

SURVEY *of* CURIOSITIES

An ANTHROPOLOGY *of* SELF

This survey is about you and the human race. By answering the questions below we are learning about you and your unique perspective but we are also learning about humans and human behavior. Use each survey below [Survey A and Survey B] to dissect interests and belief systems that connect with your personal narrative. This can help you identify important unique factors in your life. You can use this research to help you with your body of work. **Pick 10 questions from each category below [A & B] and answer them.**

A. PERSONAL SELF-SURVEY / CURIOUS QUESTIONS

- 1. What is something you Miss?
- 2. What is something that makes you Sad?
- 3. What is something that makes you Mad?
- 4. What is something you Love?
- 5. What is something that makes you Smile?
- 6. How have you evolved since you were born?
- 7. What kind of diversity is present in your life?
- 8. How have you adapted to different environments [home/school/work]?
- 9. How does your behavior differ from others beliefs and behaviors?
- 10. Are societies construct of social hierarchies important for your family?
- 11. What are your Core Values?
- 12. What is your favorite place?
- 13. What is your favorite moment in history? Why?
- 14. What is your favorite shape or symbol? Why?
- 15. If you could be three Archetypes what would they be?
- 16. What are your favorite knowledge domains? [science, space, swimming]
- 17. How was your family formed?
- 18. What is a metaphor for your life?
- 19. What has been the worst moment in your life so far?
- 20. What are 20 key words that connect to you or your work?
- 21. What are 20 key ideas or phrases that connect with you or your work?

B. CONNECTING THE DOTS SURVEY:

- _1. DUALITY.** ___ . What are important juxtapositions in your work? How do they work together and how do they create contrast?
___ . Why do dueling forces inspire us and create such potential for poetic spaces?
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- _2. MICRO / MACRO.** ___ . How do you connect your work between the personal and the universal?
___ . How do you look at life from a birds-eye-view versus a microscopic view? Are these differences in perspective significant as dueling forces?
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- _3. INTERNAL/ EXTERNAL.** ___ . Are spaces that are constructed on the interior vastly different and lack connection to the exterior world?
___ . Inside and outside can refer to psychological versus physical. How can these opposing perspectives speak to topics important to us as humans?
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- _4. TIME/SPACE, PASSING OF TIME.** ___ . How does the ephemeral nature of life inspire you or your work?
___ . How do you know where you exist in time and space?
___ . Is the nature of time and it's passing surface in your work or your interests?
___ . Does time and narrative play a part in your work or your interests?
___ . Is sequence or fracturing of sequence significant? Why?
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- _5. MEMORY / NOSTALGIA.** ___ . What do you remember as a child and how does that transcend to your current state?
___ . Are you inspired by environmental factors of memory like wind, water, texture, relationships, interpersonal interactions, etc?
___ . What is something you miss from the past that is now gone?
___ . What is something that you miss from the past that you have marked by a keepsake or place-holder?
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- _6. EMPATHY & PAIN.** ___ . Everyone struggles with something in life, what is your struggle?
___ . What have been the worst moments in your life?
___ . Is empathy essential to be a functioning member of society?
___ . How does life change when you know pain?
___ . How do periods of pain reveal brighter moments in life?
___ . How have opioids created a serious pain epidemic in contemporary life?
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- _7. LOSS.** ___ . Have you lost a significant person in your life that has left a vast void?
___ . Is something important missing from life that is essential and you or your work speak to these topics?
___ . Is the human attachment system essential in your life?
___ . How does the stigma of depression negatively affect people and create loss?
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- _8. CYCLE / RITUAL.** ___ . Does the mundaneness of daily rituals haunt you or help you develop as an individual?
___ . Does the cycle of life and nature inspire you? How?
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- _9. SENSE OF PLACE.** ___ . How is your work connected to place?
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- _10. SYSTEMS.** ___ . Are there underlying structures that are important to your work?
___ . What systems are in your life that help you see, connect, or navigate?
___ . How do you organize space, information, color, research, etc?
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- _11. ENVIRO-NMENTAL.** ___ . Does the state of the environment and the presence of decay create a layer of beautiful-decay in it's tragic nature?
___ . Does the shape of the mountains, waves, and other natural structures connect to the human body?
___ . How does the environment impact you or your work?
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- _12. SPIRITUAL.** ___ . Does your work speak to the sublime or are you interested in topics that are larger than life?
___ . Are there aspects of your work that surround spiritual connection?
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- _13. MATERIAL.** ___ . How does the sense of the thread weaving through your clothing as a single line a significant idea?
___ . How does the sense of material speak to meaning, concept, and place?
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- _14. IDENTITY / GENDER.** ___ . How does identity and/or gender affect your daily life?
___ . Are aspects of your identity significant or disconnected with how you feel as a human?
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**_15. CULTURAL
CONSTRUCTS.**

- ___ Does our society construct spaces for us to exist that are uncomfortable, encroaching, or significant?
- ___ Are our behaviors connected to societal norms and how do we make decisions about our lives based on these norms?

_16. METAPHOR.

- ___ Are there metaphors that fascinate you and have personal meaning?
- ___ What knowledge domains could be used to communicate a metaphor or literary device? Examples of knowledge domains include: Space, Water, Science, etc.
- ___ Are there objects that offer meaning through personification? Existential.
- ___ Could your existence be translated into geologic, mathematical, scientific, literary, or other knowledge domain

_17. FORM.

- ___ How do you use color in your work?
- ___ How do you use and apply texture and/or space?
- ___ What are your favorite creative processes? Explain why?
- ___ Who are your top 20 artists and designers? Explain why?
- ___ What do you want the view walking away knowing (or feeling)?
- ___ Visually reference formal qualities as meaning using shapes patterns and colors that inspire you?

_18. INJUSTICE.

- ___ Biological + History + Injustice. Do you have a significant histories that connect to your personal history? Is it something urgent to you that establishes a sense of deep pain, suffering, importance, and/or awareness?
- ___ Are there issues that you witness or experience that need correcting in the world to make it a better place? What do you see?

THIS SECTION IS EXTRA CREDIT.

CONSIDERATIONS *for* STRATEGY & PERSONAL BRAND QUESTIONS.

C. OTHER QUESTIONS TO CONSIDER:

<u>1.</u>	Who	Identify your audience. [target market]
<u>2.</u>	What	Formulate your message. [brand message]
<u>3.</u>	Where	Where will this design artifact be located? [brand touchpoints]
<u>4.</u>	How	How do you communicate the message? [brand message]
<u>5.</u>	When	In what period are you communicating this message?
<u>6.</u>	Project Overview:	<input type="checkbox"/> Project Objectives. <input type="checkbox"/> Target Audience. <input type="checkbox"/> Product Deliverables / Design Touchpoints <input type="checkbox"/> Audience Needs.
<u>7.</u>	Brand Statement	What is the Project Statement or Brand Statement? [A brand statement is a concise summary of what your business does, how you do it, and what makes it unique. In just a few sentences (preferably one) people should be able to understand you or your company's mission, goals, values, and how you or your business is different from your competition.]
<u>8.</u>	Unique Value Proposition	[What can the brand offer the Target Audience that is unique to this brand?]
<u>9.</u>	Brand Promise.	[What does the brand stand for?]
<u>10.</u>	Brand Characteristics	[Qualities that best describe the brand.]
<u>11.</u>	Brand Archetypes.	[What characters does the brand relate to? The Hero? The Creative? The Sage?]