

Personal Aesthetic Worksheet

Creative thinkers tend to have a lot of ideas. And can feel like they're all over the place. Ideas are great, but we have to find a way to put them into action. To start this process it's important for you to understand the purpose behind your work. It may be something simple, like I want people to have beautiful art in their homes, or it might go much deeper.

For example, I want my work to make women feel beautiful and confident, so that they are able to speak up and make a difference in the world. Because my goal is for women to be more confident, I need to create work that makes them feel special. That means that I create one-of-a-kind pieces. It also means that I want to be something that is easy and comfortable to wear (I want them to wear it everyday), but it also needs to be bold and stand out. I want the scarf to start the conversation. All of these goals inform my work as I'm designing.

Your work might be about being bold, or it might be about creating a relaxing environment to spend time with your family.

Whatever your purpose is, is fine. But you need to be very clear.

Once you understand your purpose you'll find it easy to move from project to project and determine if it makes sense for you.

After thinking about the purpose of your work, I want you to also think about the value of your work. They're similar, but can bring a new perspective. Read over the list and then circle where you think your work fits.

- it's about aesthetic, bringing beauty into the world: It's value is beauty

- functional, you can do something with it. It solves some sort of problem or need.

- entertaining, is about bringing joy and entertainment into people's lives

- confidence, or authority

- is about giving back, does your work go to charity, or do you give proceeds from your work to charity, or is about informing others about a charity?

After looking at what kind of value your work is bringing into people's lives. (you're allowed to

create more categories if you think you have some ideas) **How can you make that value even stronger or more apparent in your work?**

You're going to create an inspiration board. You'll then use the board to help pull out words that best describe your work. I suggest doing this on pinterest. It's a great way to collect inspiration, but it's also a great way to market yourself and share your work.

However, you can also do it by pulling images from magazines.

As you're looking for these images, you want to pull images that you really love how they look.

- 1. Collect at least 15 or more images of nature.**
- 2. 15 or more images of fashion (that you like how it looks, not necessarily that you would wear it.)**
- 3. 15 or more images of art**
- 4. 15 or more images of Architecture**

After collecting all of your images answer the following questions:

1. What are the most common colors that you see appearing?

2. What are the common textures that you see?

3. What are the common shapes?

4. And what are the common styles?

Now by looking at your work and the words that you wrote down, choose 3-5 words that describe your style as an artist.

- 1.
- 2.
- 3.
- 4.
- 5.

Put these 3-5 words where you're going to see them in your workspace. Whenever you're thinking about a new project ask yourself does it align with your vision. This will help you to have a clear focus and a clear direction in your work.

Even if you think that you know your style , go through the process. I still do this on a regular basis, working to get clearer and clearer about my work and my personal aesthetic.

Once you've gone through the practice, if you've done it on pinterest, send me the links to your boards, if you did it with a magazine take a few photos and send them. Also if you have recent work that you've created, share a few images of your work.

Reflection:

1. What new insights did you gain into your artistic aesthetic?

2. Is your personal aesthetic clearly coming through in your work, your website (if you have one), your business cards(if you have them). If not what do you think would make it stronger?

3. What 3-5 other artists, designers , or brands have a similar aesthetic?

4. Do a little google searching and see if you can find 3-5 websites that have a similar aesthetic, some of these may be the same as above.