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Word Count: 2709

In the proposal of the big idea, the three keywords are 'passion, 'hobby' and 'creativity' and linking with this subject the theorists are Robert J. Vallerand, Flávio S. Azevedo, Vgostky, and also Gunilla Lindqvist. These will be alongside images that can help contextualize what I'm writing about, and then finally ending with how these keywords and theorists have led to the question that I have come up with to research and explore in my third year.

Passion. “Passion is a feeling of intense enthusiasm towards or compelling desire for someone or something” (Wikipedia, 2021) . People can be passionate about many things, they don't necessarily have to be creative either. Whether it's a passion for music, or painting, or maybe a passion about a certain movement, passion is a major driving force for a lot of things. Passion is a very important part of my area of study which is graphic design. It's a major driving force when it comes to getting projects done and meeting deadlines. If you're passionate about what you're doing, it becomes incredibly easy to produce work of a high standard because what you're doing feels less like work and more like a fun activity. It makes it easy to push on through a workload, it can be very helpful when coming up with ideas and it can lead to projects being pushed to their absolute best. Meeting other passionate individuals can be great too as this can help fuel a project and makes getting feedback very easy. However, choosing to do projects which are of no interest to you, or forcing yourself to work on a project on a day when you have less enthusiasm than you usually do is unhealthy. If you're forcing yourself to do a project that you feel little to no passion for, it will be extremely difficult to produce work. If you are passionate about a project but find one day you aren't enjoying it, this can be the start of creative burnout. While being burned out is caused by extreme stress and exhaustion, recognizing the start of creative burnout is good because you can take a break and focus on a different project or something else altogether, whether that be another creative venture you enjoy or just something you enjoy that isn't creative, this can help reinvigorate your passion for the project again and saves you the hardship of actually becoming fully burned out.



Banksy inspired art (April 14, 2020, <https://insidecroydon.com>)

The above art is some graffiti street art presumed to have been created by Banksy but was later

discovered to have been made by someone known as Shea in Croydon. The work was created to raise money for the NHS during the COVID pandemic and has raised £3,300. I have decided to include this work in this essay because I think this work shows passion very well. Banksy as a graffiti artist is well renowned for creating graffiti or street art that is often political or at least linked to something that is currently going on in the World and so Shea's work is very similar in this way. This work in particular is more positive than some of his other work, but the link is still the same. Shea created this as a passion project which a lot of Banksy's work is, and this piece, in particular, has raised incredible money. Seeing as almost all of Banksy's work is created and then mysteriously appears on a wall or building somewhere I can confidently say that he bases all his work on passion. He loves to make this graffiti art that he does and the fact that he usually makes it political in some way just goes to show that he cares about whatever it is he's making a statement about much like the artist of this piece Shea cares very much for our NHS and wanted to try and help them in this difficult time. The theorists whose writing and excerpts I have decided to use to help me explore passion as my first keyword is a theorist named 'Robert J. Vallerand'. Some of the books he has written are 'The Dualistic Model of Passion' and 'The Role of Passion in Sustainable Psychological well-being' (Vallerand R.J. (2016)). Having this theorist will help give context to my writing when it comes to the big idea. Vallerand writes about passion in a very similar way I have above stating "Passion is defined as a strong inclination for a self-defining activity that we love, value, and spend a considerable amount of time on" (Vallerand R.J. (2016)). This is very accurate to the way I describe passion earlier in this essay, and it's very true. In graphic design, we spend a lot of time on the projects that we are passionate about because we "love" what we're doing and we "value" it so we end up spending a "considerable amount of time" on whatever it is we're working on. Eventually, all that time spent and hard work pay off in the end and you end up with a project or product you're happy with. However, Vallerand also mentions that there are two types of passion "Two types of passion are proposed: a harmonious and an obsessive passion. Obsessive passion is involved when people feel that they can't help themselves and surrender to their desire to engage in the passionate activity" (Vallerand R.J. (2016)). This is an unhealthy type of passion as obsessing over something doesn't necessarily mean you are enjoying it. While this isn't the type of passion I was planning on focusing on in the big idea, this could be a very interesting opposite to healthy passion and could be very interesting to explore. Vallerand also talks about the healthier type of passion "On the other hand, harmonious passion refers to a strong inclination for the activity that nevertheless remains under the person's control. The person can choose when to and when not to engage in the activity. Harmonious passion results from an autonomous internalization of the activity in identity." (Vallerand R.J. (2016)). Harmonious passion is more along the lines of the passion I was thinking of when I chose it as my keyword. The fact you enjoy what you're doing but you know when to take breaks and when you want to continue working. It's less about the amount of time that you spend and more about the fact that you are enjoying what you are doing, whereas obsessive passion is seen as being unable to focus on what you're doing therefore becoming obsessed with doing it just to complete it "obsessive passion is related to less adaptive and at times maladaptive outcomes." (Vallerand (2016)).

