What

Describe your output. First, choose a work. Preferably one that represents your narrative.

Next add pictures, sketches of the chosen work. And share the story it tells.

At first glance (what people see, what it does): (Media) type (furniture, painting, website, performance, ...), appearance(s), features, functions, form, shape, materials, specs, etc.

Symbolic values tell what the work represents or what it connects to. What are the clues – or symbolism – that show this connection?

Emotional values are about the emotional ingredients that are built into the work. What emotions does it trigger? What emotions are conveyed?

Expand on the 6 basic emotions: happiness, sadness, fear, disgust, anger and surprise.

Impact can be found at different levels. How are individual users impacted? What is the intended impact on a specific group, market, place or sector?

Does the work impact society at large and on what issue?

Do you have impact goals? Economic targets, behavioral targets, reputational?

Finally, what will change if your work is received successfully?

To connect to the next step: Can you map out your process?

Working Title:..

At First Glance
- O ....
- O ....
- O ....
- O ....
- O ....

Symbolic Values
- O ....
- O ....
- O ....
- O ....
- O ....

Emotional Values
- O ....
- O ....
- O ....
- O ....
- O ....

Add Pics

Story
- O ....
- O ....
- O ....
- O ....
- O ....

Impact
- -> ....
- -> ....
- -> ....
- -> ....
- -> ....
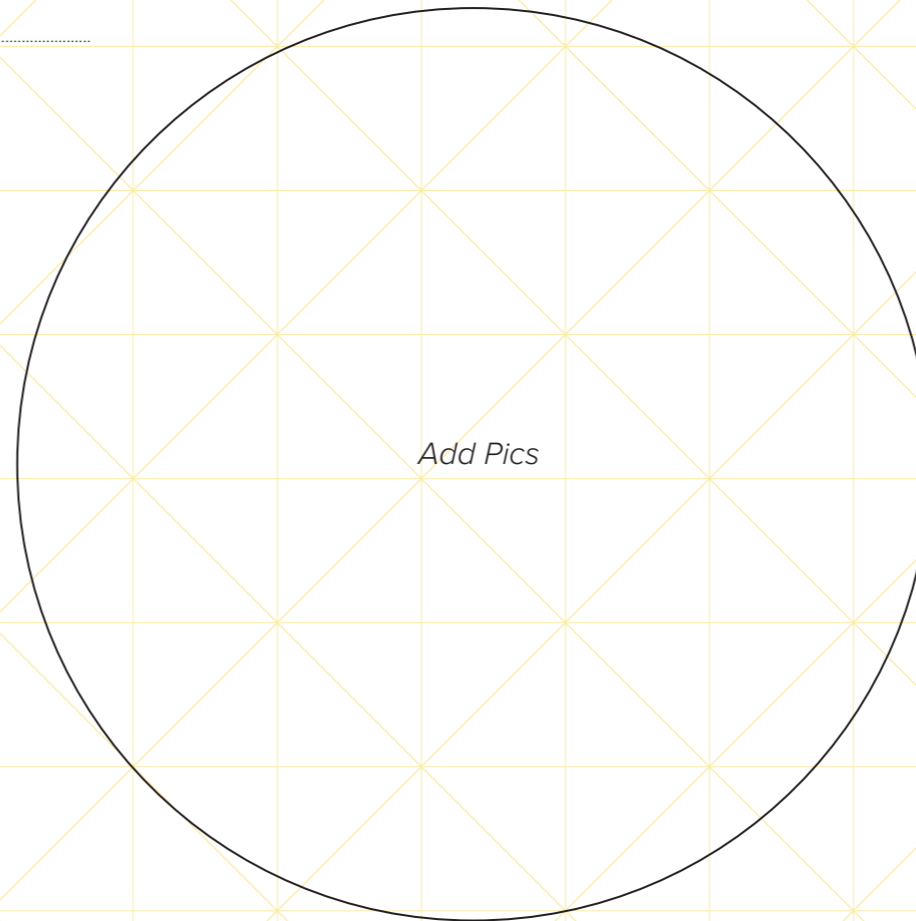
Proces

Step 1   Step 2   Step 3   Step 4   Step 5   Step 6