

Video Lesson Outline

Video Lesson Title	Video Format	Video Length	Talking Points & Key Concepts
Welcome	Talking Head	1m	Challenge yourself by creating 1 piece of artwork everyday for 40 days. Make Something Everyday is a great way to increase creativity, develop your skills, promote your artwork, and turn daily art-making into a habit you can practice for years to come. This class is designed to give you the confidence and knowledge you'll need to complete a successful Make Something Everyday project. We'll start out with some inspiration and examples of successful projects. Then, I'll talk about how to pick your subject matter and medium and the "why?" of Make Something Everyday. Next, I'll share some challenges and tips to consider while you're working on your project. Finally, I'll go over sharing your work on Social Media. By the end of this project you will have 40 new pieces of artwork and the confidence to continue your daily art-making habit into the future. My name is Matt Hunsberger. I'm an artist from Philadelphia, Pennsylvania. I've completed 1 year-long Make Something Everyday project, 1 sixth-month long project, and 1 project that completely failed. My current project is called Snapshots of Philly, taking a photo a day of Philadelphia and posting them to Instagram.
Inspiration and Examples	Slides	3m	Go through each example: Brock Davis — Make Something Cool Everyday 2009 [https://www.behance.net/gallery/171640/Make-Something-Cool-Every-Day-2009] Design Observer — Five Years of 100 Days [http://designobserver.com/feature/five-years-of-100-days/24678] The Great Discontent — The 100 Day Project [https://www.instagram.com/explore/tags/the100dayproject/?hl=en] Year of Making [https://www.instagram.com/explore/tags/yearofmaking/?hl=en] Chris Piascik — Daily Drawings [http://chrispiascik.com/daily-drawings/]

			Kate Bingaman-Burt — Daily Purchase Drawings [http://www.katebingamanburt.com/daily-purchase-drawings/] Jessica Hische — Daily Drop Cap [http://www.dailydropcap.com/] Jonathan Mann — Song a Day [http://songaday.org/] Julia Cameron — Morning Pages [http://juliacameronlive.com/basic-tools/morning-pages/]
Getting Started and Why?	Slides	3m	Why should I do this project? • Increase creativity • Develop skills/practice a new skill • Promote yourself and your artwork • Turn daily art-making into a habit Getting Started • Some ideas on how to pick your medium and subject matter • Define your project • Create your first piece
Tips and Challenges	Slides	5m	Make sure you have time to take on this project. 1–3 hours a day. What can you give up to make this happen? Be realistic. Keep it simple. Simplify your parameters which will help your creativity come through. Don't miss any days! It's important to keep momentum to stay motivated and inspired. If you miss a day it's ok. But, make sure it doesn't happen more than once or twice. If you can't complete the project, that's OK! Be ready to hit the wall creatively. Focus on the Process, not the outcome. The important thing about this project is to show up everyday and make a new piece. Sometimes you'll end up with work that isn't very good, but that's ok. Finishing it and moving on to the next day is more important. Day by Day overview of what the project will be like: 1. Day 01–10 — Excitement and Peak Creativity a. The first quarter will be easy. You'll be excited and have lots of ideas to execute. The project will be fun and

			you'll be able to devote lots of time to it. 2. Day 11–20 — Real life comes rushing back a. In the second quarter your life and career will suddenly need way more attention than you've been giving them. It will be more difficult to create pieces. It's important to keep a schedule to make sure you don't miss any days. 3. Day 21–30 — The wall a. This is the hardest part. In the third quarter you'll hit a creative wall. You'll feel like you have no ideas and you'll feel like you're not making good work. Don't get discouraged. Show up every day and make a new piece. Once you get over this hill you'll be in a great place creatively. 4. Day 31–40 The homestretch a. If you get past the wall, you'll be set to finish the project. By this time, making artwork everyday will come naturally and will feel like a habit. This is also when your creativity will really come out. You'll be making things you never thought you would make.
Sharing Your Work	Screenecast / Slides	1m	How to share your work on social media Accountability
Making Making Something a Habit	Talking Head	1m	Keep going!

Class Project

Project Description
Your assignment is to create 1 piece of artwork everyday for 40 days. The medium and subject matter are up to you, but be sure to pick something you can complete in 1 day. Take a look at the Inspiration and Examples for ideas of what's possible with Make Something Everyday projects. Feel free to reach out to me any step of the way if you need help with your project. - Define your project. Give your project a title and provide a short description of your intentions including your medium and subject matter. - Upload your first piece.

- Update your project everyday with your latest piece.
- Number each piece and give them unique titles if you'd like.
- Share each of your pieces on Social Media with #SkillshareMSE and provide a link to your profile.

Inspiration and Examples

- Brock Davis — Make Something Cool Everyday 2009
[<https://www.behance.net/gallery/171640/Make-Something-Cool-Every-Day-2009>]
- Design Observer — Five Years of 100 Days
[<http://designobserver.com/feature/five-years-of-100-days/24678>]
- The Great Discontent — The 100 Day Project
[<https://www.instagram.com/explore/tags/the100dayproject/?hl=en>]
- Year of Making [<https://www.instagram.com/explore/tags/yearofmaking/?hl=en>]
- Chris Piascik — Daily Drawings [<http://chrispiascik.com/daily-drawings/>]
- Kate Bingaman-Burt — Daily Purchase Drawings
[<http://www.katebingamanburt.com/daily-purchase-drawings/>]
- Jessica Hische — Daily Drop Cap [<http://www.dailydropcap.com/>]
- Jonathan Mann — Song a Day [<http://songaday.org/>]
- Julia Cameron — Morning Pages [<http://juliacameronlive.com/basic-tools/morning-pages/>]