

Structural Tension Chart

PROJECT

How-to Article for *Creative Process in Action* Blog

GOAL

Create a how-to article for my Creative Process in Action Blog. Primary Audience is persons interested in applying the Creative Process. People interested in making their own cards and printables as well as people looking for ideas for "challenging" people/events may also be interested.

I want the article to be easy and engaging for my audience to read. I also want to inspire readers to learn about the Creative Process.

The article explains step-by-step how I created a gift for a woman's 50th birthday celebration with enough detail so that someone with experience using Photoshop, Illustrator, and InDesign could easily adapt for their own projects. The article also illustrates how the Creative Process guided my work and contributed to successfully completing my goal.

The article will use step-by-step text. I will add photos, charts, and illustrations to enhance the text when they make it easier for readers to quickly understand my explanation.

The **project is due in 44 days: ~~40-49-16~~ 10.23.16**

ACTION PLAN

What steps are required to create what you want? In what order? And by when?

COMPLETE	STEP DESCRIPTION	DUE DATE
X	Write down the steps taken to create the gift. (Keep it simple. I'll add details and concepts when it improves the explanation).	10.02
X	Type the written steps and print the draft.	10.11
<input type="checkbox"/>	Note where graphics help the article. Not also break points where I can split the article into separate pages or posts.	10.12
<input type="checkbox"/>	Create a list of graphics. Note most important vs nice to have.	10/12
<input type="checkbox"/>	Create graphics	10/17
<input type="checkbox"/>	Create blog pages and blog posts (adding text and media)	10/19
<input type="checkbox"/>	Ask a couple people to read the article for typos, grammar, and comprehension. (note while we're asked that our goals not depend on the input of others I'm included this step because it adds value even if it's not required to complete this goal).	10/20
<input type="checkbox"/>	Make revisions per suggestions	10/22
<input type="checkbox"/>	Publish article	10/23
<input type="checkbox"/>		
<input type="checkbox"/>		

CURRENT REALITY

10/11/16

I'm a week behind on completing the project and I adjusted due dates accordingly.

Why did I get behind? Last week I decided to look at ways other companies are offering learning content. In particular, I looked at what Google is doing for it's G Suite product (formerly Google Apps) and Google Analytics. I took screenshots of lessons that were most relevant to what I'm creating.

I learned some good lessons, in particular, Google keeps their online learning very short and chunked for products used by the general public. More technical material is more wordy but is still to the point. Analytics Academy includes an initial video lesson.

For future projects I'm going to consider scheduling time to check out examples if I don't have an existing template.

10/4/16

I've created a blueprint of the overall steps, sketched illustrations, and written ideas and notes. This is a good "map" for the work required. The unknowns currently are: my skill level for creating the images and I'm not yet sure the best way to structure the article on my blog. For example, it could be one long blog post where the reader scrolls through to the end, it could be a series of posts or pages, or a combination of these. By "best" I mean easiest for my audience to read and apply.