

1.) Be willing to sacrifice an idea

- Christmas, killed the stop motion idea after we'd built a set and bought software. ended up being Perry's favorite open we'd done.

[P] SHOW WHITEBOARD

[V] SHOW CHRISTMAS OPEN

2.) File ideas for later

- from point 1, that idea was better utilized in our current series.

CASE STUDY

3.) Be sensitive to inspiration

- tell the story about Meg, economic crisis didn't really hit her until someone close to her was laid off, it got personal and made her aware. Realized this had to be the crux of this piece, make it personal.
- even if no one else sees it, make sure your pieces have meaning behind them.

4.) Collaborate

- this piece began with Shua (representing communications), Adam, and I in a room
- I was steadfast on wanting a voice over piece, but fully flexible on every other single element.

5.) Dare to stretch.

- I pitched this idea in creativity. Was confident, explained it well, and said "trust me."
- I pitched to change the series title from BAILOUT, WHERE'S MINE to "Where's my bailout?" so the opener would read better.
- this style piece is way out of our comfort zone
- Perry liked the idea.

6.) Sweat the pre-production

- 1/2 of the piece was writing
- refined it over a few days.
- did my own "dry readings" for timing
- thumbnail sketched [P] of thumbnails
- made pre-vis animations [V] of pre-vis animation

7.) Be resourceful

- used the Dragon software we'd already purchased
- set up the stop motion studio in my office
- got \$1's from bank, asked for coin and bill wrappers for elements (free)
- used an intern to voice it

[P] SHOW SETUP

8.) Be flexible

- Justin and I changed elements on the fly (smoke, for example)

9.) Sweat the post-production

- spent about 4 hours on the audio production, sweating the details sometimes makes the piece.
- spent a lot of time tweaking the post production color treatment

10.) Tie things together

- Keep your elements consistent across all aspects of your package. Use common pieces, colors, fonts, to make it all cohesive.
- here, used the quarter rolls for the DSK. scanned \$\$\$ into number shapes for the counter.
- Simulated the stop motion look for the counter so it felt part of the family

[V] Counter segment.

11.) Refine

- going to rerecord the audio... still don't feel it's quite right.

[V] Bailout Open

OTHER TIDBITS

12.) Learn to be organized.

- team whiteboard
- workflow affects more than YOU
- sketchbooks
- GTD (close the loop on tasks)
- pointless to be creative if you can't complete the project--AMANDA

13.) Choose your battles, trust your team and your manager--ADAM

14.) Maintain proper perspective, "the work isn't for you, it is to glorify God and to assist your pastor's message."

15.) Be a little weird, it's OK (Space pen, unique, custom workspace... freedom).

16.) manage distractions

- close your door, wear headphones

- turn off phone and email to focus

17.) Watch your ego

- make sure you are not the one standing in God's way

18.) Read inspiring media

- Give away "backlog of inspiration, magazines"
- keep a full tank

19.) Use what you have

- Mino in Kenya
- local VO

20.) Change your work environment when you get dry

- Adam writes from home
- I compose with Evernote on my iPhone at the gym
- sit in the atrium with my notebook
- have a "brainstorm chair" in my office

21.) Surround yourself with things that inspire you

- I have a turntable and a monome in my office
- and an unnatural affinity for my Space Pen
- inspiration folder (NP board)

22.) Always push new ideas

- you want to be the guy who's always coming up with something new, fresh
- but don't be combative... know when to say "ok, I see..."

23.) Recognize it's all personal preference

24.) Critique - be OK with putting up your pieces for feedback and refinement

25.) Creativity costs...

- not money, but time is often the greatest resource
- good time management
- keep priorities

26.) Remember why you do this and for whose glory