



HOW TO FIND YOUR STYLE

A MINI-SKILLSHARE



CREATIVE PEPTALK

Illustrator and Public Speaker [Andy J. Pizza](#) is the founder and host of The Creative Pep Talk Podcast. Andy has illustrated for the likes of The New York Times, The Washington Post, Google, Amazon, Nickelodeon, YouTube and Warby Parker.

To view Andy's work visit [andyjpizza.com](#) or [follow along on @andyjpizza](#)

YOUR CREATIVE DNA

Identity:

You on a molecular level (ie. your parents, culture, etc.)

Taste:

Art or things that stimulate you

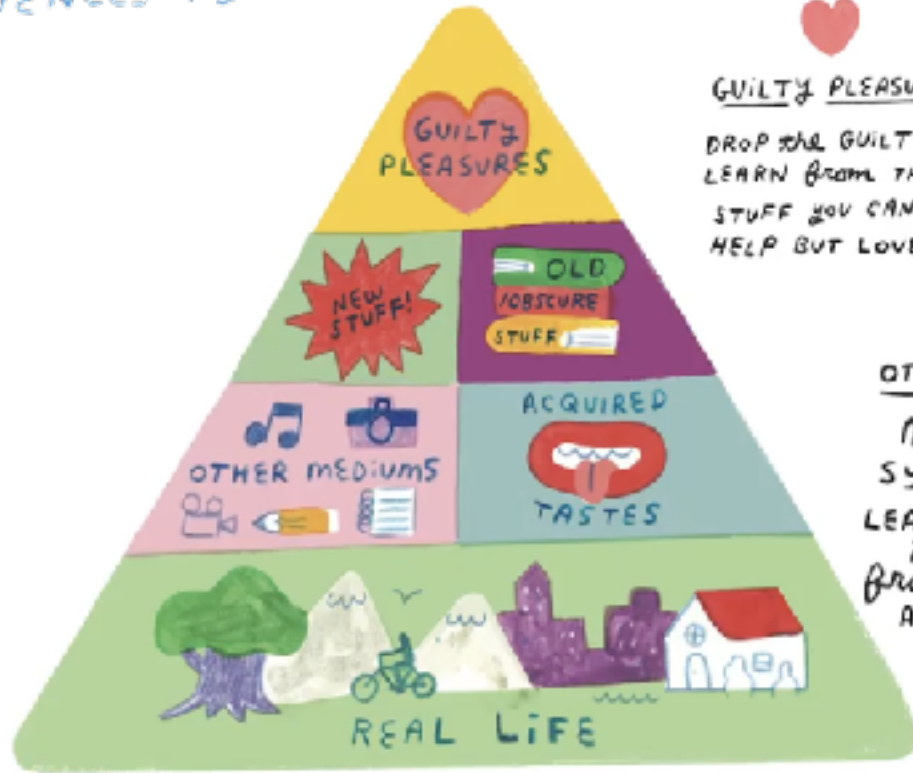
Experimentation:

When was a time you tried something new or made 'happy accidents'?

Experiences:

What memories make you who you are, what is your story?

the CREATIVE INFLUENCES PYRAMID



GUILTY PLEASURES

DROP THE GUILT - AND LEARN FROM THE STUFF YOU CAN'T HELP BUT LOVE



NEW STUFF

DON'T BE AFRAID TO LET YOUR CONTEMPORARIES EXCITE YOU!



OLD / OBSCURE STUFF

DIG DEEP INTO HISTORY & THE ESOTERIC



OTHER MEDIUMS

MAKE A SYNESTHETIC LEAP WITH INSPIRATION FROM OTHER ARTFORMS



ACQUIRED TASTES

DRAW FROM STUFF YOU LOVE NOW BUT USED TO HATE!



REAL LIFE

THERE'S NO BETTER SOURCE THAN YOUR LIVED EXPERIENCE

Speaker notes: When you start putting together some of your notes in the next slide, explore this pyramid as a way to draw inspiration from unexpected places!

