



FINDING JOY
IN THE
CREATIVE PROCESS

ABOUT ME

- 5 kids
- Move a lot
- Florida
- Wendy's Cookie Studio
- Food Network
- Cookie Better



WELCOME

WHAT WE'RE GOING TO TALK ABOUT

- The Creative Process
 - Inspiration
 - Experiment
 - Evaluate
- Creativity
 - Purpose
 - Setbacks
 - Growth
- Design Principles
 - Color
 - Texture
 - Perspective

The ability to look deeply is
the root of creativity.
To see past the ordinary and mundane
and get to what might otherwise
be invisible. -Rick Rubin





EXPECTATION

To inspire and encourage.
To enrich and educate.

It's not about going to new places,
its about seeing with new eyes.
-Jay Maisel

NOW WE SEE, NOW WE DON'T

Let's practice!



**OBSERVE
AND GATHER**
inspiration

**ASK A
QUESTION**
Get curious

INSPIRATION TRAY



THE CREATIVE PROCESS COOKIE STYLE



COOKIES

Ask clients for inspiration through color schemes, mood boards, invitations, decor

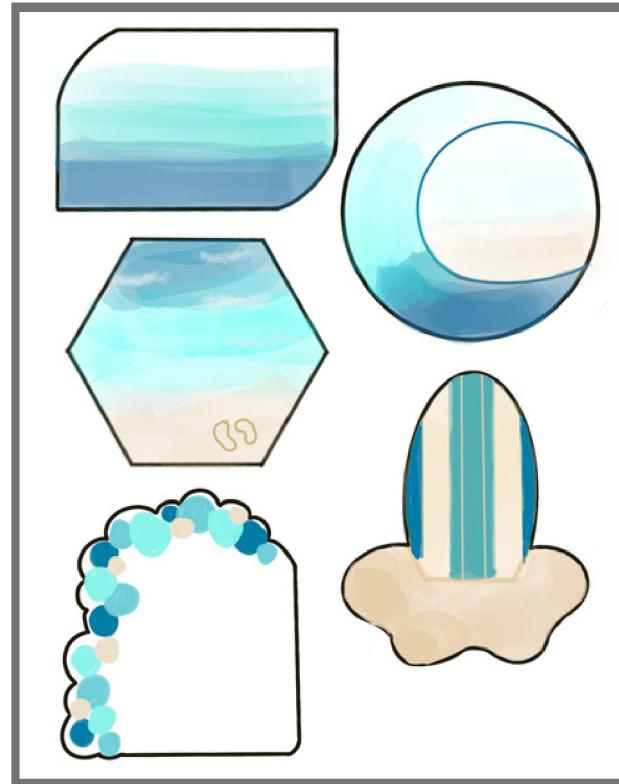
SUPPLIES

Check your supplies and resources. Try and use what you have.

The person who makes something today isn't the same person who returns to the work tomorrow. -Rick Rubin

THE SCIENTIFIC METHOD

Only those who support the PROCESS
live the PURPOSE
Pro-po-si-to



FORM A HYPOTHESIS

Go for it and create your design!



TEST THE HYPOTHESIS

Finish your cookies! Take pictures!



ANALYZE AND CONCLUDE

Did you like it?
Would you do it again?
What would you change?

Voila! You just went through the creative process!

CREATIVITY

Creativity is not a rare ability. It is not difficult to access.
Creativity is a fundamental aspect of being human.
It's our birthright. And it's for all of us.

-Rick Rubin

Who is to say
otherwise?

What do you think?



"Regardless of whether or not we're formally making art, we are all living as artists. We perceive, filter, and collect data, then curate an experience for ourselves and others based on this information set. Whether we do this consciously or unconsciously, by the mere fact of being alive, **we are active participants in the ongoing process of creation.**"

-Rick Rubin

WHAT'S HINDERING OUR PROGRESS AND JOY?

There is healing in creating with our hands. -Brittany Jepsen, The House that Lars Built

INNER CRITIC

Turn it down

Real style is all about enhancing who you already are--not attempting to change yourself into someone else.

-Alison Freer



FEAR OF FAILURE

Pull up a chair and get comfortable

Running faucet



"I think you have to get really comfortable with some failure and rejection, because creativity is hard. You're not going to get it right every time. In that search for something that's new, **you're going to stumble upon a lot of things that have already been discovered.** In that search for something that's practical, that solves the problem, you're going to find a lot of things that don't quite solve the problem. **But it's going to lead you down a path.** This is a step. There might be something that can be transformed into something useful."-Dr. Lynn Vincent

POWER IN PURPOSE

Our purpose is to value and develop our understanding of ourselves and the world around us. -Rick Rubin

GROWTH

Every effort you put forth is teaching you.

MINDSET

Add "yet" to your vocabulary and use it often.

