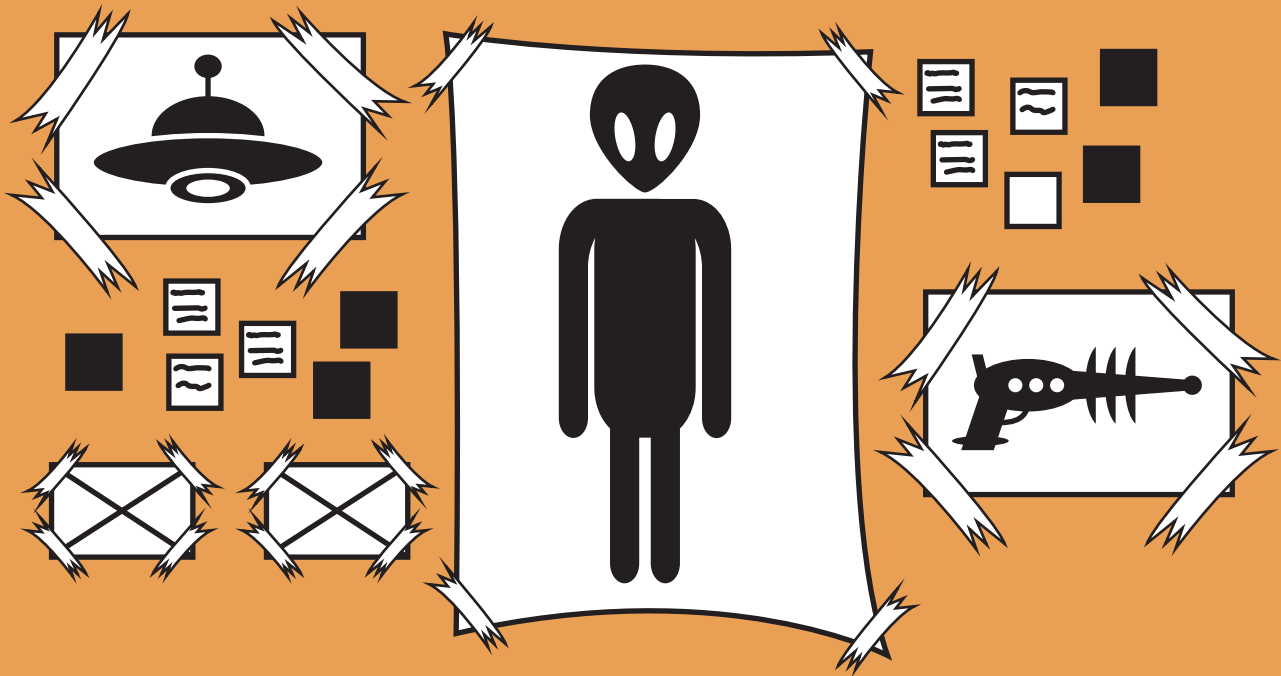


CREATION METHOD: 38. THE MUSE



38. THE MUSE

Sometimes having a specific goal or target group is not enough when you want to be really innovative. This method uses a fictive or a real character as a creative stimulus and inspiration for a project. The Muse provides a visual, aesthetic, intuitive approach to keeping the focus and a common thread running through a project, providing a sense of where you want to go with the result

Materials needed: Magazines or pictures for cutting and making a collage, paper, glue and pencils or a computer, picture editing and layout software.

Time required: 30–45 minutes.

How?

1) Do some Desktop Research (method no. 20) to find interesting people you can use directly or indirectly as inspiration for developing a fictional character.

2) If you are developing your own fictional character, start by writing a little story about her, making a picture of her through collage, drawing or desktop software.

3) You must have a picture of your Muse close by, on the desk or on the wall, and it must be a muse that is inspiring, interesting and matches the theme, challenge or project you are working with and who can function as a driver.

4) Use the Muse when working, discussing and evaluating your work: What would the Muse say or think about your challenge, research and ideas?