses, including A-levels, BTECs, and university degrees. A secondary audience includes people working in creative industries. Using graphic communication, I plan to create a resource that inspires people visually and provides starting points to begin projects.

Research / Impact / Methods

I will research the project using both primary and secondary methods. Primary research will focus on understanding how people experience creative block and how they deal with it, while secondary research will explore the psychology behind creative block and strategies that help improve it.

The intended impact of the project is to give users a positive starting point for their creative work and to shift the perception of creative block from a failure to a normal and manageable part of the creative process.

Future Career / Personal Development

This project will benefit me creatively in the long term because the process of designing and producing the book will allow me to develop key creative skills, such as visual communication, graphic design, layout, typography, and interactive design. By exploring ways to inspire others and provide starting points for creative work, I will also strengthen my ability to think conceptually and solve creative problems - skills that are transferable to any creative sector.

Even though I do not have a specific career path in mind at the moment, creating this product will give me practical experience in developing a self-directed project. The book itself will act as a creative tool that I can continue to refer to and expand on, helping me generate ideas and experiment with design approaches long after the project is complete.