Hobby. "A hobby is considered to be a regular activity that is done for enjoyment, typically during one's leisure time" (Wikipedia, 2021). I wanted to explore how graphic design could also be seen as a hobby. For example, if you're in the process of doing a university project you start early in the morning and you're working through it and the next thing you know six hours have passed. At this point, the work and the art of producing have become more of a hobby and less of a job. And this is a good thing because this helps when hitting deadlines for university projects, it can reduce the stress of having a deadline because rather than worrying about the workload and the time to hand in, you enjoy the work and everything you're producing. Passion projects are a very good example of graphic design being a hobby and not a job because these projects are completely optional. The only reason people do them is for the pure enjoyment they get out of doing it and the satisfaction they get when they finally finish whatever project they were creating. In some cases, having a project as a hobby alongside the actual working side to graphic design can lead to potential

business opportunities. Passion projects are also helpful because they give you a break from the major projects you may be working on and therefore they mix things up again, keeping the work fresh and enjoyable, thus making whatever work you produce fresh and interesting. You can also look at how having other hobbies separate to design can be very helpful to make sure you're still enjoying the work your producing, having other things to enjoy or having fun stops you from overworking and in turn helps keep the work up to a good standard.



David Hockney Art (January 2012, <https://www.digitalmeetsculture.net>)

The piece of artwork above is from an artist known as David Hockney. This is one of his many pieces of artwork, he is a more traditional kind of worker, as you can see from the image above. I chose this piece of work because I think this work encapsulates the keyword hobby very well. This is a piece of work that depicts a part of the English countryside except it isn't realistic but rather uses very bright and positive colors. The work looks and feels like it was done just for the sheer enjoyment of painting it. He has used very bright and vibrant colors so we can presume he meant

for this work to evoke a warm and positive atmosphere. For this second keyword, I don't have a particular theorist whose work I will be using but rather different pieces of text from different online writings. The first writing is called 'Serious play: A comparative study of engagement and learning in hobby practices' written by Flávio S. Azevedo. Azevedo writes about how a hobby is “a free-choice practice” (Azevedo, FS., 2005). This is true as hobbies are things you do because you want to and not because you need to or have to. He also writes about how hobbies are “Hobbies are prototypic of free-choice, self-motivated, extended pursuit practices” (Azevedo, FS., 2005). Azevedo is correct in what he writes, not only are hobbies usually a free choice activity but you are easily self-motivated to do whatever the hobby requires and you will continue to do the activity for much longer than something you aren't enjoying. This is something I would like to explore further in the big idea and could perhaps link to the obsessive passion that was talked about earlier. Even though something is a hobby and is being enjoyed, it may be seen as an obsessive passion if so much time is spent on it. A good example is miniature painting, it is a very fun and creative hobby, but sometimes it can become an obsession because there are so many miniatures that need painting so it becomes more about getting the miniatures all painted rather than taking the time and enjoying the painting itself.