Exercise #1

Write three things under each category:

Identity:

Taste:

Experimentation:

Experiences:

Speaker notes: another fun and visual way to do this exercise is by creating a separate Pinterest board for each of these categories.

Exercise # 2

Let's analyze 'our data'! ASK YOURSELF:

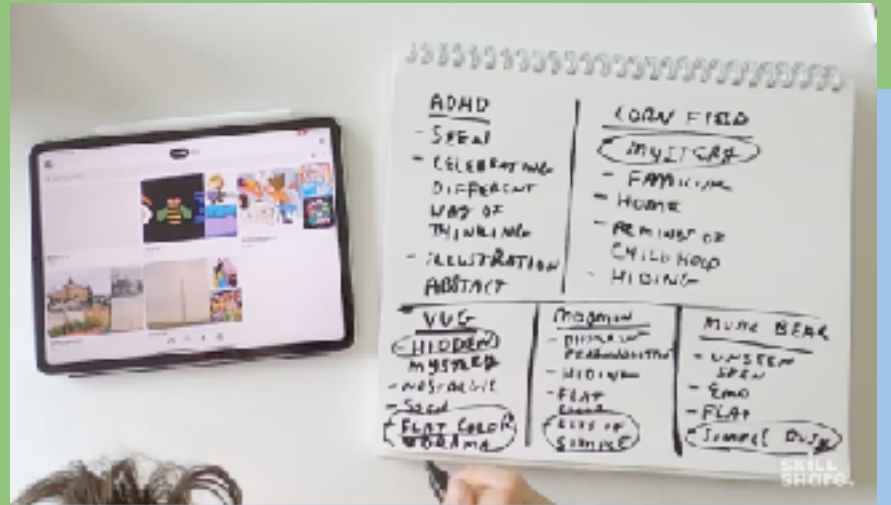
- Why did you put that down? (ie. Aesthetic reason? Nostalgia?)
- What about this hits *different*?



Speaker notes: example, in my patterns I was finding a lot of references to comic books, bold and bright colors, and textures.