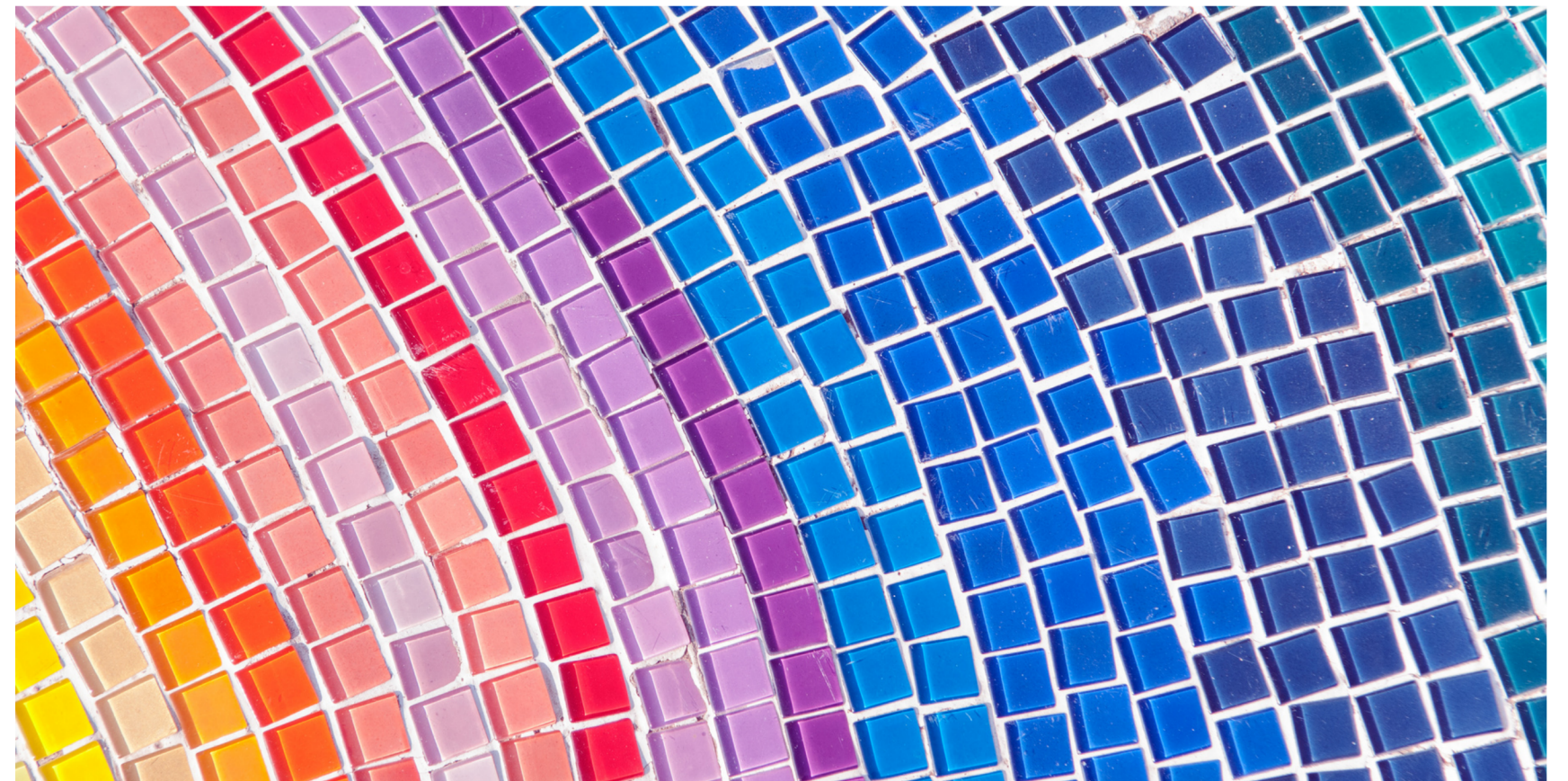


"It is not your business to determine how good it is, not how it compares with other expression. It is your business to keep it yours clearly and directly, **to keep the channel open.** You do not even have to believe in yourself or your work. You have to keep open and aware directly to the urges that motivate you. **Keep the channel open.**" -Martha Graham

DESIGN PRINCIPLES

RULES ARE MEANT TO BE BROKEN, RIGHT?

- Color
 - Analogous
 - Complimentary
 - Bold vs Muted
- Designs
 - Texture
 - Patterns
 - Scale
- Perspective
 - Depth
 - Focal Point
 - Thirds



Inspiration Boards



Neutrals/Monotone

Next to each other on the color wheel
Serene and peaceful
Easy on the eyes
Textures break up the similar colors



Complimentary

Opposite on the color wheel
Pairs well together
Increases intensity
Play with shades and hues



Multi-Colored

Well-paired combos
Dynamic and interesting
Ground the palette in neutral
Accent colors in small amounts

Color has an unconscious emotional pull.



Build a Set

Event:

Mood:

Color Scheme:

Favorite Items:

Focal Point:

Shapes/Design:

Cutters:



CONNECTING THE DOTS

There is no right time, right strategy, or right equipment
Your path is unique, for only you to follow.

-Rick Rubin

Creativity is something you are, not only something you do.
It's a way of moving through the world, every minute, every day.

-Rick Rubin



THANK YOU

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