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MCAD MAGWD 2023

Capstone Research Archive

BOOKS

Steward, Jan and Corita Kent. [*Learning by Heart: Teachings To Free The Creative Spirit*](#). Allworth, 1992. Introduces principles, tools, and techniques developed by Corita Kent to enhance and encourage artistic creativity in students.

Tharp, Twyla. [*The Creative Habit: Learn It and Use It for Life*](#). Simon & Schuster, 2003. Creativity is the product of preparation and effort, and is within reach of everyone. Thirty-two practical exercises based on the lessons Twyla Tharp has learned in her remarkable thirty-five-year career.

Day, Felicia. [*Embrace Your Weird: Face Your Fears and Unleash Creativity*](#). Simon & Schuster, 2019. Whether you enjoy writing, baking, painting, podcasting, playing music, or have yet to uncover your favorite creative outlet, *Embrace Your Weird* will help you unlock the power of self-expression. Get motivated. Get creative. Get weird.

Usher, David. [*Let the Elephants Run: Unlock Your Creativity and Change Everything*](#). House of Anansi Press, 2014. The essential guidebook for anyone looking to reignite their creativity. Creativity is in everyone's DNA, not a select few.

Barry, Lynda. [*Syllabus: Notes from an Accidental Professor*](#). Drawn and Quarterly, 2014. Barry's teaching method has been embraced by people across North America—prison inmates, postal workers, university students, high-school teachers, and hairdressers—for opening pathways to creativity.

Questlove. [*Creative Quest*](#). Ecco, 2018. A unique new guide to creativity from Questlove — inspirations, stories, and lessons on how to live your best creative life.

Johnson, Michael. [*Now Try Something Weirder: How to keep having great ideas and survive in the creative business*](#). Laurence King Publishing, 2019. With 233 (to be exact) hints, tips, and pieces of advice, *Now Try Something Weirder* shows those in the creative industry how to have great ideas (every day).

Miller, Andy J. [*Creative Pep Talk: Inspiration from 50 Artists*](#). Chronicle Books, 2017. This volume encourages artists to stay excited, experiment boldly, and conquer fear.

Krysa, Danielle. [*Your Inner Critic Is a Big Jerk: And Other Truths About Being Creative*](#). Chronicle Books, 2016. Silencing that stifling voice once and for all, this salve for creatives introduces ten truths they must face in order to defeat self-doubt.

TEACHING RESOURCES

[Lessons – The Andy Warhol Museum](#)

Explore Warhol's life, artistic practice, and legacy through an extensive archive of free interdisciplinary teaching tools.

[Let The Elephants Run - Action Worksheets](#)

Companion worksheets to the book, *Let the Elephants Run*.

[Eleven Classroom Creativity Killers](#)

Creativity plays a larger role than ever before for the average person, but the opportunity to learn creativity in our schools is diminished by other out-dated standards and common core concerns.

[Teaching Creativity](#)

Teaching creativity to everyone is vitally important if we desire a good life for all.

[Practice, suck less](#)

"Lots of people decide to train for a marathon and just go out and do it. Why not choose to have better handwriting? Or play the piano?"

[Immaculate Heart College Art Department Rules](#)

In the 1960s, Corita Kent asked her students to collectively reimagine what a learning environment could be. Their contributions comprised the now widely recognizable Immaculate Heart College Art Department Rules (commonly referred to as "Ten Rules").

[Classroom rules from Lynda Barry's *Syllabus*](#)

Barry is undeniably a genius but her key brilliance is her ability to spark creativity in almost anyone.

[6 Tips For Making a Visually Engaging Class for Creative Entrepreneurs](#)

As you plan your next class for students who want to take their creative passion to the next level, make sure to keep in mind these helpful tips.

[Sources of Ideas for Art Learning](#)

By approaching art from new directions, we deepen the learner's grasp of how to think and feel as they materialize their world artistically.

[How to Plan Art Lessons](#)

The order in which things are done tells a lot about the teacher's philosophy of education.

[Bauhaus School: Five Lessons For Today's Designers | Blog | Designlab](#)

The Bauhaus School wanted to reunite the artist with their craft, and encouraged students to immerse themselves in the full range of materials and techniques available.

[AIGA Design Teaching Resource](#)

a peer-populated platform for educators to share assignments, teaching materials, outcomes, and project reflections.

MARKETING

[How to Market Yourself](#)

[How to Get Press](#)

[How to Write Great Landing Page Copy and Step Up Your Website's First Impression](#)

[Dear Design Martyrs: The One About a Mission Statement – PRINT Magazine](#)

LIKE MINDED PROJECTS

TEXTURES FACTORY / FÁBRICA DE TEXTURAS

Madrid City Center, Spain

PROS: 48K followers

great photos

promoted new product

CONS: \$24 shipping from Spain

No live class option

UNCOMMON EXPERIENCES

PROS: 188K followers

creative

promoted new product

CONS: Limited range of classes

Few live class options

Classes are not taught by maker of the kit

UPSTAIRS CIRCUS - MINNEAPOLIS

PROS: 14.2k followers

locations in several cities

CONS: party and drinking vibe

Shared workspaces and equipment

Projects are self led with no instructor

Value for what you get is not great

No take home tools or skills

[Two Hands Paperie Online & In-Store Classes](#)

[Knack One-off Boxes](#)

[Barneby Fox Make Your Own Rubber Stamp Kit](#)

[Onlinekurs "Stempelschnitzen!"](#)

[Parcel Arts](#)

[Craft Supplies - DIY Kits - Page 1 - Antiquaria](#)

ENJOY THE PROCESS

Brammer, J.P. "[I'm Paralyzed by Anxiety.](#)" *The Cut*, July 2021.

"The process itself can be so rewarding. When I think of it that way, it takes all the pressure off of me to be better than someone else or worry if what I'm doing is a productive use of my time."

Brammer, J.P. "[I Lost My Creative Spark](#)" *The Cut*, Nov. 2022.

"You were engaging in the process. You were figuring things out, experimenting, and moving to make your ideas a reality.."

Rao, Srinivas "[Make More Art: A No-Bullshit Guide to Becoming a Prolific Creator](#)" *Medium*, Dec. 2019.

"The sporadic creator focuses on the outcome. The prolific creator focuses on the process."

BENEFITS OF CREATIVITY

Menand, Louis "[The Origins of Creativity](#)" *The New Yorker*, April 17, 2023.

"It (creativity) is associated with all good things: individualism, dignity, and humanity. And everyone has it. It just needs to be psychically unlocked."

Stahl, Ashley "[Here's How Creativity Actually Improves Your Health](#)" *Forbes*, Jul 25, 2018.

"It might sound too good to be true, but simply engaging in creative behaviors (even just coloring in those trendy adult coloring books) improves brain function, mental health, and physical health."

MARKET RESEARCH

<https://techcrunch.com/2020/08/10/skillshare-new-funding/>

With a renewed focus on creative skills, online learning company Skillshare raises \$66M