

Creative Process Participatory Modeling

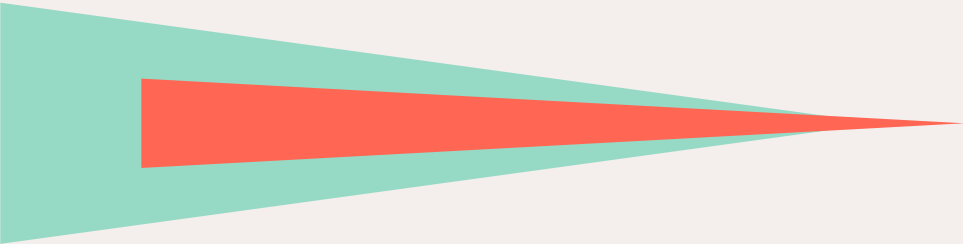
Studios and creatives are often afraid of sharing “unfinished” ideas with stakeholders. This produces two distinct issues. First, as the creative builds a “more finished” idea, they build a sense of ownership and pride in the product—it becomes precious. Secondly, the chance of that “more finished” idea aligning perfectly with each of the stakeholders is low—the concept is likely to need to be reimagined by the artist. As a result, both the creative and the stakeholder become frustrated by the process.

This approach focuses on broad, open-minded, collaborative ideation that fosters a different form of creative community and experience.

- Creative
- Stakeholder

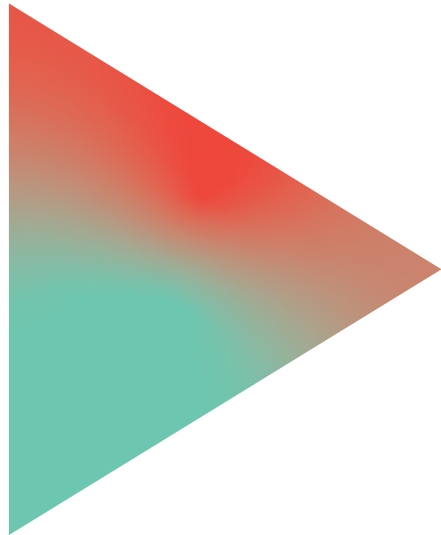
Studio Creative Process Options + Iterations

This is a closed process that “shields” stakeholders from ideation process, and pre-selects “more finished” work for collective discussion. The result is a “presentation - response” cycle that often feels exclusive and unresponsive to their needs and input.



Participatory Process Ideation + Collaborative Concepting

A participatory process leans heavily into early alignment between the creative team and the stakeholders. It relies on an open, and ego-free creative process that includes stakeholders as a part of the process rather than the recipient of choices and outcomes. The stakeholders have genuine ownership over the process and outcome.



Creative Process

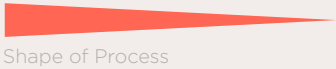
Shape, Flow + Timeline

The participatory approach establishes an open and collaborative process of "ideation." What separates ideation from concepts is the level of time commitment and ownership over the idea. A creative team builds a collection of ideas that address a spectrum of possibility, shape, direction, and vision, before they become concepts worth defending. A collaborative workshop with stakeholders to openly discuss these ideas, provide feedback on elements that work and those missing, and collaboratively establish a common language and direction. Therefore, the next "iteration" is an advancement of a collective idea, rather than another iteration of an idea that missed the mark.

As a result, while the concept phase seems more streamlined and efficient, it produces inefficiencies as we approach a final product. The participatory process asks for a little more time and energy in the early phases to establish alignment that carries with it an efficiency and collective ownership.