Creativity. “Creativity is a phenomenon whereby something somehow new and somehow valuable is formed” (Wikipedia, 2021). I chose creativity as the final keyword because I think it links in well with my other two keywords: passion and hobby. Creativity is a key part of my area of study and without it, it is almost impossible to produce any work at all, let alone work of a high standard. Creativity works almost harmoniously with passion. Having passion means that you are enjoying what you are doing and this means that creativity will come more easily to you for the project that you are working on or the piece of art that you are creating. If it's a passion project that you are very passionate about then creativity should be incredibly easy to come by. However, if you are doing a project you aren't interested in or a project that you have burned yourself out on, or a project that you've just simply lost interest in, you will lack in creativity because you do not care as much about the work that you are producing or trying to produce. Creativity links very well to passion because having both can lead to a phenomenal project result but lacking one or the other or both can result in work of a subpar standard and make the actual working process incredibly unenjoyable. At this point, the process of being a designer stops being a hobby and becomes a job again and this means you aren't enjoying it anymore which isn't good.



Van Gogh's The Starry Night (January 2018, <https://theconversation.com>)

The above artwork is a very famous piece of artwork from Van Gogh and I have decided to include this piece of artwork because I think it helps to represent creativity very well. Van Gogh created very unique pieces of art and this is just one of them. I think this artwork represents creativity well because of its unique style, we can deconstruct this art to see that it is indeed a starry night with the moon out and a dark blue sky, however, this is Van Gogh's interpretation of what a starry night is. We know that this isn't what a normal night looks like in real life, however, this is Van Gogh's creative piece of work on what he perceives a starry night to be. This is creativity in its purest form, nobody else could replicate this exact piece of work, they could create similar pieces or even copy and paste the work but they would never have this exact piece. It is a unique piece of work, an idea that Van Gogh took further and made into something physical in a form of art. This is exactly what creativity is, as I said earlier, an idea that you take further and can make something out of. The theorist whose work and writings that I will most likely use to help me explore creativity and link to this third keyword is a man known as Vygotsky. Vygotsky explores creativity in children, and how exposing them to different things changes how they think. He also looks at how creativity is linked to the human consciousness and how there's a link between reality and imagination. He also explains what he believes creativity is and the creative process is linked to both real and imagined experiences. Some examples of Vygotsky's writing are as follows

"Vygotsky regards the creative process of the human consciousness, the link between emotion and thought, and the role of the imagination."

(Gunilla Lindqvist (2003)). He mentions the link between emotion and thought here which I mentioned a few sentences ago. Another one of his excerpts is "Vygotsky believed that creativity arises from any human activity that produces something new" (Penfold, L (2019)). This is Vygotsky's definition of creativity which I find myself agreeing with. Creativity is whenever someone makes something new. It could also be considered whenever someone comes up with a new idea, however, ideas can't be patented and so you could argue that creativity isn't a new idea but more so when the idea is acted upon to make something. Vygotsky also talks about how children playing is considered

a creative activity

“Vygotsky believed that the origins of creative imagination are situated in children’s play. Play is understood as a creative act that reconstructs, appropriates, and transforms human experience to produce new realities. Imaginative play is presented as an integral part of experiencing the world from new and multiple perspectives.”

(Penfold, L (2019)). This is another example of Vygotsky talking about the link between imagination and how this helps with creativity because children are imagining things that Vygotsky presumes are new things and experiences. Using Vygotsky and what he has written I can explore creativity and how over time as we get older how some people remain creatives and how others follow more academic paths instead. Academic people can be creative but they tend to stick to more academic subjects so I think they are less creative people overall.

After looking into my three keywords: passion, hobby, and creativity, the question that I want to explore and try to answer is this: 'What is burnout and how do we combat it and creative blocks?'. A potential project for this could be a small booklet that explains what burnout is and how to deal with it as well as creative blocks, as well as looking at each keyword and giving a quick definition of them.

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