Exercise #2

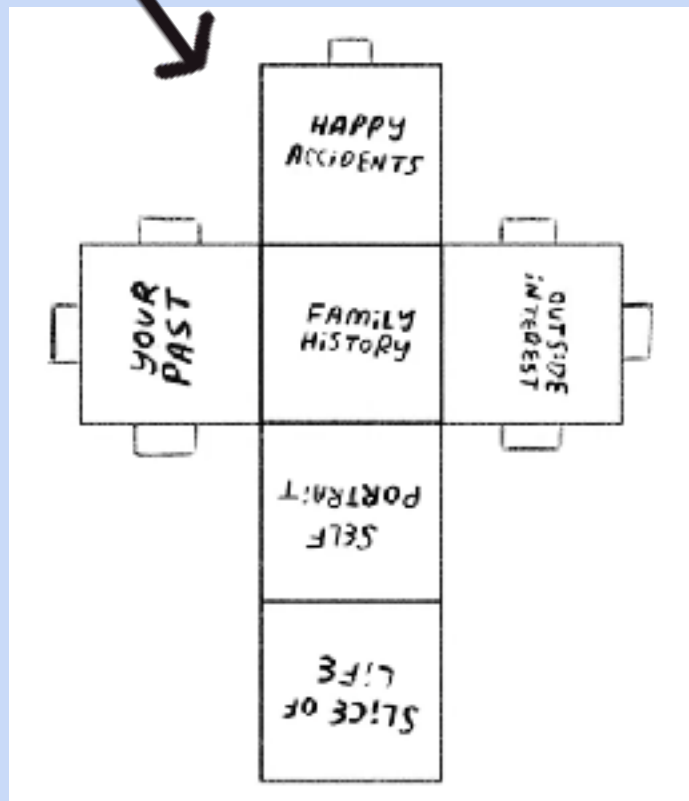
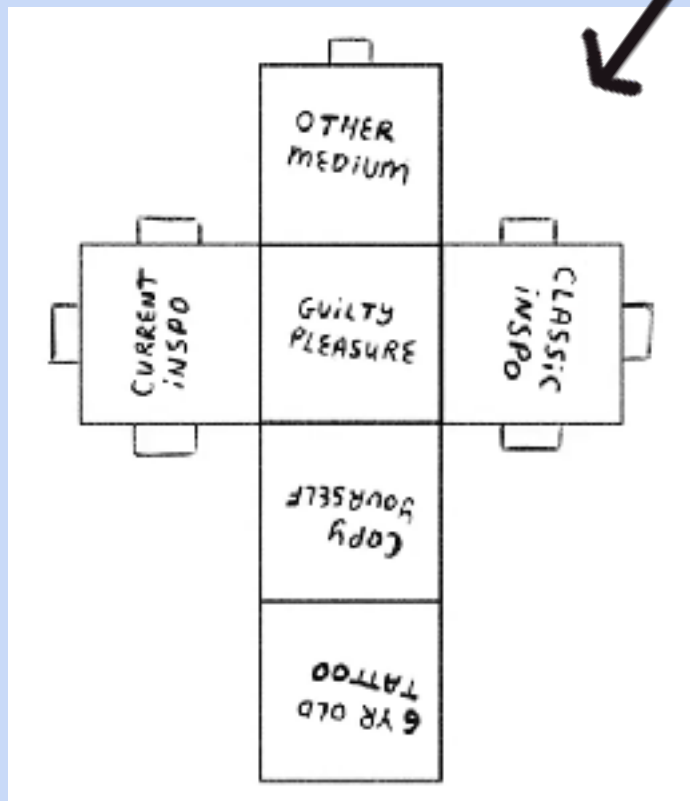
- Try to find patterns and themes in your analysis.
- Visualize or look for imagery that fall under those keywords. *Use websites like pinterest, dribbble, behance etc.*



Speaker notes: If you decided to create Pinterest boards, now is the time to create a “Master” board that could act as a brand guideline to your style. Add the visuals that correspond to the patterns you found from exercise #1.

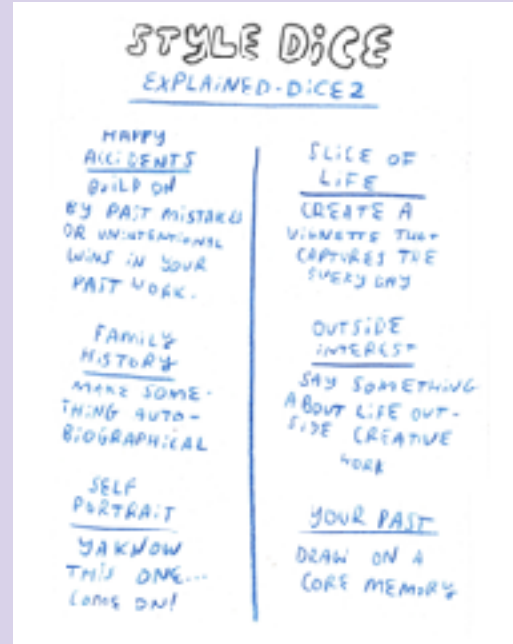
Exercise #3

Pick one phrase from each dice



Exercise #3

Based on the data from previous exercises and these two phrases, doodle an image!



Speaker notes: this is a fun way to put into practice some of the new styles and designs you uncovered in the first two exercises.

Next Steps?

Evaluate your visual explorations and identify what works and what doesn't work. Make 'rules' (and when to break them) to build consistency across your designs.

SOME EXAMPLES:

All shading is done by halftone only

All lines are round capped

Eventually you will populate 'your world' by developing certain ways you approach your designing or drawing (ie. Shoes are flat at the soles but rounded at the toes etc.)



Speaker notes: one of Andy's pivotal messages is to FAIL HARD, keep drawing, keep designing, keep making. It's the only way we can learn and grow and become better artist!