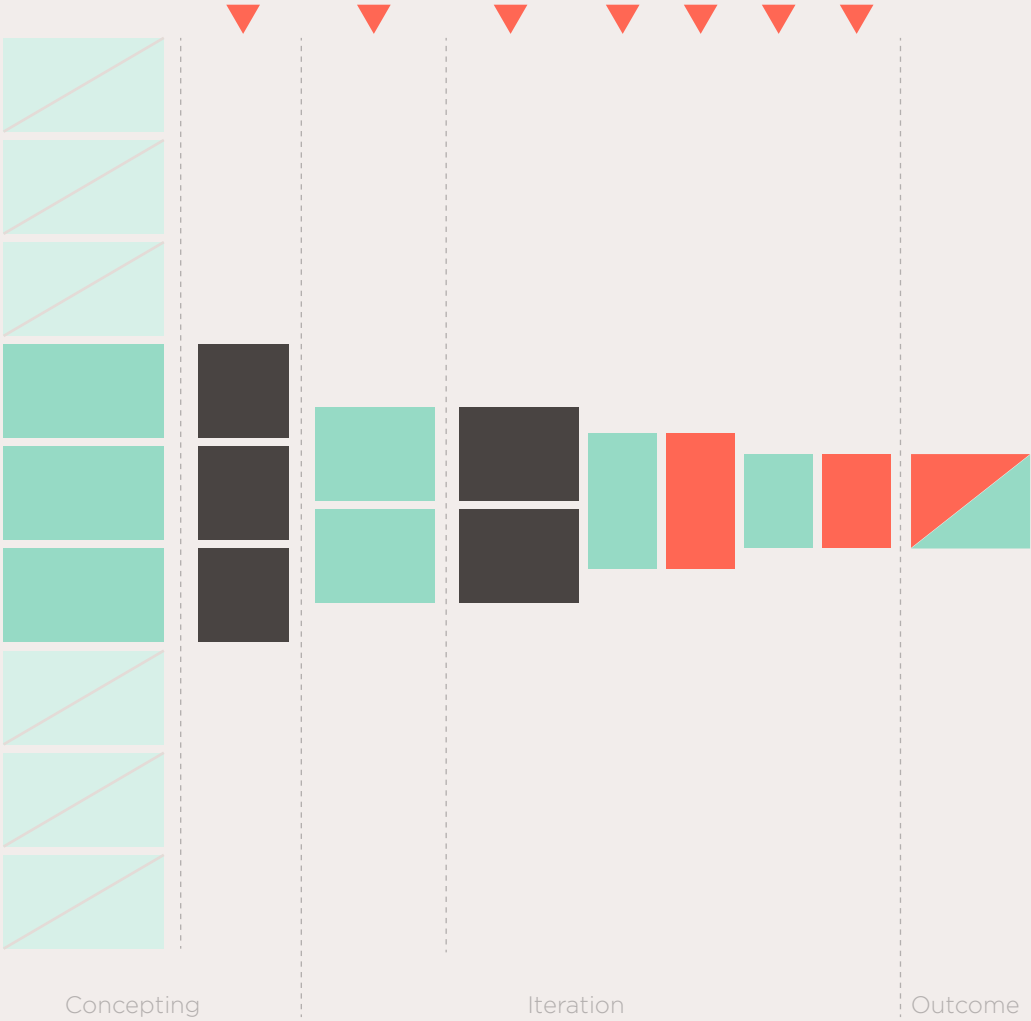
● Creative
● Stakeholder

Studio Creative Process Options + Iterations

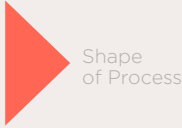


Creative Timeline + Distribution of Engagement

Level of Stakeholder Engagement: ● High ● Low

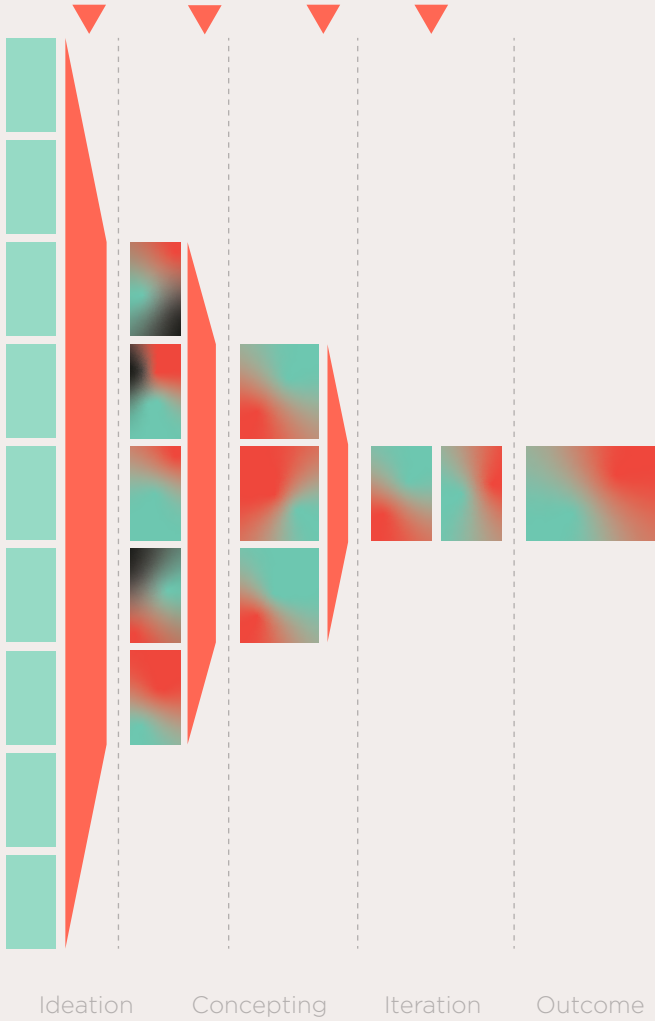


Participatory Process Ideation + Collaborative Concepting



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Creative
Process
Evolution from
Concept to
Product

