

Values Vision Manifesto



Brand

noun

1. a type of product manufactured by a particular company under a particular name.
"a new brand of soap powder"
2. an identifying mark burned on livestock or (in former times) criminals or slaves with a branding iron.
"the brand on a sheep identifies it as mine"



It's all just H₂O... but consider how these brands are perceived differently...

Value

noun

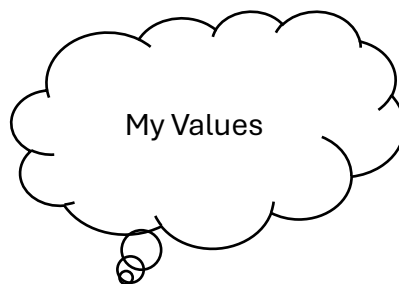
1. the regard that something is held to deserve; the importance, worth, or usefulness of something.

"your support is of great value"

2. principles or standards of behaviour; one's judgement of what is important in life.

"they internalize their parents' rules and values"

Consider what is important to you as a creative and as a person – what values do you consider to be of greatest importance to who you are? Spend 5mins considering what's really important to you and spider these observations below.



Why are these so important to you?

When you make work what values do you use to make decisions?

Who are your role models? Identify at least 5 practicing artists/ designers/ makers/ creatives that inspire you. Identifying role models can sometimes allow us to mirror hidden dreams and/ or aspirations of who we might like to become.

Who	Creative Sector	What they are known for	Why they resonate with you

What do you choice of role models tell you about you?

Vision

noun

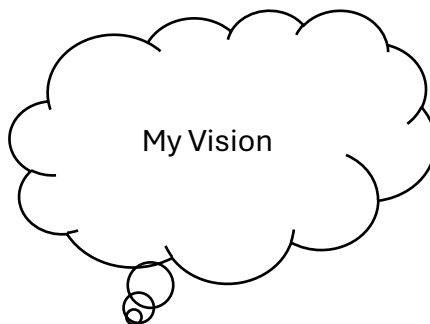
1. the faculty or state of being able to see.

"she had defective vision"

2. the ability to think about or plan the future with imagination or wisdom.
"the organization had lost its vision and direction"

Simply put, vision is the act or power of seeing. Consider this statement in tandem with your future – life after university... no barriers or restrictions, you can do anything – what might that future look like? What might be your career aspirations? Creative purpose?

Blue sky thinkers and dreamers welcome to spider below...



Manifesto

Noun

1. a public declaration of policy and aims, especially one issued before an election by a political party or candidate.

Taking into consideration your values and your future forward vision, use the time available to draft the beginnings of your creative manifesto.

You might consider some of the following ideas and kick starter lines appropriate to your values and vision:

I want to be creating...

I want to work with/ for...

I want to show and sell my work...

My workspace is...

I want to be known for...

I want to be featured in...

I will continue to be inspired by...

I will inspire...

All of this will allow me to feel...

I am choosing to be...

Now that you have teased out some great raw ingredients, consider how you might shape a better version of your creative manifesto below. **Remember this is a safe space for dangerous conversation.**

..... DRAFT MANIFESTO V1.

Pin this page to our communal share space and allow your peers to value and recognise the GREAT stuff about you that you might have not realised or fully explained. Sticker each others pages with shared ideas/ contribution for consideration.