

Contemporary Creative Practice AC2

What's Your Story? And how are you going to tell it?

Get your paper and pen.

Georgia McKie 18th Oct 2021



How did this film make you feel?

- 5 minutes



What is Ciara's narrative?



How is she telling her story?

- Through her work
- Through her design language, her tools and her process
- Through her breadth of signature
- Honest
- Authentic
- Relatable
- Through images not words
- Personality comes through her work – synonymous
- Carefully phrased

Shantell Martin – How Drawing Can Set You Free

Ted Build Back Better Series 2020.



How does this style differ?

- 5 mins



How would you describe this narrative?



She is powerfully telling her story.... Like Ciara.

- Through her work
- Through her visual language, her tools and her process
- Through her breadth of signature applications
- Honest
- Authentic
- Relatable
- Through images and words
- Personality comes through her work – synonymous
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Why does this matter?

Who cares?

- We touched on narrative last year....
- It is increasingly being referred to by marketers, designers and changemakers as a way to communicate the essence of your pitch
- We don't need more design
- We don't need more graduates
- We don't need more stuff...
- ***But we definitely need you***
- **How will you make the world know this?**



“The word ‘content’ has diseased the fashion industry. I want to see an image that lasts for more than a second. I want words that actually resonate.”

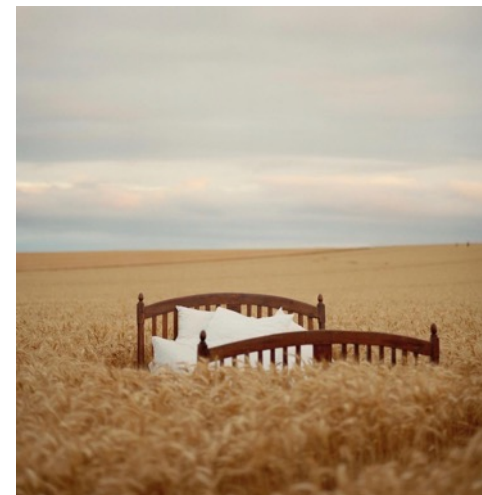
— MICHAEL KORS



Moschino, Jacquemus, JW Anderson, BOF.

“The urge to make things and create things hasn’t gone away. I still have stories to tell.”

— MARC JACOBS



The Contemporary Market Needs a Rebrand



How will middle-market labels that survive the pandemic convince shoppers their products are worth their price tag? The answer may be to get out of department stores — and tweak the narrative.

A Shift in Language

- From Mission Statement - *Aggressive*
- From USP – *Clinical*
- Career Plan – *Dry*

- Li Edelkoort

PUTTING PEOPLE BEFORE PROFITS

Why does story matter?

- We've been read stories as comforters since before we can remember
- It creates a bond with a parent, a carer, a loved one, a teacher, a tribe
- The time spent listening and sharing is transformative, truly magical.
- We get lost in a narrative
- We are preprogrammed to engage, our habitual response runs deep
- Legacy. Myth. Legend. Folklore.

Oliver Jeffers: An Ode to Living on Earth



Who is he really addressing in this story?



Plot Twist: Covid 19

- Narratives of now
- We are collectively looking at ourselves. We've had time on our hands to do this. We are questioning what is the legacy that we are leaving behind? What is the legacy we want to take forward? Are we confused or has this become very clear?
- Values - what are our values, what are your values? Have they changed?
- Value – has there been value creation? – what have we discovered? What has changed that will benefit us in the long run?
- In the background to the pandemic there have been other issues, that have united and polarised us. What are our responses to these deeply human, global, deeply connecting issues.
- “We can start up from scratch and build new systems where social and common aspects outweigh the ego, where morals and values overrule shareholder profits, and where collaboration and cooperation prevail to give more people equal opportunities. We have no choice but to join forces and stand together.” Li Edelkoort's Hope Manifesto
<https://www.dezeen.com/2020/04/15/li-edelkoort-world-hope-forum-manifesto-coronavirus-vdf/>

Responsibility

- As designers of the Future
- We are at a juncture
- You are between two worlds, two moments in time
- Pre Covid; Post Covid
- This is a totally unique moment to be you
- “Think broad. Think Narrow. Rethink.” Ellen MacArthur Foundation.
- The cautionary tale of Oliver Jeffers is not foreboding
- Find your optimism
- Hope

Identify your Storytelling Muses

Read into the engaging

- Story of an individual you'd like to emulate - discuss
- Story of a small brand you'd love to collaborate with - discuss
- Story of a household name you'd love to be employed by - discuss
- What are their **story**?
- Why does it speak to you?
- What is magical about it?
- Bring research to the next tutorial

the tiny toucan

ABOUT PORTFOLIO SHOP CONTACT

hello!



My name is Ciara (sounds like keer-rah) and I am the one-woman band here at the tiny toucan! I'm a print designer and illustrator based in colourful Bristol (UK), and love nothing more than drawing cute little animals and fun characters.

Check out my Etsy store, here you can find art prints and fun stationery, and also commission portraits!

<https://www.etsy.com/uk/shop/thetinytoucan>

I also design patterns and placement illustrations for childrenswear, interiors and lifestyle brands. Feel free to send me an email if you're interested in this service and would like access to my full portfolio.

If you are interested in licensing artwork, please get in touch at hello@thetinytoucan.co.uk and I can send you a catalogue of currently available artwork.

You can also follow me over on Instagram, where I frequently post updates, behind the scenes, new products and lots of colourful fun things! www.instagram.com/thetinytoucan/

Reflecting on Your Homage Hero Hope and Professional Promotion Intentions

Look at them again

- Where were you heading?
- Are your ideas different?
- What has changed/what is changing/what is the same/what is ongoing?

Look around

- Who has adapted to the enforced changes of 2021
- Who is inspiring you?
- How have the opportunities you outlined in HHH/PP changed?

The Sequel to Your HHH & PP Projects

- Look at them again, we will too
- We are looking for a step up
- A higher level of thinking
- A closer scrutiny of your situation
- A more attuned vision of what next, what could be
- Graduation is a reality – this is it
- Use your creative power

Your relevance: PEST Analysis

Never have these factors had more impact on us

- Political
- Economic
- Social
- Technological

Extensions are PESTEL

- Environmental
- Legal

Unpick your Narrative

- Spin us a yarn
- Tell your Tale
- Work towards your next Chapter
- Make it a gripping adventure
- Let's get a plan together – bring the seedlings to the next tutorial
- Dream big 😊

Let's not forget

All good stories leave you wanting more

- Alanis Fletcher VOLUME 1.... June 2021
- AF VOLUME 2..... Publication date 2022

And all good stories round off with a happy ending,
“.....and the Class of 2022 all lived happily ever after.
The End.....or.....”

It's far from the end.

This is a very exciting beginning!