

Hierarchy of Design Checklist

Stimulate

Encourage

Awaken

Motivate

- Passion underpins everything.
- Don't be afraid to show your passion. People really want to see it!
- Developing your passion is easy - just do what you love.
- Use your interests, no matter how un-related. They may come in useful sometime.
- Passion is supported by inspiration, motivation and consistency.
- Passion inspires and inspiration motivates.
- Use routine to achieve consistency.
- Use the momentum created by inspiration, motivation and consistency to move you forward.
- Knowledge is power - use it. Research unlocks the doors of possibilities.
- Be willing to change direction or go down a different path.
- Research leads to knowledge, which leads to growth.
- Sampling opens opportunities to innovate by using different techniques, mixing techniques or inventing something new.
- Attend workshop by Tutors who inspire. Continue to educate yourself as an Artist.
- If you teach, learn from your Students.
- Design needs an intention an aim and an objective.
- Use these as roadmaps so you know where you're going.
- Work put in at the initial design stage, will pay dividends in the long run.
- It becomes a guide or blueprint for achieving a successful outcome.
- Design involves problem solving. Better to sort problems out before you start work.
- If a design isn't working, don't give up on it. Push through, think it out and change something. Make it work if you can. If it's still not working, don't throw it out, but file it away and move on. Go back to it at a later date with fresh eyes.
- Design with your technique in mind. If you work large, design large and vice-versa.
- Know your tools and materials and how to transfer designs.
- Have systems in place, so they just kick in automatically when needed.
- Use your passion to see work to completion.
- Take regular breaks and exercise. Look after yourself.
- Think about your next project. In other words, don't stop. Make design a continuous loop.
- Work with intention.
- Avoid distractions.
- Use routines and focus.
- Applaud your achievement.
- Use that positivity to start all over again!

Cathy Jack Coupland
www.cathyjackcoupland.com